

PRATIBIMBH

STUDENT ACTIVITY DOSSIER

VOLUME XII 2025

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Message from the Chairperson, Student Activities

The year 2024-25 has been a stellar year for our students as they effectively pursued their academic goals, while simultaneously taking on passion projects in co-curricular and extra-curricular domains. I have been truly amazed by the enthusiasm and dedication demonstrated by our students in finding ways to engage their talents, enhance their skills, and build relationships with different stakeholders.

Throughout the year, the Student Council and its associated cells organized a wide range of activities and events from corporate projects, workshops, conclaves involving industry leaders, to cultural events, sports competitions, and community service projects. Through their zealous efforts, they strove to create a vibrant campus community which caters to diverse needs and interests.

This year, a total of 112 events were organized by the Student Council and its associated cells: Core, Functional, Interest-based cells and Clubs, and prominent events such as Paragana and Euphoria continued to draw crowds in large numbers. Students brought laurels to the School of Business Management by successfully participating in several national and international competitions. In line with SBM, NMIMS's commitment to providing a holistic student experience, various student bodies have introduced impactful initiatives. A dedicated portal on the student council website now streamlines grievance submission, ensuring confidentiality while addressing concerns related to academics, hygiene, health, and several other issues. Additionally, a comprehensive list of nearby medical facilities was compiled to enhance emergency preparedness. A new cell 'International Business Cell' was launched to provide inputs and exposure to matters related to globalization and international business. Placement preparedness initiatives were launched by the Industry Institute Partnership Cell and a proposal for involving functional cells in placement preparedness was accepted with the intention to execute the initiative in the upcoming academic year. The student cells met their budgetary expectations by raising sponsorships of INR 85.44 lakhs, with the Student Council raising INR 51.01 lakh (59.7%).

As we end this academic year on a positive note, I would like to sincerely thank Shri. Amrishbhai Patel, Chancellor, NMIMS University, Shri Shalin S. Divatia, Mentor, SBM, NMIMS, Dr. Ramesh Bhat, Vice Chancellor, NMIMS University, Dr. Sharad Y. Mhaskar, Pro Vice Chancellor, NMIMS University, Dr. Meena Chintamaneni, Pro Vice Chancellor, NMIMS University, Dr. Abhishek Ranjan, Pro Vice Chancellor, NMIMS University and Dr. Tanmoy Chakraborty, Registrar, NMIMS University for their continued guidance and support. I would also like to thank Dr. Justin Paul, Dean & Provost (Management Education), SBM NMIMS, Vice Deans of SBM NMIMS, Faculty In-charge of various student cells and the administrative staff of SBM NMIMS for their tireless contributions, mentorships and dedicated support to our students. Most importantly, I applaud the efforts of the Student Council and its associated cells for working collaboratively to elevate the School of Business Management to greater heights.

I wish our students the very best as they continue to invest in their learning and growth.

Dr. Geeta D'Souza

Chairperson, Student Activities

School of Business Management

SVKM's NMIMS University



Introduction

The School of Business Management (SBM) at SVKM's NMIMS (Deemed-to-be University) is one of India's most prestigious business schools, located in Mumbai. In addition to offering a variety of cutting-edge academic programs, the School seeks to enhance the holistic development of students through a variety of co-curricular and extra-curricular activities intended to help them realize their utmost potential. SBM firmly embraces the notion that learning transcends the boundaries of traditional classrooms, and this principle serves as the cornerstone of the School's student-related initiatives. With the aim of furnishing students with an environment conducive to developing valuable knowledge, attitudes, skills and habits (KASH), the School has empowered its Student Council and associated cells to orchestrate a rich array of events, activities and projects, each designed to facilitate holistic learning and skill development beyond the confines of conventional learning spaces. The Student Council's student activity dossier, Pratibimbh, serves as an enduring record of the remarkable efforts of SBM's student cells towards helping the School fulfil its mission and vision of developing transformational leaders and staying true to its values. This dossier provides comprehensive information about the Student Council, its associated cells and their incredible accomplishments over the course of the academic year.

Student Council

The Student Council is the apex student body of SBM, NMIMS, contributing to a variety of campus events and activities, as well as assisting the School's Administration in fulfilling its strategic objectives. The Council acts as a formal channel of communication between the administration, the faculty, and the students, and also serves as a representative of the student body during interactions with external parties.

Vision:

To enhance the quality of student life at SBM, NMIMS.

Mission:

- To serve as representatives of the student body of SBM and act as a liaison between the School's administration, faculty and students.
- To organize and facilitate a variety of co-curricular and extra-curricular events and activities intended to enhance student learning and development.
- To provide guidelines and protocols for the smooth functioning of different student cells under its umbrella.
- To assist the School's management in the fulfilment of the School's mission, vision and strategic objectives.
- To assist in SBM's public relations and marketing initiatives.

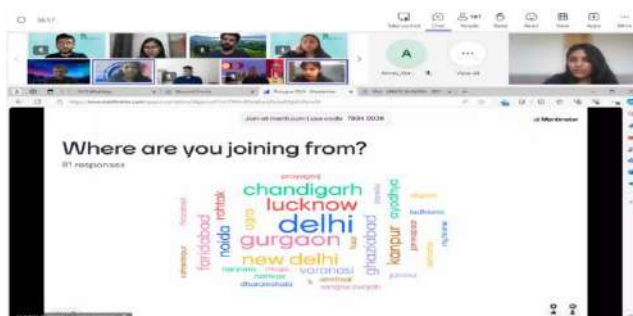
Chairperson, Student Activities: Dr. Geeta D'Souza

Events conducted this academic year

PROLOGUE

Date: 19th May 2024

Prologue is the first ice-breaking session for first-year students designed to cultivate meaningful connections and ease any pre-MBA jitters before stepping foot on campus. The virtual session was divided into four regions-East, West, North, and South-where each first-year student joined their respective regional session. These sessions included various activities aimed at building new friendships and providing insights into MBA life. It also focused on understanding the expectations of first-year students and giving them clarity about their upcoming MBA journey at NMIMS.



MUMBAI DARSHAN

Date: 15th to 16th June 2024

Mumbai Darshan is an offline event conducted as part of the orientation program for incoming students. The event took place over two days:

- 15th June: MBA, MBA (Human Resource), and MBA (Pharmaceuticals Management)
- 16th June: MBA (Digital Transformation), MBA (Business Analytics), and MBA (Healthcare Management) students

Teams explored the city, completing assigned tasks at various locations of their choice, guided by their strategies. Each group's point of contact (POC) submitted the completed tasks via a provided form to qualify for prizes worth ₹1,10,000. Teams were given a sheet containing clues and tasks for 10 famous locations across Mumbai and were required to identify these locations and complete the tasks creatively within the stipulated time. The Student Council judged the event based on aggregated scores. More than 60 teams participated, and the winners on Day 1 and Day 2 were Team no. 39 and Team no. 7 respectively. The event fostered camaraderie and strengthened bonds among students, marking an engaging and memorable start to their MBA journey.

Sponsor: Snacking Partner: Open Coconut



PARICHAY

Date: 2nd to 4th August 2024

Parichay is the annual intra-B-school competition held at SBM, NMIMS Mumbai, where all cells and committees organize their competitions under the umbrella of the Student Council. The Student Council organized the MatterMind event under Parichay. This event served as a prime opportunity for first-year students to showcase their talents and gain recognition. The event consisted of three rounds across three days, with a prize pool of ₹2,50,000 and cash prizes worth ₹60,000.

- Round 1: A quiz round divided into Bingo and Geo Guesser sub-rounds
- Round 2: A fun activity inspired by the game Among Us
- Round 3: Galactic Havens-a technical round where teams placed bids on planets, managed resources, traded, and sought to achieve goals, eventually building spaceships.

MatterMind successfully blended entertainment with skill-building, including critical thinking, teamwork, and adaptability, and received positive feedback from participants.

Sponsors:

- Tech Partner: Samsung BKC
- Digital Partner: Reliance Digital
- Travel Partner: Goibibo
- Food Partner: Maggi
- Rolls Partner: 99 Rolls
- Fast Food and QSR Partner: Whatta Waffle





PARAGANA

Date: 17th to 20th October 2024

Paragana is the flagship four-day annual business festival of SBM, NMIMS. The term Paragana (Sanskrit for "pollination") signifies the beginning of a new life. It aims to stimulate independent, imaginative, and holistic thinking among future leaders. It features 3 flagship events: Jokes Apart, Business Conclave, and The Perfect Candidate.

Jokes Apart

Date: 17th October 2024

Jokes Apart featured standup comedian Ashish Solanki to entertain the students. The event was a huge success, drawing over 1,000 registrations and filling the auditorium to capacity. Before his performance, Zephyr and Treblemakers delivered various engaging acts to keep the audience entertained.



Business Conclave

Date: 19th October 2024

Business Conclave explored the impact of technologies such as Generative AI, Big Data Analytics, Blockchain, and Green Technology on business strategies. It takes an in-depth look at the transformative force of technology and examine its ability to shape strategy, foster synergies, enhance competitiveness, and help organizations navigate the challenges of a rapidly evolving business landscape.

The theme was “Generative Synergy: Embracing the Era of Technological Innovation.” The keynote speaker, Prasad Kurup (Vice President & Senior Partner at IBM Consulting), discussed how organizations can leverage data and AI for business transformation.

Panelists:

- Ajay Tandon, Vice President, HDFC Ergo
- Anantharaman Balakrishnan, Sales Director, Google Cloud India
- Chinmay D. Gavankar, Director, Microsoft
- Saket D. Gadkari, Vice President, Reliance Industries Ltd
- Dr. Divakar Kamath, Professor of Practice, Strategy & Leadership

The panel discussed the evolving role of Global Capability Centers (GCCs) in India and their impact on organizational competitiveness. After the panel discussion, a prize distribution ceremony took place, where students on the Dean's List were recognized, and the Best Division Award was presented. This year, Division C was awarded the Best Division title.





THE PERFECT CANDIDATE

Date: 17th to 20th October 2024

The Perfect Candidate is the flagship event of NMIMS Mumbai's business fest, testing participants across multiple challenges with a prize pool of ₹6,00,000, including a cash prize of ₹2,50,000. This event attracted students from prestigious colleges like TAPMI, FMS Delhi, SIBM Pune, DoMS IIT Delhi, and others.

The event consisted of six rounds: HR, Finance, Sales & Marketing, Operations & Strategy, Debate, and PR. The final round was a surprise challenge where participants completed random tasks. The winners were as follows: Akshat Sharma from Masters Union, Gurgaon, secured first place; Ananta Akansh from NMIMS, Mumbai, was the first runner-up; and Arya Agarwal from XIM, Bhubaneswar, claimed second runner-up.

Sponsors:

- Title Sponsor: SBI
- Associate Sponsor: Divya Aishwarya
- Beverage Partner: Nescafe
- Jewellery Partner: Prithviraj Jewels
- Entertainment Partner: Wet & Joy
- Associate Travel Partner: Ease My Trip
- Beauty Partner: Simply Nam
- Finance Partner: Tata Capital
- Food Partner: Love & Latte
- Digital Media Partner: Edugraph
- Exclusive Ice-cream Partner: Tim & Berry
- Logistics Partner: Safexpress

- Stationary Partner: Reverb Designs
- Gaming Partner: No Escape



EUPHORIA

Date: 9th March 2025

Euphoria, the grandest cultural extravaganza of SBM NMIMS Mumbai, is where music, art, and energy collide to create an unforgettable experience. With a legacy of stellar performances from Bollywood icons like Akshay Kumar and Emraan Hashmi to mesmerizing artists like Jubin Nautiyal, Papon, Ankit Tiwari and Prateek Kuhad, Euphoria has become synonymous with electrifying entertainment.

Euphoria 2025 set the stage on fire with breathtaking performances by The Yellow Diary and Arjun Kanungo. Their soul-stirring music and high-energy acts made the night truly magical, adding to the festival's rich legacy.

Sponsors:

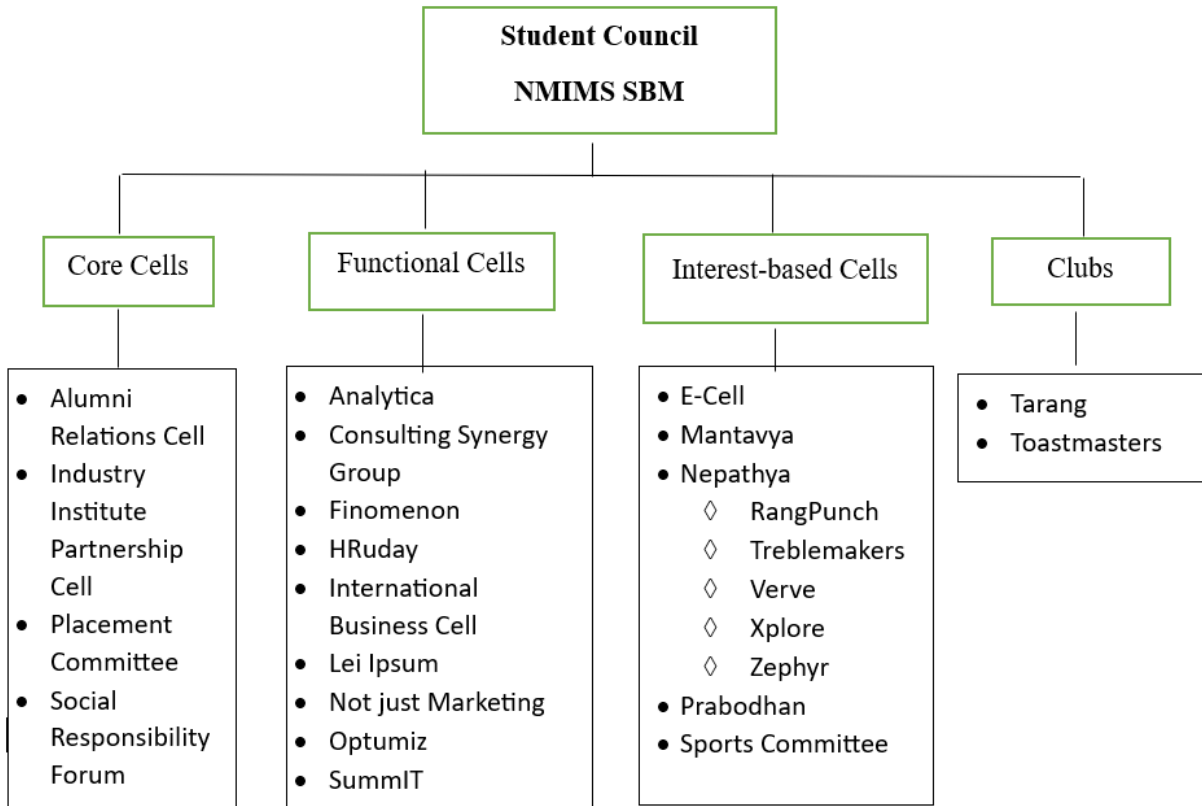
- Education Partner: Classroom Edutech
- Entertainment Partner: Wet N Joy
- Digital Media Partner: ABP Telegraph
- Beauty Partner: Plum Goodness & Plum Body Livin'
- Clothing Partner: Label by Anuja
- Snacking Partner: Taali Foods
- Clothing Partner: Sploosh
- Social Media Partner: Entertainwood
- Fast Food & QSR Partner: Whatta Waffle
- Dating App Partner: Coffee Brew Connections
- Gifting Partner: The Knot Company
- Nutrition Partner: NutriNosh
- Ice Cream Partner: Tim and Berry
- Protein Bar Partner: DomNom

- Transportation Partner: Campus Express
- Energy Drink Partner: Freego India
- Associate Travel Partner: EaseMyTrip
- Beverage Partner: Nestle
- Technology Partner: Dynabook
- Home Salon Partner: Celeste Salons
- Food & Beverages Partner: Craywings
- Gourmet Partner: Nomadic Noms
- Hydration Partner: Bisleri International Pvt. Ltd.



Student Council Structure

The structure of the Student Council of SBM NMIMS is designed to enable effective co-ordination within and among student cells, strong alignment of activities and smooth overall functioning of the Council.



Core Cells

Alumni Relations Cell (ARC)

Alumni Relations acts as a link between the institute, the alumni base of the college, and the student body. The cell works on creating avenues for student-alumni interaction through forums such as Lead the Way, Round Table Conference, and Summer Connect, to name a few. The cell works by coordinating and setting up forums for alumni networking interactions. The goal of the cell is to make it easier for alumni to stay in touch with the institute and to help stakeholders in the process.

Being a part of the ARC involves interacting with different stakeholders which involve the faculty body, student body, alumni base, and the NMIMS Business School Alumni Association which is a registered company under Section 25 of the Companies Act, 1956. This sets the Alumni Relations Cell apart as it caters to many more stakeholders beyond the student base of SBM NMIMS. The cell is instrumental in arranging alumni connections at various college forums throughout the year such as the orientation of the incoming batch. The Alumni Relations Cell has been able to seamlessly deliver value to all stakeholders over the years and aims to continue doing so moving forward.

Mission:

To strengthen the bond between SBM, NMIMS Mumbai, and its esteemed alumni community by fostering connections, promoting collaboration, and upholding credibility, while creating opportunities for meaningful engagement and mutual growth.

Vision:

To be a globally recognized hub of lifelong connections and collaboration, where the students and alumni of SBM - NMIMS Mumbai unite to inspire innovation, empower communities, and shape a future of shared success and excellence.

Faculty In-charge: Prof. Bijayinee Patnaik

Events conducted this academic year

BANGALORE CHAPTER MEET

Number of Alumni Engaged: 48

Venue: Fortune Park JP Celestial, Bangalore

Date: 06th July 2024

Objective: The primary objective of this event was to foster connections among alumni, provide networking opportunities, and strengthen the bond between the institution and its esteemed former students.

Description: The alumni meet following the CXO gathering served as a platform for nostalgic reflections and meaningful interactions. Alumni shared anecdotes from their time at NMIMS, highlighting the evolution of the campus and its enduring spirit. Many reconnected with former professors, expressing gratitude and discussing their professional journeys. The event concluded with engaging discussions over dinner and photo sessions, fostering camaraderie and capturing memorable moments.



BANGALORE CXO MEET

Description: The event commenced with the CXO Alumni Meet, an exclusive session for senior alumni in executive roles to deliberate on industry trends and emerging challenges. Participants engaged in discussions on technological advancements, globalization, and strategies to enhance organizational agility in a dynamic business environment. The dialogue further explored leadership challenges and initiatives to strengthen alumni engagement through structured

networking and mentorship programs. This session provided a platform for insightful exchanges, focusing on fostering innovation, driving growth, and reinforcing alumni-institution collaboration.

Number of CXO level Alumni Engaged: 2

BATCH PREPARATORY SESSION

Objective: In July 2024, the Alumni Relations team launched the Batch Preparatory Sessions to prepare first-year students for success in the professional world. The initiative aimed to offer valuable insights into various industry cultures, thereby empowering students for internship placements and future career opportunities.

Description: The activities were designed to prepare first-year students for the industry and enhance their interview performance. Alumni Relations conducted one-on-one interviews and Group Discussions across all streams, with specialized sessions for Finance, Operations, and Marketing. These sessions focused on key topics like technical knowledge, market trends, supply chain management, consumer behavior, and guesstimates, providing personalized feedback and strategies for student success.

Number of Alumni Engaged: 100+ (offline and online)

ROUND TABLE CONFERENCE

Objective: The Alumni Relations Committee (ARC) hosted a 2-day Round Table Conference (RTC) on August 10th and 11th, 2024, with the primary objective of empowering students for summer placements. The aim was to connect alumni mentors with students across domains like Marketing, Finance, and Data Science, providing insights on recruitment processes, career trajectories, and essential skills.

Description: The two-day Round Table Conference (RTC) provided NMIMS students with comprehensive guidance on the summer internship process across diverse domains. Industry leaders and alumni shared insights into their roles, market trends, and career-building strategies. The sessions emphasized skill development, adaptability, and networking while offering practical advice for navigating internships. Students actively engaged in discussions, gaining valuable knowledge and inspiration for their professional journeys.

Number of Alumni Engaged: 14



DELHI CHAPTER MEET

Number of Alumni Engaged: 71

Venue: Lemon Tree Premier, Aerocity, Delhi

Date: 05th October 2024

Objective: The objective of the NMIMS Alumni and Leadership Meet was to provide a platform for alumni in leadership roles to share their career insights and experiences with current students. The event aimed to strengthen the alumni-student relationship while fostering knowledge exchange and collaboration.

Description: The Delhi Chapter Meet began with heartfelt welcome addresses, emphasizing the alumni's significant contributions to the institution. Alumni shared cherished memories, reflecting on their journeys and the role NMIMS played in their growth. The evening included networking over a buffet, a Polaroid booth for keepsakes, and a message board for sharing reflections. The event concluded with a strong sense of camaraderie, celebrating the enduring connections within the NMIMS alumni community.



DELHI CXO MEET

Description: The alumni sessions at the NMIMS Alumni Meet provided valuable insights into leadership, adaptability, and career growth. Alumni shared their professional journeys, emphasizing the importance of fundamentals, resilience, and execution in achieving success. Topics ranged from navigating the urban-rural divide to transitioning between entrepreneurial and corporate roles, highlighting the significance of diverse perspectives and problem-solving in today's dynamic business landscape.

Number of CXO level Alumni Engaged: 3

HYDERABAD CHAPTER MEET

Number of Alumni Engaged: 20

Venue: Radisson Hi-tech City, Hyderabad

Date: 14th December 2024

Objective: The objective of the Hyderabad Chapter Meet was to foster meaningful connections among alumni in Hyderabad and strengthen their bond with SBM NMIMS Mumbai. It aimed to celebrate the institute's legacy while providing a platform for alumni to reconnect and engage.

Description: The Hyderabad Chapter Meet began with informal interactions among alumni, faculty, and peers, setting a nostalgic and friendly tone. The event featured speeches highlighting the importance of alumni engagement and reflecting on the success of previous chapter meets. Alumni shared their journeys, recounting how their time at NMIMS shaped their careers and personal growth. The evening concluded with networking and a sense of fulfilment as attendees strengthened connections and celebrated the enduring NMIMS legacy.



HYDERABAD CXO MEET

Description: The Leadership Meet served as an exclusive platform for meaningful discussions among distinguished alumni, faculty, and ARC members, fostering a reflective and nostalgic atmosphere. Alumni shared their experiences at NMIMS, highlighting campus life, the institution's growth, and its role in shaping their careers. Key themes included sustainability, social responsibility, and the entrepreneurial spirit, sparking insightful conversations on modern business challenges. The session concluded with camaraderie and inspiration, reinforcing the commitment to strengthening the NMIMS legacy.

Number of CXO level Alumni Engaged: 4

PANEL DISCUSSION (CIBER, FLORIDA INTERNATIONAL UNIVERSITY)

Objective: On January 6th, 2024, SBM NMIMS Mumbai aimed to foster a knowledge exchange on the Indian business environment through the Industry Panel Discussion titled " The Great Indian Financial Services Industry: Prospects and Challenges " in collaboration with Florida International University (FIU).

Description: The successful event featured five SBM NMIMS alumni sharing insights with approximately 20 delegates from FIU. The discussion covered various aspects of doing business in India covering Indian healthcare industry and Indian Pharmaceutical Industry providing a valuable platform for the international delegation to gain multifaceted insights and deepen their understanding of the Indian business landscape.

Number of Alumni Engaged: 4



SILVER JUBILEE FELICITATION

Number of Alumni Engaged: 140+

Venue: NMIMS, Mumbai

Date: 11th January 2025

Objective: The objective was to celebrate the 25-year journey of alumni, fostering stronger connections between NMIMS and its alumni community. The Silver Jubilee Felicitation and Grand Alumni Meet aimed to honor alumni achievements while rekindling cherished memories and reinforcing the university's legacy.

Description: The Silver Jubilee Felicitation honored the 2001 graduating batch, celebrating their 25-year journey with NMIMS. The event began with a nostalgic campus tour, showcasing significant transformations, followed by a mock class led by esteemed professors, revisiting key concepts with an interactive and light-hearted approach. Current faculty joined in, enriching the session's vibrancy, and the event concluded with a gathering over refreshments, where alumni shared memories. Over 100 alumni attended, making it a memorable and heartfelt occasion.



GRAND ALUMNI MEET

Number of Alumni Engaged: 240+

Venue: NMIMS, Mumbai

Date: 11th January 2025

Objective: The Grand Alumni Meet aimed to strengthen the bond between NMIMS and its alumni by celebrating their accomplishments, fostering connections across generations, and showcasing the university's achievements. The event served as a platform for honoring both alumni and professors while fostering a sense of community.

Description: Held at the Mukesh Patel Auditorium, the Grand Alumni Meet brought together alumni from across generations. The event featured a range of activities, starting with a ceremonial lamp lighting and addresses by distinguished guests. Alumni were felicitated for their career successes, followed by a vibrant cultural program including Kathak, music, dance, and drama performances. The evening culminated in a live band performance, ensuring a memorable celebration for all attendees.



Industry Institute Partnership Cell (IIPC)

IIPC is a core committee of SBM, NMIMS Mumbai, serving as a vital interface between the institution and the corporate world. We function as a bridge, fostering collaboration, and knowledge exchange. Our primary objective is to equip students with practical industry exposure through a multitude of initiatives, thus, empowering them to excel in their professional endeavors.

Our committee consists of 3 verticals: Corporate Projects, Strategic Partnerships and Talent Development.

1. **Corporate Projects:** This vertical gives a hands-on learning opportunity for students to work on live projects enabling them to build networks and forge valuable professional relationships by linking academic learning with its application in actual industry operations.
2. **Strategic Partnerships:** This vertical focuses on fostering strategic relations and maintaining meaningful partnerships with the industry. It aims to build a culture of collaboration through initiatives such as speaker sessions, workshops, and collaborative events.
3. **Talent Development:** This vertical equips students with in-demand skills, industry knowledge and case competition training, bridging the gap between academics and industry readiness, ultimately producing well-prepared graduates.

Mission:

To foster student development through industry-relevant projects, empower them with practical skills for the professional world, and promote meaningful academia-industry collaboration for mutual growth.

Vision:

To enable premier academic-industry interface, empowering students to excel in the corporate world through hands-on learning, corporate exposure, and fostering collaborative partnerships.

Faculty In-charge: Dr. Veena Vohra

Events conducted this academic year

MEET THE UNSTOPPABLES

Date: 12th July 2024

Guests: Shashank Sharma; Maanik Narayanan; Tanisha Somani; Sidharth Sabat

Number of Participants: 150

The event, “Meet the Unstoppables,” was successfully conducted as a one-of-its-kind online session, offering an incredible opportunity to interact with champions of some of the most challenging corporate case competitions in India. This insightful and inspiring event provided our incoming batch with a unique platform to learn directly from individuals who have excelled in the competitive world of case solving.

The session featured four distinguished speakers-Shashank Sharma, Maanik Narayanan, Tanisha Somani, and Sidharth Sabat-who shared their strategies, experiences, and approaches to navigating complex case competitions. Each of them, decorated with impressive accolades, brought their expertise from multiple domains, making the discussions enriching and multifaceted.

Attendees gained a wealth of knowledge on how to approach case challenges strategically, prioritize tasks effectively, and manage time and resources efficiently. Through real-life examples and personal anecdotes, the speakers shed light on the nuances of solving cases under pressure and offered actionable tips for success. “Meet the Unstoppables” not only inspired participants but also equipped them with the confidence and skills needed to excel in their own journeys. It was a truly impactful event that left the audience motivated and better prepared for the challenges ahead.



CONSULTING ESSENTIALS WORKSHOP

Date: 21st July 2024

Guests: Akshaykumar Sirsalewala

Number of Participants: 23

The workshop on consulting principles was successfully conducted, providing participants with a comprehensive and nuanced understanding of both foundational and advanced aspects of consulting. The session was meticulously designed to cover essential concepts, including guesstimates, frameworks, models, research techniques, and case studies, ensuring a well-rounded learning experience for the attendees.

Our guest speaker, Akshaykumar Sirsalewala, brought his wealth of knowledge and expertise to the session, offering invaluable insights into the world of consulting. Known for his impressive credentials and practical experience, he guided participants through the intricacies of consulting with clarity and precision. His engaging delivery style and ability to break down complex concepts into actionable steps made the session highly interactive and impactful.

Attendees were introduced to practical approaches for solving business problems, leveraging frameworks effectively, and conducting in-depth research. Real-world examples and case studies were discussed to provide a hands-on understanding of the consulting process. The workshop also included a segment on mastering guesstimates, a critical skill for tackling case interviews.

This session not only deepened the participants' understanding of consulting principles but also empowered them to apply these insights in real-life scenarios, making it a truly enriching and rewarding experience.

zoom Consulting Essentials - Session 2 | NMIMS Mu... - Shared screen with speaker view Download

The screenshot displays a Zoom meeting interface. The main window shows a slide titled 'Approach/ Framework' with a hierarchical diagram. The diagram starts with 'Growth in Revenue' at the top, branching into 'Inorganic' and 'Organic'. 'Organic' further branches into 'Number of customers' and 'Revenue/customer'. 'Number of customers' branches into 'Market Size' and 'Market Share'. 'Market Size' branches into 'Existing geographies' and 'New Geographies'. 'Existing geographies' branches into 'New Product' and 'New Customer Segments'. 'Market Share' branches into 'No. of transactions per customer' and 'Revenue per transaction'. 'No. of transactions per customer' branches into 'Pre', 'During', and 'Post'. 'Pre' branches into 'Awareness' and 'Accessibility'. 'During' branches into 'Veracity' and 'Variety'. 'Post' branches into 'Rewards' and 'Feedback'. A small video feed of the speaker is visible in the top right corner of the slide. The bottom of the slide shows a video player with a progress bar at 01:20:49 / 02:56:26 and a speed control icon.

Chat Messages

Search chat

AA how many times were you asked unconventional cases? How many have u taken

Nigamananda Rao 10:50:44

NR online sales or shops?

Archita Anora 03:01:04

AA How many have u taken as an interview

OK

OK

Nigamananda Rao 03:03:09

NR thank you so much

CAREER CORNER'24

Date: 10th Aug 2024

Guests: Anuttam Gandhi; Arghyapriya Choudhuri; Sudhanshu Ranjan; Anish Desai

Number of Participants: 150+

The Career Corner was successfully conducted, offering MBA students an enriching platform to explore the nuances of various industries and career pathways. This event aimed to provide a holistic understanding of current industry trends, career progression opportunities, and the unique benefits and challenges within the fields of Finance, Marketing, Operations, and Consulting.

The session featured a panel of seasoned professionals and industry leaders—Anuttam Gandhi, Arghyapriya Choudhuri, Sudhanshu Ranjan, and Anish Desai—each bringing their extensive expertise and real-world experiences to the discussion. Their insights gave participants a clear view of how different industries operate, the skills required to excel, and how to navigate career growth effectively.

The discussions delved into current industry trends, challenges professionals face, and the evolving expectations from MBA graduates. The panelists also shared actionable advice on building networks, enhancing skills, and staying ahead in today's dynamic job market.

Through this interactive session, students not only gained valuable knowledge but also had the opportunity to connect with industry leaders, making it a truly insightful and inspiring event. The Career Corner empowered participants to make informed career decisions and equipped them with the tools to excel in their professional journeys.



BATCH PREP INITIATIVE

Date: Year-long Initiative

Guests: Mentioned below

Number of Participants: 650+

Batch Prep Initiative for first year students:

The first edition of the Batch Prep Initiative was launched to support first-year students ahead of their placement season. Mentor (second-year students) and mentee profiles were collected and analyzed, enabling personalized mentor-mentee pairings for mock PIs and placement-related guidance. Additionally, daily GD sessions were organized over a two-month period, moderated by the IIPC Talent Development (TD) team and senior students.

Batch Prep Initiative for second year students:

The Batch Prep Initiative was extended to second-year students, beginning with the Placement Prep Series, a set of online workshops conducted by alumni from diverse industries and domains. These sessions aimed to equip students with insights into current industry trends and essential skills for acing interviews. Esteemed alumni were invited to share their expertise during these sessions. Following the workshops, daily GD sessions were arranged, moderated by the IIPC TD team. Additionally, mock PIs were organized with the support of peers, the TD team, and alumni, ensuring comprehensive placement preparation.

Guests:

1. Rishikesh Dwarkanath - Assistant Manager Standard Chartered Bank (Online)
2. Aditya Saxena - Senior Analyst Everest Group (Online)
3. Hritvik Polumahanti - Specialized Risk Analyst JPMC (Online)
4. Vidit Sood Business - Analyst Indus Valley Partners (Online)
5. Tanushree Daga - Management Trainee Asian Paints (Online)
6. Piyush Gupta - Assistant Manager Maruti Suzuki (Online)
7. Devamrit Mohanty Deputy Manager - Product & GTM Strategy | Mobility Aftermarket Bosch India (Online)
8. Samam Srivastava - Technology Consulting Analyst Accenture Technology (Online)

CASE COMPETITION'24

Date: 24th Sep 2024

Guests: ICICI Lombard Team

Number of Participants: 2000

Winner Team: IIM Ranchi

Faculty: Dr. Sachin Mathur

Sponsors: ICICI Lombard

ICICI Lombard, in collaboration with IIPC NMIMS, successfully conducted an exciting inter-college case competition designed to challenge and engage some of the brightest young minds across campuses. The competition was hosted on the Unstop platform, providing a seamless and competitive environment for participants to showcase their problem-solving and analytical skills.

The event featured multiple rounds, each testing participants' ability to think critically and strategically. The preliminary rounds, held online, saw teams competing against each other with innovative solutions and well-structured approaches. The semi-final round added an exciting dimension as it was conducted on the NMIMS campus, where shortlisted teams presented their ideas in front of a panel of esteemed judges.

The grand finale took place at the ICICI Lombard office, offering the finalists an exclusive opportunity to pitch their solutions to senior leaders from the organization. The live interaction with industry experts not only provided valuable feedback but also allowed participants to experience the corporate culture firsthand.

This case competition was more than just a contest; it was a platform for students to sharpen their analytical, presentation, and teamwork skills while gaining exposure to real-world business challenges. It was a truly enriching experience for all participants, leaving a lasting impact on their professional journey.



INDUSTRY LEADERSHIP FORUM

Date: 19th Oct 2024

Guests: Dr. A Shiju Rawther; Mr. Nishesh Gupta; Ms. Protiti Bagchi; Mr. Vasanth Jeyapaul; Mr. Pramod Kathuria; Mr. Shayak Mazumder; Mr. Chaitanya Marulkar; Mr. Kunal Mehta

Number of Participants: 60

Faculty: Prof. Akshay Khanzode

Sponsors: Omkar Snacks

The event successfully commenced with a thought-provoking keynote session that shed light on emerging industry trends, laying the groundwork for discussions on the transformative potential of generative AI. Following this, a fireside chat featuring esteemed industry leaders from organizations such as CII and FICCI delved into the regulatory landscape surrounding generative AI. The session provided attendees with a comprehensive understanding of the frameworks shaping its adoption and growth.

An engaging audience-sourced Q&A session fostered interaction, allowing students to clarify doubts and gain deeper insights into the relevance of generative AI across industries.

Two stimulating panel discussions, featuring a diverse lineup of speakers, explored synergies across complementary industries. Experts like Dr. A Shiju Rawther, Mr. Nishesh Gupta, Ms. Protiti Bagchi, Mr. Vasanth Jeyapaul, Mr. Pramod Kathuria, Mr. Shayak Mazumder, Mr. Chaitanya Marulkar, and Mr. Kunal Mehta shared their perspectives on how generative AI is redefining business processes, encouraging cross-sector dialogue and collaboration.

The event also included informal games that acted as icebreakers, fostering networking and camaraderie among attendees. By the end, the event succeeded in its objective of raising awareness about the immense relevance of generative AI in shaping the future across various industries.



FIRESIDE CHAT'25

Date of the event: 10th Jan 2025

Guests: Mr. Sudhanshu Ranjan

Number of Participants: 120

The fireside chat with Mr. Sudhanshu Ranjan was an engaging and insightful session centered on the theme of managing personal finances post-MBA. Designed to address the financial concerns of students stepping into their professional journeys, the event provided practical advice and strategies for navigating financial responsibilities effectively.

The session began with a deep dive into managing educational loans, where Mr. Ranjan broke down the math behind loan repayment. He shared actionable tips on smart repayment strategies, helping attendees understand how to minimize financial stress while optimizing their savings. Moving on, the discussion touched upon trading and the stock market, tailored specifically for beginners. Mr. Ranjan simplified complex financial concepts, providing attendees with a clear roadmap to explore the world of investments with confidence.

The event also explored creative ways to turn personal passions into profitable ventures, inspiring participants to think beyond traditional income streams and leverage their interests to create additional financial stability. With an interactive Q&A session rounding off the discussion, attendees had the opportunity to seek clarity on their queries and gain personalized insights. The fireside chat left participants equipped with valuable knowledge, empowering them to take control of their financial futures.

Placement Committee

Placement Committee at SBM, NMIMS Mumbai is a team of ebullient individuals who are well acquainted with the industry know-how and synergizes well on cross-functional skills to serve the varied interests of the batch. They are cognizant of the market trends and focus on transferring the knowledge to the batch to aid them in delivering to the best of their abilities, during placements. They pivot their energy to contact companies of diverse domains and conduct a seamless placement process. The team puts in all the efforts in amplifying the reputation of the brand SBM, NMIMS Mumbai in the corporate fraternity, through their rigor, during the Summers and Final Placements of MBA & MBA HR batch. Major events of the Placement Committee include Final Placements, Summer Internships, Pre-Placement Talks, Corporate Visits, Guest Lectures and Industry Interactions with Alumni.

Faculty In-charge: Ms. Shobha Pai

Social Responsibility Forum (SRF)

The Social Responsibility Forum (SRF) is the dedicated student body of NMIMS, established in 2003, with a mission to instil social sensitivity among MBA students. Recognizing the pivotal role that educational institutions play in societal well-being, SRF engages students in a variety of short and long-term civic engagement activities.

Mission:

Our mission is to organize consolidated campaigns for social causes and welfare at district, city, state, and eventually national levels. Additionally, we offer consultancy services to NGOs to enhance their management and operational effectiveness.

Vision:

Our vision is to sensitize and make management students aware of their responsibilities and duties towards the welfare of others, thereby nurturing empathetic employers and socially responsible individuals.

Faculty In-charge: Dr. Meena Galliara

Events conducted this academic year

STEM CELL AWARENESS

Date: 30th July 2024

Number of Participants: 72

The session was conducted by Mr. Om Kore and Mr. Ayush Singh, representatives from DKMS-BMST, an organization dedicated to combating blood cancer. Mr. Om Kore, with extensive experience as a medical social worker and a member of the Global Human Organization, began the interactive session with a powerful statement: *"Our society needs lifesavers,"* instantly engaging the audience.

The session opened with an explanation of various blood cancers such as Leukaemia, Malignant Lymphoma, Multiple Myeloma, and disorders like Thalassemia. Students were educated about the differences between these diseases and the available treatments, including chemotherapy and radiation, which have limitations. The final and most effective treatment, stem cell transplantation, was emphasized, particularly hematopoietic stem cells found in bone marrow. DKMS-BMST aims to make this life-saving treatment accessible, offering hope to patients and families.

The speakers introduced DKMS-BMST, a collaboration between Bangalore Medical Services Trust (BMST) in India and DKMS, a non-profit founded by Peter Hoff in Germany. The organization has established a global stem cell registry across seven countries, including India,

USA, UK, Germany, and South Africa, enabling efficient HLA typing and donor matching. Statistics revealed the urgent need for such registries: in India, a person is diagnosed with blood cancer every five minutes, and only one-third find suitable donors within their families due to the country's ethnic diversity.

The donation process includes registration, confirmatory typing, medical check-ups, GCSF administration, and peripheral blood stem cell (PBSC) donation. DKMS-BMST ensures donor privacy, adhering to WMDA guidelines and the IT Act 2000. The speakers also shared inspiring survivor stories, motivating participants to join the registry by filling out forms and providing cheek swabs, marking the first step in becoming lifesavers themselves.



BLOOD DONATION DRIVE

Date: 8th August 2024

Number of Participants: 292

Sponsors: Enviro Vatsalya Foundation; Rotary Club of Bombay West

On August 8, 2024, the Social Responsibility Forum of NMIMS Mumbai organized a Blood Donation Drive and Thalassemia Testing Camp at the SRF Lounge on campus. The event was inaugurated by Dr. Justin Paul, Dean of NMIMS Mumbai, whose presence emphasized the importance of health initiatives and inspired both participants and volunteers. His involvement highlighted the crucial role educational institutions play in fostering public health awareness and promoting voluntary blood donation. The event had two main goals: collecting blood donations to support the local Goenka blood bank and raising awareness about Thalassemia, a genetic blood disorder. Free testing was offered to encourage early detection and management. These objectives aimed to address immediate healthcare needs while fostering a culture of long-term health

awareness. The turnout was exceptional, with 365 individuals registering to participate. A total of 219 blood donations were successfully collected, with Thalassemia tests conducted alongside, while 73 participants underwent only the Thalassemia test. Meticulous planning ensured the smooth execution of the event. The SRF Lounge provided a safe and comfortable environment for participants. Volunteers from NMIMS and the Rotary Club played a vital role, efficiently managing registrations, guiding participants, and assisting medical professionals. Their dedication significantly contributed to the event's success. The outcomes were impactful. The blood collected bolstered the reserves of the Goenka blood bank, supporting critical community healthcare needs. Participants who underwent Thalassemia testing received their results and were guided on necessary follow-up actions. This collaboration between NMIMS, the Rotary Club, and the Goenka blood bank set an excellent example for future initiatives. The event demonstrated how community-driven efforts and educational institutions can effectively address public health challenges while fostering a sense of social responsibility.

BUSINESS CONCLAVE

Date: 19th October 2024

Number of Participants: 50

Guests: Dr Hrishit Shroff, Dr Namrata Doshi, Ms Meghana Rao Pahlajani, Mr Harshit Dubey

Sponsor: Enviro Vatsalya Foundation

The Business Conclave at NMIMS Mumbai, organized by the Social Responsibility Forum (SRF) for MBA students, centered on the theme Sustainable Technology: Innovating for a Greener Future. This event brought together students, faculty, and industry experts to discuss the vital role of technology in advancing environmental sustainability and promoting innovative green practices. The aim was to deepen understanding and inspire actionable steps within and beyond the NMIMS community. The event commenced with an impactful keynote address by Mr. Hrishit Shroff, a leading advocate for sustainable waste management. Mr. Shroff outlined India's significant waste management challenges and highlighted the importance of adopting a circular economy that emphasizes reusing and recycling materials. He explained how this approach not only lessens environmental damage but also presents economic opportunities by transforming waste into valuable resources. His address laid the groundwork for understanding the synergy between sustainability and economic development, particularly in waste-intensive sectors such as manufacturing and agriculture. A subsequent panel discussion featured experts from diverse fields who delved into the connections between technology, sustainability, and business strategy. The conversation also explored the unique challenges startups encounter when trying to implement sustainable practices amid limited resources and intense market competition. Panelists agreed on the importance of government incentives, financial backing, and strong industry networks to help startups incorporate sustainability into their business models from the beginning. The event

supported various Sustainable Development Goals (SDGs), such as SDG 9 (Industry, Innovation, and Infrastructure) by emphasizing sustainable industrial processes. It also aligned with SDGs focusing on responsible production, consumption, and partnerships for broader impact. This initiative underscored NMIMS's commitment to fostering dialogue and action on sustainability, setting a precedent for future discussions on integrating technology with green practices.



NGO MELA

Date: 22nd October 2024

Number of Participants: 2000

Sponsors: Enviro Vatsalya Foundation

The NGO Mela, organized by the Social Responsibility Forum (SRF) at NMIMS Mumbai, served as an impactful platform to support and promote the initiatives of 17 NGOs, including organizations like Rustic Blends, NADE, Asha Handicrafts, and others. Each NGO brought attention to various societal issues, contributing to an event filled with purpose and enthusiasm. Throughout the day, attendees-including students, faculty, and staff-explored the diverse range of stalls, engaged in conversations about social causes, and purchased handcrafted products. This dynamic atmosphere highlighted the commitment of the NMIMS community to understanding and supporting meaningful change. The stalls showcased an impressive array of handmade products, such as jewellery, clothing, and eco-friendly goods, each embodying the dedication of artisans and the mission of their respective NGOs. Each of the notable participants, such as Aftertaste and NADE, created employment opportunities serving for the society and for different social causes, like supporting marginalized women and visually impaired individuals, empowering them toward financial independence and self-sufficiency. The attendees valued the opportunity to support these causes through their purchases, which in turn fueled the NGOs' efforts in areas like women's

empowerment, rural development, and sustainability. The success of the event was not only reflected in the sales generated but also in the heightened awareness and encouragement of social responsibility among the NMIMS community. The NGO Mela strongly aligned with Sustainable Development Goal (SDG) 1, focusing on No Poverty, by facilitating income for NGOs and artisans. Additionally, it promoted SDG 12, emphasizing Responsible Consumption and Production, through the sale of eco-friendly products. The event underscored NMIMS's dedication to fostering community engagement and promoting social responsibility, setting a benchmark for future initiatives that aim to merge commerce with cause-driven efforts.

WISH TREE

Date: 21st December 2024

Number of Participants: 120

The Wishtree event, organized by the Social Responsibility Forum (SRF) at School of Business Management (SBM), NMIMS, Mumbai on December 21, 2024, Saturday, at Ashadeep Foundation, Mumbai from 3:30 to 5:30 PM. The event aimed to bring joy to underprivileged children during the festive season by fulfilling Christmas gift wishes of 108 children. The event was organized in collaboration with the Ashadeep Foundation, which is listed under the kids welfare and development in Mumbai. The SRF members created a wish list based on the aspirations and needs of children, fostering a spirit of giving and building meaningful connections with the children supported by the NGO.

The process began with SRF members connecting with the NGO to understand the children's needs and preferences. A detailed wish-list was then compiled, outlining the specific gifts each child desired. Following this, the team obtained quotations and sourced the gifts to ensure everything was ready in time. To turn these wishes into reality, SRF conducted a successful crowdfunding campaign, inviting donations from NMIMS students. The campaign not only raised the necessary funds but also generated significant awareness about the event and its purpose.

On the event day, a total of 15 SRF committee members visited the NGO to personally distribute the gifts. The children greeted them warmly and expressed their gratitude with heartfelt dances. The atmosphere was filled with excitement as the children eagerly awaited their presents. Each child received a gift they had wished for, bringing smiles and moments of pure joy to their faces. The day also included conducting interactive activities, storytelling sessions, and creative workshops, making the celebration even more special for the underprivileged children at Ashadeep Foundation.

This initiative highlighted the importance of empathy, collaboration, and shared happiness. By engaging in this project, SRF members not only fulfilled material wishes but also imparted a sense of being valued and cared for among the children. The event showcased the profound impact of

collective effort and goodwill on the lives of the less privileged. By fulfilling children's wishes and engaging in interactive sessions, the event fostered a sense of value and care, reducing social exclusion and inequality in festive experiences and thus aligned with SDG 10, aiming to reduce inequalities.



JOY OF GIVING WEEK

Date: 18th January 2025

Number of Participants: 75

Sponsors: Enviro Vatsalya Foundation, Plush

The Social Responsibility Forum (SRF) of the School of Business Management (SBM), NMIMS, Mumbai, conducted a Menstrual Awareness Drive on Saturday, January 18, 2025, from 7:00 PM to 8:30 PM at a hall in Mulund. The event was organized in collaboration with Sakhi for Girls Education, an NGO empowering girl through education, was sponsored by Enviro Vatsalya Foundation, which addresses social and environmental challenges, and Plush, a brand offering sustainable menstrual hygiene products, who provided the same for the event. The drive aimed to educate underprivileged girls and women on menstrual health, proper hygiene practices, and sustainable menstrual management, while also breaking the stigma surrounding menstruation.

For the event, 12 members of SRF, consisting of both first-year students and SRF Senior Committee visited Mulund, where the event took place in a hall. The event began with an informative talk on menstrual hygiene and management. The significance of maintaining general

hygiene, the correct use and disposal of sanitary pads, and maintaining personal hygiene during menstruation were among the main themes covered in the discussion. The information was presented in simple terms to ensure that all participants could understand and apply the knowledge in their daily lives.

As part of the initiative, sustainable sanitary pads donated by Plush were distributed to all participants. Fun games and activities were also conducted for the young girls to keep the session engaging. These exercises promoted involvement and added enjoyment to the learning process. The winners received prizes, which boosted the event's excitement and enthusiasm.

The Menstrual Awareness Drive was impactful in addressing menstrual health issues and providing essential support to the participants. The collaboration between SRF, Sakhi for Girls Education, Enviro Vatsalya Foundation, and Plush demonstrated the importance of community-based initiatives in creating awareness and driving positive change.



Functional Cells

Analytica

Analytica is the dedicated Business Analytics Committee, aimed at fostering a culture of data driven decision-making and analytical thinking among students. The committee organizes a diverse range of activities, including hackathons, case competitions, and workshops focused on the applications of analytics across various domains.

Mission:

To inspire and empower students of NMIMS Mumbai with the knowledge, tools, and practical applications of analytics, fostering a data-driven mindset. Through dynamic events, workshops, and collaborations, we aim to bridge the gap between academic learning and corporate realities, preparing students to excel in the evolving world of analytics.

Vision:

To be a leading platform that cultivates analytical thinking and innovation, establishing NMIMS Mumbai as a hub for aspiring business leaders who harness the power of data to drive impactful decisions and create value in the corporate world.

Faculty In-charge: Dr. Sridhar Vaithianathan

Events conducted this year

ADVANCED EXCEL WORKSHOP

Date: 13th to 14th July 2024

Number of Participants: 89

Sponsor: Henry Harvin

Analytica conducted a 10-hour Advanced Excel Workshop aimed at enhancing data analysis, financial modelling, and data management skills. The workshop covered advanced Excel tools like pivot tables, macros, and data visualization, with hands-on training and real-world applications. Participants earned globally recognized certifications and had access to Hackathons, Bootcamp sessions, and continuous E-learning support. The session was well received, equipping attendees with practical Excel skills to boost productivity in academic and professional settings, reinforcing Analytica's commitment to fostering industry-relevant analytical skills. Attendees received globally recognized certification upon completion, ensuring credibility in professional environments.

MYSTERY MATRIX 2.0 - A DATA ANALYTICS SCAVENGER HUNT

Date: 3rd August 2024

Number of Participants: 120

Sponsor: Rage Room, Sugar Sins, UFO Fries, GetDrnk, Starbucks, Henry Harvin, Iyan Aromatics

Analytica hosted Mystery Matrix, a unique Data Analytics Scavenger Hunt that combined treasure hunt excitement with data-driven problem-solving. Teams of 4-5 members solved puzzles, gathered information, and analyzed clues to uncover the hidden treasure. The event tested participants' analytical skills, teamwork, and problem-solving abilities. Inter specialization teams were allowed, with strict rules for participation. The event emphasized data-driven decision-making and collaboration, reflecting Analytica's commitment to promoting practical applications of analytics.

ANALYTICS CONCLAVE

Dates: 13th to 15th September 2024

Number of Participants: 50

The Analytics Conclave, organized by Analytica, featured insightful sessions on Analytics, Data Science, and related technologies. The event included three sub-events: a Master Class, a Panel Discussion, and Statistical Tambola.

1. Panel Discussion: Mrs. Jigyasa Sohni (Kraft Concept) discussed AI's role in modern marketing, showcasing its transformative impact on the industry. Date: 13th Sep 2024
2. Master Class & Guest Lecture: Mr. Anubhav Saha (eClerx) and Mr. Nitin Sawant (LSEG) discussed analytics methodologies and real-world applications in improving decision-making and operational efficiency. Date: 14th Sep 2024

Statistical Tambola: A fun, interactive activity where participants solved statistical problems and competed for prizes, reinforcing learning in an engaging way.

BUSINESS CONCLAVE – INSIGHTS INTO ANALYTICS IN INVESTMENT AND FINANCE

Date: 19th October 2024

Faculty Involved: Sridhar Vaithianathan (Dr.)

Guests: Mr. Sahil Kapoor, Vice President at JP Morgan Chase, Mrs. Shweta Sunderkrishnan, Associate Director at Standard Chartered

The Business Conclave offered valuable insights into how analytics is transforming decision making in investment management and finance. Mr. Sahil Kapoor, Vice President at JP Morgan Chase, spoke about "How Analytics is Used in Investment Management," emphasizing its role in risk management, portfolio optimization, and market trend identification across asset classes like Forex, Gold, and Equity. Mrs. Shweta Sunderkrishnan, Associate Director at Standard Chartered, discussed "Trends and Advancements in the Finance Industry Driven by Analytics," highlighting innovations like fraud detection, customer personalization, and predictive modelling. The conclave bridged academic learning with industry expertise, offering participants a deeper understanding of analytics' impact on finance.

Finomenon

Finomenon, Finance and Economics Cell, aims to empower its students by providing a platform for their financial literacy along with analytical acumen. Believing in an academic-practice gap, it organizes interesting innovative events that challenge future finance leaders in the right directions.

Vision & Mission:

We aim to increase awareness of finance - a key ingredient to success in the corporate world at NMIMS, Mumbai. We believe an investment in knowledge always pays the best interest. We strive to imbibe basic financial knowledge to our peers to empower themselves for the rest of their lives.

Faculty In-charge: Dr. Subramania Raju Rajasulochana

Events conducted this academic year

DECODING FINANCE

Date: 20th July 2024

Mode: Offline (NMIMS)

Overview: This event aims to simplify the finance world, dispel common myths, and highlight career opportunities within the industry. Participants will learn about various finance roles, from entry level to senior positions, and the skills required to succeed in a competitive job market. The primary goal of the event is to break the myths surrounding the finance industry.

Details of the Guest speakers:

- Mr. Sidhanth Kapur (Assistant Vice President | Axis Bank)
- Mr. Sanil Desai (Institutional Equity Research Associate | ICICI Direct)
- Mr. Kartikay Sharma (Investment Banking Associate | SBI Capital Markets)

B-TALK

Submission Deadline: 27 July 2024

B-Talks is a premier research competition organized exclusively for Junior Committee members of Finomenon. B-Talks is a research competition for Junior Committee members of Finomenon, aimed at developing analytical skills for summer internships. Teams analyze MD&A reports and financial statements of assigned companies, following provided guidelines. Presentations were judged by senior committee members, with a Q&A session afterward. The top two teams received cash prizes of Rs. 5000 and a CV pointer.

BEAN COUNTERS

Dates: 2nd to 4th August 2024

Bean Counters, a highly anticipated event of Parichay for first-year students, combined strategy, creativity, and knowledge. The competition featured three rounds: a finance and economics quiz testing knowledge and speed, a Reverse Shark Tank Auction where teams bid on companies from Shark Tank India, and a Snakes and Ladders game where teams answered finance-based questions to move ahead. Over 15 teams participated, competing for a total cash prize of Rs. 40,000.

BUDGET PANEL DISCUSSION

Date: 3rd August 2024

On 3rd August 2024, NMIMS hosted Finomenon, where industry leaders discussed the implications of Budget 2024. The panel included Surajit Mishra (JM Financial), Devrath Banerjee (Tresvista), Kanika Pasricha (Union Bank of India), Siddhartha Rastogi (Ambit Asset Management), and Zulfiqar Shivij (ZADN & Associates), moderated by Dr. Justin Paul, Dean, SBM NMIMS Mumbai. The discussion covered macroeconomic impacts, sector-specific implications for banking, asset management, and private equity, and strategic insights on India's fiscal priorities and economic growth prospects, shedding light on budgetary decisions and their influence on industries.



ARTICLE WRITING COMPETITION 2024

Submission Deadline: August 31, 2024

The Article Writing Competition 2024, themed “Generative Synergy: Embracing the Era of Technological Innovation,” invited participants to explore technology’s role in finance. With over 50 entries from top B-schools, the event was highly competitive. Winners received cash prizes of ₹5,000+, and the best articles were featured in the October edition of ‘The Financial,’ Finomenon’s annual magazine. The competition provided a platform for participants to showcase their ideas and contribute to Finomenon’s legacy.

SEEKING ALPHA

Finomenon hosted a premier portfolio management competition, attracting top B-school teams to showcase their financial expertise. The event had 30K impressions on Unstop and ₹50,000 in prizes.

Round 1 (11 Sept 2024): An online quiz with 25 questions in 25 minutes.

Round 2 (12–18 Sept 2024): An elimination round where participants designed a portfolio deck, including asset allocation and investment rationale.

Round 3 (22 Sept 2024): Shortlisted teams presented their portfolios to judges Ashutosh Bhargava (Nippon India Mutual Fund) and Manan Shah (ICICI Prudential AMC).

MOOLYANKAN

Dates: 17th to 20th October 2024

Finomenon hosted its flagship Pan India equity research competition, attracting over 17,000 impressions on Unstop. The competition featured three rounds:

1. **Round 1:** An online quiz testing knowledge of equity research and financial concepts.
2. **Round 2:** A submission round where teams produced a valuation and equity research report on provided companies.
3. **Final Round:** A campus presentation held offline at NMIMS on 20th October 2024.

The final round was judged by finance professionals:

- Manoj Menon, Head of Research & Consumer Analyst at ICICI Securities
- Parth Shah, Investment & Banking Associate at Nomura
- Harsh Shah, Associate VP at Bandhan AMC
- Shubham Raj, Senior Associate at EY

Prize Details: The competition featured a total prize pool of ₹1,00,000, including a cash prize of ₹60,000.

Sponsors: Belgian Waffle and Sbarro

BUSINESS CONCLAVE

Dates: 19th October 2024

As part of Paragana, Finomenon organized its annual Business Conclave on 19th October 2024 at the NMIMS campus, focusing on "Innovating Finance: Harnessing Technological Innovation for Growth & Transformative Impact." Industry experts shared insights on market trends, mergers and acquisitions, and advances in equity research and financial planning. The panel included:

- Angad Singhania, Director at Barclays
- Dinesh Dhume, Founder & Executive Director at Eleven Point Two Fintech Pvt. Ltd.
- Ankita Sejpal, Senior Director at Turtlemint
- Mahaveer Reddy, CFO at Integrated Logistics.

Sponsors: Belgian Waffle and Sbarro

FINSHODHAN

As part of the Finomenon initiative, an exclusive Financial Modelling Competition was conducted for the Junior Committee (JC) members. This event aimed to enhance their financial analysis skills by engaging them in real-world valuation scenarios. The JCs were divided into teams of 5-6 members. Each team was assigned a company to perform a comprehensive fundamental analysis and valuation. The round was conducted online and judged by the Senior Committee Members from the Batch of 2024.

SAMRIDDHI DAY

Date: December 14, 2024

Time: 4:00 PM - 6:00 PM

Venue: NMIMS Mumbai Campus

Samriddhi Day is a celebration of the Samriddhi Fund, a student-led investment fund backed by contributions from current students, alumni, and faculty. The fund serves as a practical platform for students to learn about investment strategies, sectoral analysis, and fund management through real-world exposure. The event began with the Fund Managers presenting the Annual Report, showcasing the fund's performance and strategic allocations. Distinguished speakers, Mr. Ajay Garg (Equirus Capital) and Mr. Sougata Basu (Citi Group), shared insights on market trends and investment strategies. The event attracted students and faculty, reinforcing Finomenon's vision of empowering future financial leaders and celebrating the success of the Samriddhi Fund.

CONSIGLIERE 2025

Dates: January 13-22, 2025

Consigliere 2025 brought together top B-school minds for a multi-round competition testing strategic thinking, economic knowledge, and business problem-solving.

Event Flow:

1. **Round 1:** A business simulation sponsored by Cesim, challenging decision-making in a simulated environment.
2. **Round 2:** Teams crafted strategies to rebuild a war-torn, post-independence country using economic data (inflation, unemployment, GDP).
3. **Final Round:** Top teams presented their strategies to judges Saurabh Prabhu (CRISIL) and Akshay Dutta (Deutsche Bank).

The winners of the event was IMI, New Delhi, followed by TAPMI, Manipal as 1st runner-Up and NMIMS, Mumbai as the 2nd Runner-up.

Sponsors and Faculties:

The event was sponsored by Cesim and supported by faculty mentors who provided guidance throughout the process.

TRADE OFFS

Dates: 6th Jan 2025 – 10th Jan 2025

Mode: Online

TradeOffs is an inter college event consisting of 2 rounds. The first round is a quiz based on participant's knowledge of Economics, General Aptitude and current affairs. The shortlisted students will then move on to the second round where they will play a simulation game with other participants on the Zoom platform. The final round consisted of a live simulation with 7 rounds. Each team was given 3 minutes per round to decide on the trade they wanted to initiate based on the given scenario. The event garnered 9K+ impressions on Unstop. It has Cash Prizes of Rs 25,000. The winners of the event were NMIMS, followed by IIM Rohtak as the 1st runner-up, and NMIMS as the 2nd runner-up.

CRICBID

Dates: January 10-19, 2025

CricBid, one of Finomenon's most thrilling and unique events, blended the excitement of cricket with strategic decision-making. The competition began with a high-energy finance and cricket quiz, testing teams' knowledge and reflexes. In Round 2, teams strategized in a virtual cricket match on Zoom, with live commentary adding excitement. The grand finale, round 3, featured a

high-stakes auction where 11 teams bid on 124 players to maximize their total points. Over 25 teams participated in the event, competing for a prize pool of ₹25,000, with the winners emerging in the final round.

HRuday

HRuday serves as a crucial platform for HR students, offering a variety of activities to support their learning, networking, and skill development. The ultimate goal is to groom future HR leaders by providing them with the necessary knowledge and connections for success in their careers.

Vision:

To be the platform fostering collaboration between students, academia, and industry leaders, empowering MBA-HR students to develop into future-ready professionals while fostering impactful and transformative partnerships.

Mission:

- To bridge the gap between academia and industry through meaningful collaborations and partnerships.
- To support student development by offering mentorship, experiential learning, and exposure to emerging HR trends.
- To foster a community that promotes knowledge sharing, innovation, and professional growth in the HR domain.
- To host impactful events and initiatives that enable students to gain practical insights into HR practices and build strong networks.

Faculty In-charge: Dr. Hema Bajaj

Events conducted this year

PHOENIX GLOBAL - COURSE LAUNCH

Phoenix Global planned to launch their course “National HR Championship (NHRC) 2024” on 15th July 2024. The course provides certifications in HR Analyst, HR Business Partner, and Generative AI HR Analyst. As part of the launch, a webinar on “Recruitment-Using AI and analytics to drive organization’s effectiveness” was organized for the students on 15th July 2024 at 6:30pm. The webinar was hosted by Mr. Subhash Kakarla, founder of the Phoenix Trust. A total of 60 students participated in the event.

HRUDAY- BATTLE IT OUT

Date: 2nd to 4th August 2024

Battle It Out, part of Parichay, took place over three days. Round 1 featured an individual quiz, followed by Round 2, Trail of Trails, on 2nd August. Round 3, a case competition, took place on 4th August for teams that qualified previous rounds. Mr. Anukaran Srivastava, an EY Manager and SBM Mumbai alumnus, judged the final round. The event saw 40 teams from MBA branches at SBM Mumbai, with Yohann Joseph and Prajwal Dimri from MBA HR emerging as winners.



CHRO JOURNEY: TRIALS TO TRAIL (CHRO PANEL DISCUSSION)

Date: 3rd August 2024

The CHRO Panel Discussion, held on 3rd August 2024 at Mukesh Patel Auditorium, featured HR leaders sharing insights on career growth and HR leadership. Titled "Charting Success: Stories and Learning from CHROs," it included Mr. Vikram Bector (Welspun World), Ms. Savitha Shivsankar (Asian Paints), and Dr. Ritu Anand (ex-TCS). Dr. Hema Bajaj moderated the session. With 320 students in attendance, the event offered valuable knowledge on HR competencies and concluded with a Q&A and networking session, providing practical insights for future career challenges.



HRECTIFY

Date: 17th to 20th December 2024

Hruday, as part of Paragana, organized Hrectify, an online inter-college competition themed "Emotional Intelligence, the Heart of Effective Leadership," with 457 participants from top institutions. The event, hosted on Unstop, began with Round 1, Discovery Dash, on 17th October 2024, a treasure hunt focusing on HR concepts. Round 2, a quiz on HR knowledge and general aptitude, followed on 18th October. The top 12 teams advanced to Round 3, a case competition held on 20th October, judged by SBM NMIMS alumni Ms. Vanshika Sharma and Mr. Rupam Srivastava. NMIMS Mumbai emerged as winners, with Masters' Union and XIMB as runners-up.

Sponsor: Phoenix Global

BUSINESS CONCLAVE

Date: 19th October 2024

As part of Paragana, Hruday organized the Business Conclave on 19th October 2024, offering students a platform to explore the role of emotional intelligence in effective leadership. The event featured esteemed panellists Mr. Sanchayan Paul, CHRO at Network 18 Media, and Mr. Manish Punjabi, Head of Learning and Development at Piramal Pharma. Held in person, the conclave was attended by 90 students. The session began with an introduction to the panellists, followed by an icebreaker Q&A, where the panellists shared their experiences. They emphasized the significance of emotional intelligence in leadership. The conclave concluded with a vote of thanks, appreciating the valuable insights shared by the speakers.



PODCAST: TALK WITH TRAILBLAZERS

As part of this event, HR alumni and industry HR leaders are invited virtually or on-campus to interact on an HR-related topic. The podcast is shot using cameras, and the talk revolves around the guest's insights and experiences on the selected topic for discussion. This is a recurring event and is shot and posted every month on Spotify and YouTube. The event necessarily requires the industry experts to answer questions based on the topic of discussion, while sharing their perspectives and personal experiences about the same.

Lei Ipsum

Lei Ipsum is the Business and Law Cell of NMIMS, Mumbai. It stands as a student-driven initiative dedicated to bridging the crucial intersection between business acumen and legal expertise. By fostering knowledge in this emerging field, Lei Ipsum prepares individuals for diverse roles across corporate, governmental, and non-profit sectors. With a robust calendar of events, from competitions to panel discussions, and a thriving community of enthusiasts, Lei Ipsum shapes the future of business and law education.

Mission:

To cultivate a generation of ethical, legally proficient leaders by providing a platform that bridges the divide between business and law. Lei Ipsum is committed to raising awareness and creating opportunities that prepare students to address real-world challenges with innovation, integrity, and expertise.

Vision:

To be a pioneer in promoting the synergy between business and law, driving thought leadership and accessibility in the field. Lei Ipsum envisions shaping a future where business and legal professionals work collaboratively to create sustainable solutions, ensuring a positive impact on society and the global economy.

Faculty In-charge: Dr. Sudhanshu Pani

Events conducted this year

MARKET MAYHEM ED. 2

Date: 14th August 2024

Guests: Ms. Sohini Shrivastav

Number of Participants: 30

Sponsors: Mingle Crochet

The second edition of *Market Mayhem* provided first-year MBA students a platform to pitch innovative business ideas. The competition featured two rounds: a live pitch to NMIMS faculty, judged on innovation and feasibility, followed by a detailed business proposal assessment. Top teams were awarded, and all participants received certificates. The event successfully enhanced students' business communication and strategic thinking.



THRIVE 2024

Panel Discussion on Regulation of Generative AI Under Business Conclave

Date: October 19, 2024

Guests: Sohini Shrivastav (Lexo Consultancy), Rabindra Purohit (NIVEA), Kunal Pande (KPMG), Ishan Tuljapurkar (Legasis), Prashant Mali (Cyber Law Consulting)

Number of Participants: 55

Faculties Involved: Dr. Sudhanshu Pani

Sponsors: Mingle Crochet

The *Business Conclave 2024*, organized by Lei Ipsum on October 19th, explored the theme “*Road Towards Responsible Usage of GenAI*”. Industry experts discussed regulatory challenges, data privacy, and compliance frameworks for ethical AI integration. Held at NMIMS Mumbai, the event fostered critical dialogue on balancing innovation with governance, aligning with NMIMS’s mission to nurture socially responsible, industry-ready leaders.



ONLINE WORKSHOP

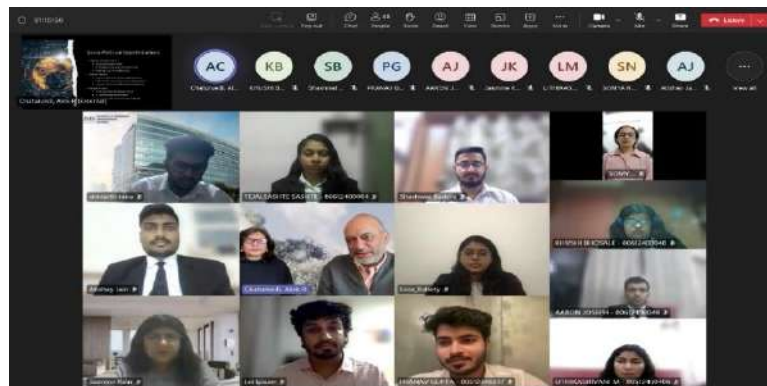
Date: January 15, 2025

Guests: Dr. Alok Chaturvedi and Dr. Rashmi Chaturvedi

Number of Participants: 71

Theme: US PHDS on ethical usage of AI and navigating international policies and relations using AI

The *AI Ethics Workshop* by Dr. Rashmi and Dr. Alok Chaturvedi explored AI's ethical dimensions through Vedic principles. The *Dharma-Inspired AI Ethics Framework*, based on Patanjali's Yogasutras, emphasized *Ahimsa* (non-harm), *Satya* (transparency), *Asteya* (ethical data use), *Brahmacharya* (balanced digital interactions), and *Dharma* (social good). Sankhya Philosophy classified AI's impact into *Daihik* (personal growth), *Daivik* (community well-being), and *Bhautik* (sustainability). The session also introduced the *Three Energies in Technology*: *Sattvik* (nourishing), *Rajasik* (stimulating), and *Tamsik* (draining). The workshop showcased how Vedic wisdom can guide ethical AI development for societal benefit.



Not Just Marketing (NjM)

Not Just Marketing (NjM) is the official Marketing and Advertising Cell of the School of Business Management (SBM) at NMIMS Mumbai. NjM serves as a dynamic platform for students to explore and engage with the multifaceted world of marketing.

Mission: To cultivate a comprehensive understanding of marketing by organizing diverse activities that bridge theoretical knowledge and practical application. NjM aims to engage students in various marketing activities, fostering their professional and personal growth, and developing proficient marketing professionals equipped to navigate and lead in the evolving business landscape.

Vision: To be a premier student-driven marketing cell recognized for its innovative initiatives, industry collaborations, and contribution to the professional growth of future marketing leaders.

Faculty In-charge: Dr. Hitesh Kalro

Events conducted this year

SYMPOSIUM

Theme: Marketing Marvels - An Era of Artificial Intelligence

Date & Time: July 5, 2024, 5:00 PM to 7:00 PM

Audience: First-year MBA students (Attendees: 50)

Speakers:

1. Nakul Shelgaonkar - Key Account Manager, Barry Callebaut Group (NMIMS Mumbai, Class of 2019)

An industry expert managing the cocoa business across India and the subcontinent, sharing valuable insights on client interactions and account management.

2. Sumangal Kamath - Marketing Manager, Fevicol Pidilite (NMIMS Mumbai, Class of 2019)

A seasoned professional with over 5 years of experience in sales, business development, and field marketing, highlighting the practical aspects of sales strategy.

Event Highlights: The symposium focused on the intersection of Artificial Intelligence (AI) and marketing, shedding light on its transformative potential in the industry. The workshop provided

participants with a comprehensive understanding of how AI is revolutionizing key marketing functions like account management, sales, and business development.

Networking Session: The event concluded with an interactive networking session, where attendees engaged with the speakers to discuss career pathways in marketing, navigating post-MBA challenges, and insights into the future of the field.

Summary: The Marketing Marvels Symposium successfully bridged theoretical learning and industry application, offering invaluable insights to first-year MBA students. With a focus on AI's role in marketing, the event delivered a rich learning experience that prepared attendees for the future of the profession.



PITCHFORK (PARICHAY)

Pitchfork was a marketing event organized by Not Just Marketing, under the umbrella of Parichay - an intra college fest.

Date: 2nd-4th August 2024

Theme: Retrospect: Rethink. Reinvent. Reimagine

Sponsors: Divya Aishwarya Bridal Jewellers, LIC, Upper Celestial, LSI Financial Services, UFO Fries, Get a Whey, Sirona India, BRB Chips, Imagica, Ab Coffee.

Pitchfork challenged participants to delve deep into their marketing prowess through a series of competitive rounds designed to test and hone their skills. The event had a prize worth of Rs.3,00,000 with cash prize worth Rs.45,000.

The event was divided into 4 rounds, each being eliminative in nature. Each round challenged the students to showcase their marketing prowess until the final round where the top 5 teams competed for the ultimate crown. Round one was a marketing quiz which tested the students on their domain knowledge as well theoretical concepts. Round two was an interesting treasure hunt where each

hint was a marketing caselet, and each had to be decoded to move further in the hunt. Round three was a multi-fold dare-a-thon that began with challenging marketing dares, followed by a strategic quiz and an auction where teams bid on elements for their chosen products. The climax of this round involved teams using their acquired elements to create and present a promotional campaign, showcasing their creativity and strategic planning. The final round was a unique time-travel-based case presentation. Teams had to reposition an assigned product in a bygone era, devise strategies to outmanoeuvre foreign competitors during India's LPG era and develop a sustainable post-COVID marketing strategy.

Judge: Keshav Lahoti, Brand Manager, Asian Paints

Winners: Hemant and Himanshu Sanklecha



LAST MARKETEEER STANDING (PARAGANA)

Theme: Quantum Realms – Where Reality Bends and Imagination Reigns The theme for LMS 2024 revolved around the idea of parallel worlds, emphasizing that for every action in the real world, there is a corresponding reaction in a parallel world.

Date: 17th to 20th October 2024

LMS is the flagship event of NjM, NMIMS, inviting participants across B-schools in India, both first years and second years. The 2024 edition was spread over five exciting and challenging rounds, testing participants' expertise in sales, marketing, negotiation, and strategy.

Title Sponsor: Divya Aishwarya Jewellers Associate Sponsor: Sharvi India Gifting Partner: Aurelliuss Entertainment Partner: Rage Room

Round Details:

- Round 1: Quiz Round

An online elimination quiz testing general sales and marketing concepts.

- Round 2: Case Submission

Qualified teams submitted solutions for a case study, showcasing analytical and strategic skills.

- Round 3: Offline Campus Round (17th Oct)

An activity-based round at NMIMS, including a treasure hunt, puzzles, and case-solving tasks.

- Round 4: Marine Lines Round (18th Oct)

This on-field round tested participants' real-world negotiation, buying, and selling skills through tasks like selling defective items, creating mystery boxes, and maximizing profit through buying and selling.

- Round 5: Final Round (20th Oct)

Multi-phase competition with case study presentations and individual challenges judged by Mr. Keshav Lahoti, Area Manager at Asian Paints and Mr. Bhabesh Bhargav, Brand Manager at Bajaj Consumer Care

Winners:

First Place: The CMO's – Anikesh & Poojan (SIBM Pune)

Second Place: Just Kiddin – Hemant & Jaina (NMIMS Mumbai)



BUSINESS CONCLAVE (PARAGANA)

Theme: Generative Synergy - Embracing the Era of Technological Innovation

Sub-theme: Beyond the Funnel - 'Generating' the Customer Journey

Date & Time: Saturday, 19th October 2024, 2:30 PM - 5:30 PM

Venue: SBM, NMIMS Campus

The Paragana '24 Business Conclave, hosted by Not Just Marketing (NjM), brought together industry leaders to discuss how technological innovation is reshaping marketing and customer engagement.

Keynote Address:

Tarun Jha (Head of Marketing, JSW Steel) opened the event with a compelling keynote on navigating the dynamic business environment. He shared actionable strategies for leveraging innovation and adapting to ever-changing consumer needs.

Fireside Chat:

Pulkit Trivedi (Managing Director, Snap Inc.) participated in an engaging conversation moderated by Dr. Hitesh Kalro. The session focused on the future of customer engagement and the role of digital transformation in building meaningful consumer connections.

Panel Discussion:

Moderated by Suchit Sikaria (Ex-CBO, Sugar Cosmetics)

The panel featured:

1. Ankit Kapoor (Ex-CMO, Parle Agro & Ananta Capital): Shared insights from his experience managing FMCG campaigns and crafting impactful brand strategies.
2. Vibhav Upadhyay (Vice President, Vodafone Idea Limited): Highlighted strategies for telecommunications marketing and customer relationship management.
3. Sweta Aggarwal (Assistant Vice President, Aditya Birla Group): Discussed innovative approaches to designing customer journeys and navigating modern marketing challenges.

Summary:

The conclave successfully combined theoretical insights with practical applications, equipping attendees with valuable knowledge on AI-driven marketing strategies. With an enriching mix of keynote sessions, panel discussions, and interactive dialogue, the event provided a platform for students to connect with industry leaders and explore the future of marketing and business innovation

Optumiz

Optumiz is the Operations and Supply Chain cell of SBM, NMIMS Mumbai. Founded in 2007, Optumiz continues with a commitment to enrich the student community with knowledge about the current trends and developments in the field of operations. The cell engages with thousands of students across the best B-Schools of the country through a myriad of activities throughout the year. The cell has successfully conducted various events like simulation games, operations conclave, live case study competitions, guest sessions, and fun events. This helps the students develop an interest in various aspects of the business's operations and supply chain.

Vision: Fostering a community of inquisitive minds in the Operations and Supply Chain Management domain to grow the brand name of NMIMS Mumbai.

Mission: Equip students with practical knowledge in Operations and Supply Chain Management through a range of learning opportunities, including guest lectures, Corporate Projects, workshops and fests.

Faculty In-charge: Dr. Rose Antony

Events conducted this year

KPMG LSSGB WORKSHOP

Date: 6th, 7th, 13th, 14th July 2024

In line with its tradition of fostering industry-relevant skills, Optumiz, in collaboration with KPMG India, hosted an instructor-led Lean Six Sigma Green Belt training and certification session on campus. The highly engaging sessions, delivered by experienced trainer were conducted spanning over four days in campus. This initiative focused on preparing future professionals to contribute to higher quality outcomes and improved operational performance within an organization. The Lean Six Sigma Green Belt program is a comprehensive initiative aimed at equipping participants with the knowledge and skills to improve process efficiency and reduce waste. The curriculum covered key methodologies such as SIPOC and the DMAIC framework, focusing on real-world problem-solving and data analysis. Participants engaged in hands-on learning, including case studies and the use of tools like Minitab for statistical analysis, which ensured practical understanding. The program emphasizes the identification of customer needs, process optimization, and data-driven decision-making. Ultimately, it provided the future professionals the tools to enhance operational performance and achieve measurable business improvements. With over 300+ enthusiastic participants in attendance, students engaged in exploring the practical application of

statistical tools and structured methodologies to address real-world business challenges, aiming to enhance operational efficiency in their future organizations. By hosting the Lean Six Sigma Green Belt certification course, Optumiz and KPMG empowered SBM students to develop leadership skills and excel in the current business scenario. The program equipped participants with the knowledge to improve process efficiency, reduce waste, and make data-driven decisions. This initiative reflects our commitment to preparing students for success in the dynamic field of Operations and Supply Chain management, enhancing their ability to achieve measurable business improvements.

Number of Registrations: 367

Trainers from KPMG: Shashank Srivastava, Chirag Pachouri, Praveen Pavithran, Om Sarmalkar, Venu Nilgar

PARICHAY - OPTULYMPICS

Date: 2nd - 4th August 2024

Team Optumiz organized the event "Parichay - Optulympics: The Quest for Gold!" as part of their academic year 2024-25 activities at NMIMS. This Olympic-themed competition, conducted through Microsoft Excel, tested participants' strategic thinking, logical abilities, and sports acumen. The event featured three challenging rounds, each focusing on different aspects of strategy and operations management.

Round 1 was a quiz assessing knowledge of Olympic facts and core concepts in operations and supply chain management. Speed and accuracy were critical as over 60 teams competed, with only the top 12 advancing to the next stage.

In Round 2, participants engaged in an Excel-based bidding simulation to build teams of countries and athletes. This round tested their strategic foresight, requiring careful resource management to create a well-balanced team for the final stage.

Round 3 was the culmination of the competition, a simulation-driven challenge mimicking the unpredictability of the Olympic Games. Using advanced Excel formulae and probabilistic conditions, teams competed in virtual sports events. Success depended on strategic planning, adaptability, and effective decision-making under dynamic scenarios.

The event concluded with an intense finale where the leaderboard kept shifting, reflecting the high stakes and competitive spirit. Teams showcased immense creativity, balancing risk and reward to secure their positions.

Supported by sponsors and fueled by the participants' enthusiasm, Parichay - Optulympics was a resounding success. It embodied the spirit of competition, teamwork, and intellectual rigor, establishing itself as a flagship event and a memorable highlight for all involved.

Event Sponsors: Photon Trading & Marine Services LLP, Aaramb Ad Events, Collegedunia

Number of Registrations: 84

Winners:

Position Team Name Team Members

1. Team Mahakaal: Shivam Bhanushali, Deepanshu Kumar, Yash Yadav
2. Los Blancos: Ankit Vyas, Tanmay Jadhav, Aditya Murarka
3. Goal Diggers: Haricharan Manchala, Swaminathan J, Indeevar Majumdar

PARAGANA - CHOCOLATE FACTORY 6.0

Date: 17-20th October 2024

Optumiz, the Operations and Supply Chain Cell at SBM NMIMS Mumbai, hosted the 6th edition of The Chocolate Factory in October 2024, drawing 613 registrations from top B-schools across India. This flagship event tested participants' expertise in operations and supply chain management through three challenging rounds, blending strategic thinking, data analysis, and creativity.

The journey began with an online quiz that assessed participants' knowledge, narrowing the competition to 12 teams from premier institutes like IIM Mumbai, SPJIMR, SJMSOM IIT Bombay, and NMIMS Mumbai. The selected teams progressed to the offline rounds at the NMIMS Mumbai campus.

In Round 2, themed Demand Forecasting & Strategic Decisions, teams predicted demand, selected factory locations, and bid for suppliers and plant technology in a virtual auction. They balanced cost-efficiency, production optimization, and supplier selection while evaluating factors like inspection costs and contract pricing. This round tested their ability to forecast demand and allocate resources strategically.

The final round focused on marketing and distribution strategy. Teams bid for Distribution Center (DC) packages, considering logistics costs, sustainability, and inventory management. They planned transportation networks, designed logos and packaging, and chose celebrity brand

ambassadors to enhance market appeal. The winners were determined based on profit margins, sustainability scores, and creative branding.

Team ChocoMinds from SPJIMR claimed first place, followed by Team Willy Wonkers and Team Oompa Loompas, both from NMIMS Mumbai. The Chocolate Factory 6.0 offered participants a hands-on experience in supply chain and business strategy, solidifying Optumiz's reputation for excellence in hosting innovative events.

Sponsors: Photon Trading & Marine Services LLP, Aaramb Ad Events, Collegedunia

Number of Registrations: 613 Participants

Winners:

1. Chaitanya Vadali: Team ChocoMinds (SPJIMR): Gauri Niklankar, Jhanvi Chande
2. Willy Wonkas (NMIMS): Shaurya Grover, Samaksh Gupta
3. Oompa Loompas (NMIMS): Navarathna Prajwal, Shashank Rao

PARAGANA - BUSINESS CONCLAVE

Date: 19th October 2024

Team Optumiz, in collaboration with the Student Council, organized the annual Operations and Supply Chain Conclave—Business Conclave—at SBM, NMIMS Mumbai, on 19th October 2024. Themed “Innovative Horizons: Revolutionizing Operations & Supply Chains with Digital Manufacturing and Generative AI”, the event brought together industry professionals, faculty, and students.

The conclave commenced with an address by Dr. Rose Antony, faculty-in-charge of Optumiz, who highlighted trends such as operational agility, AI-driven manufacturing, and supply chain transparency enabled by digital twins. She emphasized responsible AI adoption, regulatory challenges, and the “uncanny valley” concept.

Keynote speaker Vikram Sharma, VP of Strategy & Operations at Kalpataru Projects, presented case studies like Cup Lock Scaffolding and Robotic Welding, showcasing how AI and digital manufacturing are driving efficiency, innovation, and cost reduction. Mr. Jangoo Dalal, Co-Founder and CEO of GovEVA, discussed risk management evolution in supply chains, ESG integration, and the challenges of AI models' energy footprint on sustainability.

A panel discussion featuring Vikram Sharma, Jangoo Dalal, Bhupesh Tater (Director at Integri Marine), and Venu Nilgar (Associate Director at KPMG India) explored AI's transformative impact across industries, focusing on energy-efficient AI models, ESG-driven supply chain practices, and sustainable innovation in risk management and cost optimization.

The conclave offered valuable insights into the future of AI and digital manufacturing, emphasizing sustainability and resilience. Acclaimed by participants, it provided students with an unparalleled opportunity to engage with industry leaders and gain practical perspectives on modern operational challenges.

Number of Participants: 60

Sponsors: Aarambh Ad Events, Collegedunia

SUMMER SERIES

Summer Series is a novel initiative by Optumiz, helping with the summer placement preparations. It is instrumental in providing insights into the world of Supply Chain and Operations, helps the student stay abreast with the current and evolving terminologies of the supply chain world.

To make it a success, extensive research is done on summarizing and creating bite-sized content pieces to give a summarized idea of the concepts or terminologies which were disseminated through Optumiz's Instagram handle. The visual appeal of the posts is also emphasized by using well-suited templates and colors to enhance audience retention. An effort was made to incorporate humor into the initial slides to capture the students' short attention span, which contributed to better retention of the conveyed concepts.

The content this year spanned across different domains within Supply Chain and Operations, ranging from concepts like Bullwhip Effect, Process Mapping to relatively newer topics like Supply Chain Analytics and Supplier Management. This equipped the students to have relevant and fresh concepts to serve as talking points during the summer placement processes.

It played a crucial role in equipping students with the confidence and competence to excel in their Summer Placements, offering a concise, accessible, and up-to-date knowledge base that enabled exceptional performance in the Operations and Supply Chain domain. It acts as a platform for sharing industry knowledge and fostering practical skill development, demonstrating Optumiz's commitment to empowering the next generation of professionals.

WEEKLY POSTS

The weekly posts are a key feature during the preparation phase for final placements, designed to equip students with valuable insights and enhance their understanding of operations and supply chain management. These posts are thoughtfully curated to strike a balance between educational, informative, and engaging content, reflecting the cell's dedication to both knowledge building and community engagement.

The content of these posts delves into various facets of operations and supply chain management, presenting them in an interactive and easy-to-understand manner. For instance, posts may feature real-world case studies, breaking down complex industry scenarios to highlight innovative practices and strategies. Industry trends are showcased to provide followers with updates on advancements in digital manufacturing, supply chain analytics, or sustainable practices. These updates not only help students stay current but also prepare them to discuss relevant topics confidently during interviews.

Through this mix of content, the weekly posts promote a culture of continuous learning and intellectual curiosity, ensuring that students are well-prepared for the challenges of final placements while staying engaged with the broader community of operations and supply chain enthusiasts.

CATENA AUREA - ARTICLE WRITING COMPETITION

Date: 1st – 8th October 2024

Team Optumiz, the Operations & Supply Chain Cell of NMIMS Mumbai, successfully hosted an engaging article competition for the first edition of their bi-annual magazine, Catena Aurea, themed "Sustainability in Motion: Innovative Strategies for Operational Transformation." Held from October 1 to October 8, 2024, the event invited participants to explore how sustainability is redefining the manufacturing and supply chain sectors. With 142 registrations from leading institutions across India, the competition provided a platform for individuals to present their insights on topics like balancing profitability with environmental responsibility, achieving net-zero supply chains, adopting green logistics, and driving sustainable sourcing practices. The submissions highlighted the innovative strategies organizations are employing to integrate sustainability into their operations while addressing the challenges of efficiency and resilience. After a rigorous evaluation process, the top three articles were chosen for publication in Catena Aurea. The winners, Deepti Anbarasu from IIM Udaipur, Hari Karthi C from Amrita School of Business, Coimbatore, and Harshal Dehra from IIM Rohtak, demonstrated exceptional thought leadership and creativity in their analyses. They were awarded e-certificates and cash prizes

totaling ₹9,000. Through this initiative, Team Optumiz aimed to foster critical discussions on sustainability and inspire innovative practices in operations and supply chain management. The overwhelming response and high-quality submissions made the event a grand success, setting a strong foundation for future editions of the magazine dedicated to advancing the dialogue on sustainable transformation.

Number of Registrations: 142

Winners:

1. Blaze: Deepti, Anbarasu, Dhaval Chavda
2. Balanced Brains: Hari Karthi C, Sriharini K
3. Midnights: Harshal Dehra

OP-ERA CASE COMPETITION

Date: 26 January 2025

Optumiz, the Operations and Supply Chain Cell of SBM, NMIMS Mumbai, in collaboration with KPMG and Photon, is all set to host Op-Era 2025, a premier national-level case competition focusing on Lean Six Sigma, Optimization, and Quality Management. This highly anticipated event has already garnered immense excitement among B-School students across India, with registrations pouring in from some of the brightest minds in the country. Scheduled to kick off on February 1, 2025, the competition promises to challenge participants to think critically, strategize effectively, and execute seamlessly as they navigate through real-world operational problems.

The event is structured in three phases, starting with an online quiz on February 1, 2025, designed to test participants' fundamental understanding and decision-making skills. Teams that clear this elimination round will proceed to the second phase, where they will be tasked with crafting innovative and concise solutions to a complex case study. Submissions, in the form of a five-slide presentation, are due by February 8, 2025, pushing participants to balance analytical rigor with creativity.

The grand finale is scheduled for February 12, 2025, where the top five teams will present their solutions to a distinguished jury comprising industry leaders from KPMG and esteemed faculty members of NMIMS Mumbai. This virtual round will determine the winners, who stand to gain Lean Six Sigma Black Belt certification vouchers, with runners-up receiving Green Belt certification vouchers, along with cash prizes worth up to ₹50,000.

As the countdown to Op-Era 2025 begins, excitement and anticipation are building. With its focus on fostering innovation and excellence in operations and supply chain management, the event is poised to set new benchmarks, promising a journey filled with learning, collaboration, and impactful problem-solving.

JUST IN SUMMER TIME (SUMMER TALKS)

Every year, a diverse group of young, talented individuals embark on their MBA journey, eager to face the rigorous challenges ahead. Among the most crucial experiences in the first year is the summer internship placement process—a stepping stone towards their future career. However, navigating this process requires the right guidance and support to ensure the students are well-prepared to seize the opportunities that come their way.

Recognizing this need, the Just-In Summer Time talk was organized, providing much-needed insights and assistance to first-year MBA students. The session saw active participation from these students, who benefited from the experiences shared by their seniors—second-year students who had interned at renowned companies like Asian Paints, Bain & Company, Flipkart, TCPL, Microsoft, HCCB, Wipro, and many others.

The session took a holistic approach, covering essential topics such as resume building, skill development, understanding various job profiles, and the steps involved in the selection process. The first-year students gained valuable knowledge on how to craft a resume that stands out, the skills currently in demand across different industries, and effective ways to develop those skills. Additionally, they were given a clear understanding of what companies expect during interviews and how to approach the entire process.

Drawing from their own experiences, the second-year students offered practical advice on preparation strategies, staying motivated throughout the selection process, and handling the inevitable pressure. They emphasized the importance of determination and consistency in one's efforts to secure the right internship opportunity.

The session was highly informative, leaving the first-year students with a comprehensive understanding of the summer internship placement process. Equipped with insights on skill-building and preparation, they felt more confident in facing the challenges that lied ahead. This initiative fostered learning and strengthened the bond between the two cohorts, creating a supportive community that values growth and success for all.

SummIT

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. 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 provides invaluable exposure through experience-sharing. SummIT also organizes workshops such as Advanced Excel Workshop and Tableau Workshop that provide powerful skills to students to solve issues and present them when they venture into the corporate world.

Vision and Mission: The major objectives of SummIT are to provide students with exposure to the latest technology trends in the industry, and prepare them with the requisite skills that would enable them to make the most out of their summer internships and subsequent career opportunities. The various events and competitions conducted over the year provide students the platform to test themselves against students from other top B-schools in the country and hone their skills.

Faculty In-charge: Dr. Somnath Roy

Events conducted this academic year

PRODUCT MANAGEMENT WORKSHOP

Summit to conduct a product management Workshop in collaboration with our partner Forevision. The objective is to introduce the basics of Product Management concepts and frameworks to B-school students. It follows a hands-on approach consisting of a live training by industry expert for 2 days and a live project to be completed by each student so that they can develop a good understanding of the concepts taught during the sessions. The workshop is primarily targeted towards incoming 1st year students to help them get upskilled for their summer internships.

Date: 6th and 7th July 2024

Guests: Ananya Nandan, Mentor for workshop

No. of Participants: 113

Winner Teams: NA

Faculties Involved: NA

Sponsor: Forevision



KICKSTART

The event conducted by SummIT during Parichay is “Kickstart”. To serve as an icebreaker, Kickstart is a fun-filled event for first-year students. The event is conducted over a period of 2-3 days and was conducted in online as well as offline mode. It consists of multiple knockout rounds.

Date: 2-4 August 2024

No. of Participants: 60 teams

Winner Teams:

1. Summertime
2. Hostellers

Sponsor: Forevision



INTER 'N' ACT

This event is hosted to aid first year students for their upcoming summer-internship process. Seniors who interned at the top IT and Consulting firms are invited to share their interview process and internship experience.

Date: 1 October 2024

Guests: NMIMS 2nd Year Students

No. of Participants: 32

ACE THE CASE

This event is hosted to aid first year students for their upcoming summer-internship process. Seniors who interned at the top IT and Consulting firms are invited to share their interview process and internship experience.

Date: 9 to 20 Oct 2024

Guests:

1. Ojas Bhelsekhar (Workday)
2. Mridul Tripathi (Oracle)

No. of Participants: 908 (423 Teams)

Winner Teams:

1. ProdChamps (NMIMS)
2. CaseWizz (IIT KGP)
3. CONsultants (SRCC)

Faculties Involved: NA

Sponsor: Product Space

BUSINESS CONCLAVE

Event Summary: Offline session with a panel of industry leaders regarding ongoing trends and issues in the tech industry to help students get an insight into the corporate world and industry. This year the theme was “AI driven personalization revolutionizing consumer engagement”

Date: 19 Oct 2024

Guests:

1. Sohil Mehta, VP, SPNI
2. Kunal Shah, Regional Business Leader, Oracle
3. Sandeep Desai, Consultant, Darwish Cybertech India

No. of Participants: 50

Winner Teams: NA

Faculties Involved: NA

Sponsor: NA



ARTICLE WRITING

The participants are given a topic about to submit an article about. This is an inter-college competition open for all Business Schools in India. This year topic was QCommerce Driving convenience or fueling consumerism.

Date: 24 Dec to 4 Jan 2025

Guests: NA

Winner Teams:

1. Sohalia Sana, KIIT Bhubaneswar
2. Radhika Bansal, IGGTUW Delhi
3. Jahnvi Jallepalli, SCMHRD Pune

Faculty Involved: Dr. Somnath Roy

INFOGRAPHICS

Event Summary: Participants are given a topic about to create posters/ infographics about. Use Graphs, Flowcharts, Diagrams and convey your idea to the world. This is an inter-college competition open for all Business Schools in India. This year topic was QCommerce Driving convenience or fueling consumerism

Date: 24 Dec to 4 Jan 2025

Guests: NA

No of Participants: 245 registrations/ 202 teams

Winner Teams:

- **1st:** Abhinav Jain (NMIMS, Mumbai)
- **2nd:** Devika Borse (NMIMS, Mumbai)
- **3rd:** Sachu Sabarinath & Nithya Sankari (NIT, Trichy)

Faculties Involved: Dr. Somnath Roy

Sponsor: NA

TECHFORUM

Tech Forum is a place for you to showcase and come up with “Technological Solutions for Smarter Businesses”. The competition provides a platform for innovators in the business world. This is Product Management/ Marketing based international case competition.

Date: 16 Jan 2025 - 16 Feb 2025

Guests: Shikha Gupta, CEO of Thridify

No. of Participants: 154

Winner Teams: Ongoing Event

Faculties Involved: NA

Sponsor: Thridify

Consulting Synergy Group

The Consulting Synergy Group (CSG) is the official consulting club of NMIMS. It serves as a dynamic platform for students to enhance their consulting skills and knowledge through a variety of engaging initiatives and activities.

Mission:

The mission of the Consulting Synergy Group (CSG) is to enhance students' proficiency in the field of consulting. Through live workshops, industry speaker session and networking opportunities, CSG aims to equip students with the skills and knowledge needed to excel in the consulting industry.

Vision:

- Interactive consulting workshops
- Insights on case interviews and guesstimates
- Guest lectures from industry leaders
- Exclusive networking events
- Expert guidance for consulting case competitions

Faculty In-charge: Dr. Bala Krishnamoorthy

Events conducted this academic year

MEET THE ICONS

Date: 28th July 2024

Attendees: 140+ Students

CSG organized an inspiring session to empower MBA students by featuring national case competition champions, iCONS. The event showcased Mr. Argha Das (17 Corporate and 59 National B-school Podiums) and Ms. Ria Biswas (3 National Wins and 20 Podiums), who shared invaluable strategies for excelling in case-solving. They recounted their transformative journeys as first-year management students, offering practical insights on teamwork, innovation under pressure, and maximizing opportunities. Their engaging anecdotes captivated over 140 virtual attendees, providing actionable tips and fostering a competitive spirit. This session left a lasting impact, equipping students with success mantras to navigate the demanding world of case competitions.



INSIGHTQUEST - PARICHAY

Date: 2-4th August 2024

Attendees: 50+ Students

Partners: Smaash, ProSchool, Epilicious, and UFO Fries & Corn.

CSG hosted an exciting event, 'Where Strategy Meets Fun,' for newly inducted SBM, Mumbai students, blending strategy with entertainment. Designed to foster camaraderie and competition, the event introduced students to the college and committee through intellectually stimulating yet fun challenges. Competing in teams of two, participants engaged in multiple dynamic rounds over three action-packed days, vying for prizes worth ₹1,25,000. This engaging event set a high standard for collaborative activities, reinforcing CSG's commitment to innovation, learning, and fun.



COFFEE WITH CONSULTANTS

Date: 10th August 2024

Attendees: 65+ Students

CSG achieved a milestone by hosting an industry expert for the first time, bridging academia and industry. The session featured Mr. Sudeep Mehrotra, CEO at Welspun One and an IIM Lucknow alumnus, who shared deep insights on corporate success. His keynote resonated with aspiring managers, emphasizing adaptability, continuous learning, and effective communication. He provided actionable strategies for excelling in dynamic environments and explored the evolving role of supply chain management in business success. Highlighting process optimization and technology integration, he outlined opportunities for young professionals. Attended by 80+ participants, the session was a resounding success, reinforcing CSG's commitment to fostering industry-relevant knowledge.

MANAGEMENT CONSULTING CONCLAVE

Date: 19th October 2024

Attendees: 70+ Students

The SBM NMIMS, Mumbai Business Conclave's Management Consulting Conclave, hosted by the Consulting and Strategy Group (CSG), explored the transformative impact of generative AI on media and communication. The event featured keynote sessions and a fireside chat with industry leaders. Mr. Shailesh Dudani (SVP & Regional Director, Rapyder) highlighted AI's disruptive potential, while Mr. Ashish Mehta (Program Coordinator, UPG) examined AI's role in content creation and distribution. The Fireside Chat, moderated by Mr. Mehta, featured Mr. Vineet Surana (Partner, EY), who provided deep insights into AI's corporate implications. With over 70 participants, the conclave blended intellectual depth and practical insights, reinforcing CSG's commitment to thought leadership in the management community.



International Business Cell (IBC)

The International Business Cell (IBC), formerly International Student Relations Cell (ISR) at SBM NMIMS Mumbai is dedicated to imparting in-depth knowledge of international business, IBC hosts targeted events, workshops, and diverse endeavors. Look forward to insightful discussions with industry leaders, engaging case competitions, and dynamic panel discussions!

IBC bridges borders by connecting with international student groups, esteemed organizations, and leading academic institutions worldwide. By fostering a vibrant community of aspiring global leaders, IBC promotes collaborative learning through the exchange of diverse perspectives

Faculty In-charge: Dr. Sayantan Khanra

Events conducted this academic year

OIKOS AND PRME

IBC, in partnership with OIKOS, engages in impactful events, conferences, and projects that drive us towards a more sustainable future. With a global presence in over 20 countries and 40 cities, OIKOS fosters critical thinking, innovation, and collaboration. With OIKOS our goal is to provide a robust platform for students to engage in meaningful discussions, projects, and events centered on sustainability.

PRME (Principles for Responsible Management Education) at SBM NMIMS, a global initiative supported by the United Nations, dedicated to championing responsible management education. With over 800 signatories in 96 countries, PRME provides a framework for academic institutions to develop curricula and research addressing social, environmental, and economic challenges.



INAUGURATION

Date: 20th July 2024

On the 20th of July 2024, IBC was officially inaugurated at SBM NMIMS which marked the beginning of an exciting journey filled with innovative ideas and collaborative growth. Attendees got to meet the team, learn about our upcoming initiatives, and celebrate the start of something great. The event was graced by experienced individuals from various industries who shared their vision on the future of business. Ayush Khaitan, senior manager at Bain and Co, Devesh Makhijani, Senior Associate Vice President, Darashaw and Amit Chandra, Director of Marketing Strategy at B-Ahead were the dignitaries at the event.



PARICHAY- BIZWIZARDS

Dates: 2nd to 4th August 2024

Sponsors: VPR Mining Infrastructure Pvt. Ltd.

BizWizards at Parichay 2024 is a flagship event designed to challenge participants through business simulations and real-world scenarios. It featured three rounds, including a Jeopardy-style quiz, testing participants' analytical, strategic, and teamwork skills. The event started with an exciting activity where participants searched for hidden currency in classrooms, winning chocolates. The competition included rounds like Family Feud, Heads Up, Jeopardy, and Pitching, with a cash prize of ₹40,000 for the winners.

INTERNATIONAL STUDENT EXCHANGE – BOM VOYAGE

Bom Voyage: A South Bombay Tour for Exchange Students. The South Bombay tour, organized by the International Students Vertical of IBC at SBM NMIMS, introduced exchange students to the city's cultural and historical landmarks. The tour included visits to iconic sites like the Gateway of India, the Taj Mahal Palace Hotel, and the Bombay Stock Exchange. Students explored Colaba Market, savored breakfast at a historic Zoroastrian café, and enjoyed serene coastal views. The

day concluded with Indian ice cream flavors at Naturals and an impromptu stop at the Ambani residence for Ganesh Chaturthi celebrations, leaving students with lasting memories.



PARAGANA

Date: 19th October 2024

The International Business Cell (IBC) of NMIMS SBM hosted a thought-provoking event at Paragana, themed "Future Forward: Leveraging Technology for Sustainable Global Business." The event featured a keynote by Mr. Aaron Colaco on technology's role in eco-conscious business, followed by a panel discussion moderated by Dr. Sayantan Khanra. Panelists, including Mrs. Mahima Dominic, Mr. Parth Chate, and Mr. Prithvi Sudagoni, discussed digital transformation, strategic innovation, and sustainable product strategies. The launch of IBC's newsletter, "Samanvaya," added to the event's success, concluding with a quiz and a vote of thanks.

Interest-Based Cells

Entrepreneurship Cell (E-Cell)

A vision to promote and nurture Entrepreneurship amongst the student community and help aspiring B-school students achieve their entrepreneurial aspirations. We strongly believe that entrepreneurship holds the potential to transform not just our country but the entire world.

Vision & Mission:

- To provide the right guidance to Junior E-cell members and help them reach their full potential.
- Foster industry knowledge and experience to members through corporate projects in start-ups.
- Creating an entrepreneurial ecosystem to provide the platform for individuals with creative minds and ideas with potential for substantial business opportunities
- To impart students with business insights and entrepreneurial skills

Faculty In-charge: Dr. Jacqueline Mundkur

Events conducted this academic year

VENTURESOME

The ultimate entrepreneurial challenge by **E-cell, NMIMS** under **Parichay**.

Registration: Through Microsoft Forms before **1st Aug, 2024**.

1. **Round One-** Brain Tease Tango- Testing Knowledge and Creativity
 - **Format:** A quiz of 20 questions on startup ecosystem followed by a crossword puzzle. This was done through Google Forms and submission of the same was evaluated based on scores and time of submission.
2. **Round Two-** Test Your Wits- Speed and precision in a buzzer round
 - **Format:** Two teams face off, and they are asked questions and shown logos to identify the correct start-up name. The quicker team gets the score, and at the end of the round, the team with the higher cumulative score moves to the final round.
3. **Round Three-** Escape Room- Solve puzzles and riddles to escape!
 - **Format:** All the teams had the same riddles to solve. There were a total of 6 riddles that needed to be solved at NMIMS Mumbai Campus and after solving one riddle, the next riddle could be found in the same place. The team finishing this the first were crowned as winners, and we had the top three winners for this round.

Evaluation: The E-Cell team is the panel to judge all the rounds and select the winner.

Key Details:

- **Eligibility:** All College students from any background. A Team of 3 needed to be formed

- **Sponsor:** Bettermelt Ayurveda
- **Judge:** Team of E-cell
- **Participation:** 150+ students with over 50+ teams.

STARTUP CONCLAVE- THE FLAGSHIP EVENT OF E-CELL NMIMS

Startup Conclave, the hallmark event of E-Cell NMIMS, is designed to empower aspiring entrepreneurs from NMIMS and peer B-schools. E-Cell was founded to foster a strong entrepreneurial culture, addressing challenges such as financial constraints, lack of experience, and limited guidance. This event bridges the gap by providing mentorship, networking, and funding opportunities through industry stalwarts, including venture capitalists and angel investors.

1. The Pitcher

- **Registration:** Open on Unstop until **10th February 2025**.
- **Submission:** A professional pitch deck covering:
 - o Problem Statement, Solution, Market Strategy, Business Model, Product Offerings, Proof of Concept.
 - o Bonus points for an elevator pitch video.
- **Evaluation:** The E-Cell team and VCs will shortlist the most promising entries for the final stage.

2. Final Tussle

- **Format:** Shortlisted startups will present their **proof of concept or finished product** to investors at NMIMS Mumbai.
- **What to Expect:**
 - o Showcase impact, scalability, and business viability.
 - o Engage in a live Q&A with industry experts.
- **Opportunity:** Finalists can **secure funding** and build **mentorship & strategic partnerships**.
- **Event Dates:** Tentatively **28th February - 1st March 2025**.

Key Details

- **Eligibility:** Early-stage startups.
- **Sponsors:** To be finalized.
- **Panel:** 4–5 seasoned venture capitalists.
- **Participation:** 200+ expected in the first round.

Startup Conclave is more than just a competition-it's a launchpad for transformative ideas, shaping the next generation of entrepreneurs.

STARTUP GARAGE

Informative E-Cell event for 2024

Overview:

This startup garage was a speaker session organized by entrepreneurship cell which had startup founders encouraging and guiding and mentoring students to start their own venture and to help anything that had already been established. The founders had a vast experience with too much to explain and the students were all ears and became a sponge for the information by the business veterans.

Speakers for this year's Garage:

Shiva Dhawan

Shiva Dhawan is a transformative force in the fields of artificial intelligence and geospatial analytics. As the Founder and CEO of Attentive AI, Shiva has spearheaded innovations that have reshaped how the world leverages geospatial data for real-world applications. A distinguished alumnus of IIT Delhi, he has dedicated his career to pushing the boundaries of AI technology, delivering revolutionary solutions that solve some of the most intricate challenges in digital mapping and analytics. Under his visionary leadership, Attentive AI has become a global beacon of excellence, cementing Shiva's legacy as a pioneer whose work continues to influence industries worldwide.

Raghav Himatsingka

Raghav Himatsingka is an inspiring entrepreneur, educator, and thought leader redefining the potential of early childhood development. Armed with a Stanford University education, Raghav co-founded *Raising Superstars*, a global initiative that has transformed parenting and early learning through the revolutionary Prodigy Framework™. His groundbreaking methods have empowered families across the globe to unlock the hidden potential of children during their most formative years. With a following of over 1.5 million and as the host of *The First 90%* podcast, Raghav has become a trusted voice on parenting, education, and human potential. His tireless efforts to shape future generations have earned him a place among the most influential innovators in the space of early childhood learning.

Key Details:

- **Eligibility:** The event was open to all MBA students.
- **Participants:** 100+

DOLPHIN TANKI

A Social Initiative in Collaboration with Salaam Bombay Foundation and SRF, NMIMS

Overview

Dolphin Tanki is a unique social initiative by E-Cell NMIMS, conceptualized to empower young individuals from economically disadvantaged communities, such as Dharavi. Scheduled for 19th March 2025, the event, organized in collaboration with Salaam Bombay Foundation (SBF) and SRF, NMIMS, provides a platform for participants to pitch their business ideas. This initiative aims to equip these budding entrepreneurs with essential resources, including seed funding and mentorship, enabling them to establish their micro-enterprises.

The initiative aims to:

1. Facilitate entrepreneurial opportunities for youth from underprivileged socio-economic backgrounds.
2. Offer financial support through funding by SBF's partners.
3. Train participants in essential pitching skills and business strategy.
4. Provide long-term mentoring to ensure the sustainability of their ventures.

Event Format

1. Pre-Preparation Phase

- Participants undergo a series of training sessions conducted by industry experts and mentors.
- These sessions focus on enhancing their pitching skills and refining their business ideas.
- Logistical arrangements, including venue setup and partner coordination, are managed to ensure smooth execution.

2. The Pitch

- Around 30+ participants are expected to pitch their ideas before a panel comprising representatives from SBF and other industry experts.
- Each pitch is evaluated based on feasibility, innovation, and potential impact.

3. Execution and Outcomes

- Selected participants will receive seed funding for their ventures.
- They will also be paired with mentors to guide them in implementing their business plans.

Key Highlights

- **Collaboration:** Partnered with Salaam Bombay Foundation and SRF, NMIMS.
- **Impact:** Aims to empower youth to turn their ideas into thriving ventures, fostering self-reliance and economic upliftment.
- **Participation:** Over 30+ young entrepreneurs are expected to take part in this transformative experience.

Dolphin Tanki represents E-Cell NMIMS's commitment to driving social impact and fostering entrepreneurial growth in underserved communities.

INDIAN BUSINESS LEAGUE- EVENT OF THE E-CELL UNDER PARAGANA 2024

The Indian Business League was a three-stage competition designed to test participants' entrepreneurial skills, strategic thinking, and creativity. The event commenced with a quiz assessing entrepreneurial knowledge and general awareness, followed by negotiation battles where teams acted as buyers or sellers to secure the best deals. The final stage involved analyzing a real-world business case and presenting innovative, strategic solutions to a panel of judges. The event provided a platform for participants to showcase critical thinking, negotiation prowess, and business acumen.

Event Format:

The event was divided into three stages:

- **Round 1: The Knowledge and Investment Challenge (18th October 2024)**

This round consisted of a quiz designed to test entrepreneurial knowledge and general awareness.

- Only the team leader attempted the quiz.
- The quiz window was open from 18:00 to 23:59.
- This was an elimination round.

- **Round 2: Master Negotiator (19th October 2024)**

Teams shortlisted from Round 1 participated in negotiation battles as buyers or sellers.

- Each team had 5 minutes to negotiate on an online platform.
- Sellers aimed to sell at the highest price, while buyers strived to purchase at the lowest.
- Real-time results were announced at the end of the negotiation.

- **Round 3: The Final Pitch – Business Case Presentation (20th October 2024)**

In the final round, selected teams were provided with a real-world case study to analyze and develop strategic solutions.

- o Teams submitted their solutions in a concise, two-slide PowerPoint presentation for initial evaluation.
- o The top 10 teams were shortlisted to present their solutions online to a panel of judges.
- o Judging occurred in designated time slots communicated by the organizers.
- o Evaluation criteria included innovation, creativity, presentation skills, and the strategic alignment of the proposed solutions with the business challenge.

Key Details:

- **Eligibility:** The event was open to all UG, PG, and MBA students.
- **Sponsor(s):** Harsh Studio
- **Panel:** The judging panel comprised two judges—one sponsor representative and an NMIMS professor.
- **Participants:** 624

Mantavya

Mantavya, the Quizzing and Literary Cell of SBM, NMIMS Mumbai was established 10 years ago, by the batch of 2014-2015 and has since then, grown into a community that fosters individuals with a hunger for knowledge about anything and everything. The cell conducts college level as well as national level quizzes, alongside literary events to inculcate and promote the admiration of literature amongst aspiring business professionals.

Mission:

- To conduct various events at the college and national level to promote the art of quizzing
- To conduct literary events via collaboration with authors & literary enthusiasts to inspire and nurture the love of literature
- To make individuals aware about events happening around them, be it regarding politics, sports, entertainment, business or pop culture

Vision:

"To ignite curiosity, foster knowledge, and celebrate quizzing and literature through engaging events for aspiring business professionals."

Faculty In-charge: Dr. Purnima Mehrotra

Events conducted this academic year

WORDOPOLIS 2024

Wordopolis is a flagship event of the cell conducted under the banner of Parichay, the cultural fest. Put simply, it is a fun intra college quiz with questions related to languages, words & etymologies. The event had a fantastic turnout of 90 teams registering for the event. The live prelims and finals were conducted in August, with over 40 teams showing up. From the prelims, 6 top scoring teams were chosen for the grand finale where the winner and runner up teams were awarded in the end. The quiz had a mix of questions on the English language, regional languages of India, other foreign languages, etymologies, idioms & phrases, etc.

Date of the event: 3 August 2024

Number of participants: 90 Registrations

Winner Teams:

- First Position: Joshua Paul D'Costa & Prashaanth K (FY MBA Div- H)
- Runners Up: Devarshi Shukla (FY MBA Div- I) & Dipesh Kapri (FY MBA Div- C)

Sponsors: IOCL, Rowdy Momos, Fox in the Box



BOOKSWAP 2024

BookSwap is a flagship event of the cell as well, conducted independently. The event aims at promoting the passion for literary works & reading. The event was open to all students of SBM. The event entailed students depositing books of any kind (fiction, academic, etc), the organizers wrapping them, randomizing the collection and redistributing them on the actual event date. We distributed a collection of 25 odd books that included novels, comics and even MBA reference books. The highlight of the event was first year students bidding (with make-believe currency) for MBA books that second years had deposited.

Date of the event: 14 September 2024

Number of participants: 25

Winner Teams: NA

Sponsors: Fox in the Box

BUSINESS OF BRANDS 2024

Business of Brands, the flagship business quiz of Mantavya, was hosted as part of Paragana, the business conclave, and emerged as the cell's most successful event in terms of outreach and impressions. This national-level open quiz attracted over 500 team registrations on Unstop, along with 25 on-the-spot entries, drawing a diverse range of participants, including home teams, B-school teams from across India, cross-corporate teams, and seasoned quizzers. The event featured

three rounds: the Unstop round, the offline prelims, and the Finals, where eight teams competed in a thrilling grand finale. Each round of the finale brought unique themes and innovative question formats, challenging participants to showcase their knowledge and strategic thinking.

Date of the event: 19 October 2024

Number of participants: 500+ unstop registrations, 25 on-spot registrations

Winner Teams:

1. First Position: Francis Rodrigues, Ameya Samant, Meghashyam Shiroadkar
2. Runners up: Ayush Awasthi, Shantanu Sharma

Sponsors: Go One, Fox in the Box



GENERAL QUIZ 2025

The General Quiz, an intra-college event organized by Mantavya for the students and faculty of SBM, NMIMS, was a celebration of the art of quizzing, designed to appeal to a wide audience with its diverse range of themes, including sports, music, food, entertainment, business, and current affairs. The event saw overwhelming participation, with 220 teams registering on Unstop and competing over three days across three rounds: the Unstop prelims, the Online prelims, and the Final Round, where six teams battled for the top prize. Notably, this was Mantavya's first purely online event, marking a significant milestone and showcasing the enthusiastic engagement of the SBM community.

Date of the event: 15 - 18 January 2025

Number of participants: 220 registrations

Winner Teams:

1. First Position: Lakshy Anand (SY MBA)
2. Runners up: Aanandita Prashanth (SY MBA) & Abhinav Khanna (SY MBA)

Sponsors: IOCL



MANTHAN - THE LITERARY FEST (PLANNED)

Manthan, Mantavya's long-standing literary fest, is set to return this year in an online format after being canceled last year due to unavoidable circumstances. This virtual mega fest will feature three events hosted across Unstop and meeting platforms. The lineup includes Author Connect, where an invited author will discuss their latest publication, offering a platform to promote their work while providing participants with valuable insights into the world of writing; Abstract Alchemy, a creative writing competition with separate categories for poetry and prose; and Lit Quiz, a short quiz focusing on music, entertainment, literature, and arts (MELA).

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 works in association with the various cultural clubs of the college:

- Zephyr: The Dance Team
- RangPunch: The Dramatics Club
- Treblemakers: The Music Club of NMIMS
- Verve: Fashion Show Team
- Xplore: The Photography Club of NMIMS

There is an abundance of cultural talent in the college premises and Nepathya provides a platform for those talents to flourish. It also provides a well-needed respite from the everyday challenges of a B-school. It is one of the most active cells with events & workshops held throughout the year. Events like dance, drama, musical nights, fashion shows, and cultural fests are great crowd pullers and leave the audience enthralled. The aim of Nepathya is to conduct cultural events of the highest standards, bring out the hidden talent of the students, and to take NMIMS to new cultural heights.

Vision:

To be the vibrant heart of SBM, NMIMS, fostering a thriving cultural ecosystem that inspires creativity, builds community, and brings joy to MBA life by celebrating diverse talents, community-building events and traditional events.

Mission:

To provide a dynamic platform for students to discover and showcase their talents, create memorable experiences through community-building activities, and promote a sense of togetherness and cultural appreciation amidst the rigours of MBA life. Nepathya is dedicated to organising events that spread happiness, instil pride, and celebrate the unique capabilities of every individual with flair and excellence.

Faculty In-charge: Dr. Vishwas Raichur

Events conducted this academic year

FRESHERS

At Freshers'24 we conducted a Mr and Ms NMIMS talent competition along with a showcase of performances by our clubs Zephyr, Treblemakers, Rangpunch and Verve on the 26th of July, 2024. We invited 2 judges Namita Sachdeva and Niyoshi Marfatia to oversee the talent competition. For Mr and Ms NMIMS, there were a total of 20 participants. The winners were Syed and Riya Chawla. The runners-up were Saikat Goswami and Aashna Garg. Our sponsors for the event were Time, Rustic Blends, Power Point Gym and Mannasrekha Enterprises. There were about 600 people in attendance



OPEN MIC

On the 4th of August, 2024, an open mic was conducted for students of SBM, NMIMS to showcase their talents in poetry, music or dance. We witnessed 50+ artists perform on that day. Our partners for this event were Prepbee and Reverb.



GARBA WORKSHOP

Garba workshop is the flagship event organised by Zephyr - the dance club at NMIMS. This workshop is organised ahead of garba night on one of the nine days of Navratri. The garba routines are choreographed by the members of Zephyr. The objective of this open-for-all workshop is to

teach this elegant yet vibrant dance style to all and celebrate Navratri together. This year it was conducted on the 6th of October, 2024 with over 200 students participating.



GARBA NIGHT

On the 8th of October, we conducted a Garba night to celebrate the occasion of Navratri. This was a night of dandiya and garba. We had 650 people in attendance.



NEPATHYA TREK

With around 50 people in attendance, we travelled to Harishchandra Gadh for a one-day trek on the 5th of January, 2025. We partnered with Luxor Trails to provide students with the experience of overnight travel, authentic Maharashtrian food and an unforgettable experience.



TREBLEMAKERS - EXPRESSIONS

Treblemakers, the music club of SBM, NMIMS, serves as a platform for students who continue to nurture their passion for music amidst their busy and competitive schedules.

This year, we proudly hosted our signature event, Expressions, on January 22nd. It is an open mic event where anyone from students to faculty are invited to perform any talent they have from Singing to Dancing and even poetry. The entire SBM fraternity was invited to the event, which saw enthusiastic participation from students across various programs and batches. We were honoured by the presence of Prof. Darshan Pandya from the Operations department, who graced the occasion as a performer. The number of participants reached an impressive 45 this year, marking a significant rise from last year's 28.

We extend our heartfelt gratitude to our sponsors, Gouri Family Garden and Abhibus, for their invaluable support for making this event possible.



Prabodhan

Prabodhan stands for the values of shared wellness, growth, acceptance, and 360° wellbeing.

Vision:

To take people towards a journey of self-mastery which would open doors for them to find their true purpose and live by it

Mission:

To drive people towards the path of personal well-being thus enabling them to lead a happy and healthy life

Three Pillars of Prabodhan:

- Physical Wellness
- Mental Wellness
- Emotional Wellness

Faculty In-charge: Dr. Aditi Dey Sarkar

Events conducted this academic year

YOG-ACT-THON

Date of Event: 3rd July 2024

Number of Participants: 60

Winning Team: Team Swoosh – Tarang & Pranav

Team Calm Crew – Cheshta & Mahal

Team Chipmunks – Jheel & Ishita

Title Sponsor: Skill Arena

Round 1: Act-o-thon

Each team comprising of two students will participate in this round. The event will proceed as follows:

- Each team will consist of two members.
- One member of the team will be the instructor.
- The instructor will be shown the asana image.
- The instructor will verbally guide the other member on how to perform a specific yoga asana.
- The second member will follow the instructions and perform the yoga asana accordingly.

Round Description: One team member will be shown the description of the particular asana through image/video and that member will guide the other member through actions. He/she cannot show the visuals or tell the name of the asana to the other team members.



Round 2: Spin the Wheel

Each team comprising of two students will participate in this round. The event will proceed as follows:

- Each team will consist of two members.
- Teams will take turns spinning a wheel that lists various yoga asanas.
- Based on the name of the asana on the wheel, the team members will have to figure out the asana and perform it together.
- The team members will be allowed to use the internet.

Round Description: A wheel will be spun and on the basis of the Yoga asana that comes, the team has to perform that asana. They can use the internet to find out how the asana is performed.



ENIGMA 4.0

Date of Event: 7th August

Number of Participants: 50

Winning Team: Team IYU (Ishika Rupareliya, Yuvraj Singh)

Runners Up: Team Zenzone (Riddhi Agarwal, Pranay Maheshwari)

Title Sponsor: Skill Arena

Event Description:

This event aims at providing the students a well-deserved break from their hectic MBA schedule in order to reduce their accumulated stress of their classes, pre-reads, tests and committee selection processes. Students will also be transitioning from their homes to their flats/hostels in Mumbai and with that comes stress and anxiety of settling into new place with people coming from different cultures and different places. We plan on providing students a platform where they can come and socialize with others, build connections while going through different rounds of events together and have fun along the way. Toward the end of the event, we also plan on keeping an open house meeting where students can come and talk to us about their grievances, be it mental or emotional.



MMM: KNOW YOUR BREATH

Date of Event: 19th September

Guest: Disha Dhoka

Number of Participants: 40

Event Description:

This event aims at focusing on the transformative power of breath in managing stress and enhancing overall well-being. This session, titled "Know Your Breath: Harnessing Breathing Techniques to Manage Stress," is designed to provide participants with practical insights into how conscious breathing can be a powerful tool in reducing stress and promoting mental clarity.



CONQUISTADOR 4.0

Date of Event: 12th December

Number of Participants: 50

Winning Team: Team Hari Putter – Aditya Gupta & Ibhav Vaidya

Runners Up: Team Kayamat – Sujay Singh & Mohit Khanna

Title Sponsor: Luzo

Event Description: This event aims at providing the students a well-deserved break from their hectic MBA schedule in order to reduce their accumulated stress of their classes, pre-reads, or exams. We plan on providing students a platform where they can come and socialize with others, build connections while going through different rounds of events together and have fun along the way. Toward the end of the event, we also plan on keeping an open house meeting where students can come and talk to us about their grievances, be it mental or emotional.

The event comprised of three rounds:

1. Riddle Round
2. Word Unscramble
3. Trivia Madness

Upcoming events:

1. The Coolest Mind 5.0
2. Monthly Mindfulness Meet

Sports Committee

The Sports Committee at NMIMS Mumbai organizes and manages sports-related activities and events within the university. The committee consists of a group of dedicated students who work together to promote sports and fitness among the student community. The sports committee is involved in organising various intra-university and inter-university sports events and tournaments, including basketball, football, cricket, badminton, table tennis, and other indoor sports. Overall, the sports committee at NMIMS Mumbai plays a vital role in promoting sports and fitness among students and providing them with opportunities to pursue their interests and passions in sports.

Vision:

To ensure the holistic development of students and improve their interpersonal skills through indoor and outdoor Sports activities/competitions. To nourish the budding sportsmen and strengthen the sporting environment among students.

Mission:

To promote and improve students' physical fitness and motivate them to participate in various Sports competitions. To provide business students the means and environment to pursue their sporting passions.

Objectives:

The Sports Committee promotes individual health and physical well-being and the acquisition of physical skills among students. The committee aspires to inculcate qualities such as sportsmanship, team spirit, and bonding. It is designed to serve the interests of the student community in competitive sports and other recreational activities, both indoor and outdoor.

Faculty In-charge: Dr. Sagnik Bagchi

Events conducted this academic year

eGNITE

Event Brief: eGnite - The Ultimate E-Gaming Extravaganza

Venue: NMIMS Mumbai Campus

Date: 27th July, 2024 to 29th July, 2024

Sponsors:

- Official Partner: Noob Storm
- Snacking Partner: UFO
- Experience Partner: NoEscape

- Hotel Partner: Hotel Adarsh Palace

Overview:

eGnite, an electrifying e-gaming event, brought together the best gaming enthusiasts from across SVKM Mumbai campus to compete in popular titles like BGMI, FIFA, Valorant, COD, and CS. With 228 participants battling for glory and a cash prize of ₹40,000, the competition was intense, showcasing unmatched talent and passion for gaming.

Winners and Highlights:

- **BGMI Solo:**
 - o Winner: Prabhat Pundir (NMIMS)
 - o 1st Runner-up: Arindam (NMIMS)
 - o 2nd Runner-up: Sourav Ranjan (NMIMS)
- **BGMI Duo:**
 - o Winners: Jinay and Pulkit (Mithibai)
 - o Runners-up: Prabhat Pundir and Vansham Pandey (NMIMS)
- **BGMI Squad:**
 - o Winners: Jinay Shah, Neev Solanki, Veer Doshi, Pulkit Mahajan (Mithibai)
 - o Runners-up: Praddiuman Subham, Chinmay Vrinda, Arpan Gupta, Jeet Mehta (NMIMS)
- **FIFA Solo:**
 - o Winner: Rishi Punja (Mukesh Patel)
 - o Runner-up: Aryan Bhathija (NMIMS)
- **FIFA Duo:**
 - o Winners: Karm Mulchandani (ASMSOC) and Rishi Punja (Mukesh Patel)
 - o Runners-up: Daniel Gomes and Shashank Sunder (NMIMS)
- **Valorant:**
 - o Winners: Hrishikesh Pingle, Satyam Agarwal, Anshuman Gupta, Armaan Sandhu, Dimish Pamnani (NMIMS)
 - o Runners-up: Ashish Kumar, Siddharth Shrivastava, Bhushan Ambekar, Anurag Sharma, Dipangshu Buragohain (NMIMS)
- **COD:**
 - o 1st: Dhruv Bang (Mithibai)
 - o 2nd: Yash Veer Nagar (NMIMS)
 - o 3rd: Hakeemuddin Syed Khaja (NMIMS)
- **CS:**
 - o Winners: Deependra Singh, Samarth Soam, Shaurya Godiyal, Swapnil Sen, Sagnik Sinha (NMIMS)

eGnite 2024 was an unforgettable celebration of gaming skill and camaraderie!

ARCADIA

Event Brief: ARCADIA – Intra-College Sports Extravaganza

Type: Intra-College Sports Competition | Inter-Division Sports Competition

Date: 27th Sept, 2024 to 29th Sept, 2024

Venues:

- **TT, Chess, Carrom:** NMIMS Mumbai Campus
- **Basketball:** Maniac Sportz Basketball Academy, Veera Desai Road, Andheri West
- **Football:** AIM Sports Turf, Vile Parle
- **Cricket:** Kohinoor Sports Turf, Veera Desai Road, Andheri West
- **Badminton:** Krida Sports & Academy

Sponsor: Title Partner – NFNA

Overview:

ARCADIA, NMIMS's much-anticipated intra-college sports event, brought together students from 23 divisions to showcase their skills, teamwork, and competitive spirit. With diverse venues hosting a variety of sports, the event witnessed high energy, remarkable talent, and a strong camaraderie.

Key Highlights and Results:

- **Carrom:** Winner – MBA A, Runner-up – BA B
- **Chess:** Winner – MBA K, Runner-up – MBA C
- **Basketball (Men's):** Winner – MBA J, Runner-up – MBA I
- **Basketball (Women's):** Winner – HR B, Runner-up – HR A
- **Badminton:** Winner – MBA I, Runner-up – BA A
- **Cricket:** Winner – MBA C, Runner-up – Alumni
- **Football:** Winner – Alumni, Runner-up – BA B
- **Table Tennis:** Winner – MBA I, Runner-up – MBA A

Overall Points Table:

- **Champion Division:** MBA Div I (1050 points)
- **Last Position:** HCM (-200 points)

ARCADIA was a vibrant celebration of sportsmanship and determination, providing a platform for athletes to shine and divisions to unite in their quest for glory. With MBA Div I emerging as the overall champion, the event marked another milestone in NMIMS's rich tradition of fostering sports and community spirit.

SAMARTHYA

Event Brief: SAMARTHYA – Inter-College Sports Competition

Type: Inter-College Sports Competition

Date: 16th Jan, 2025 to 19th Jan, 2025

Venues:

- **TT & Chess:** NMIMS Mumbai Campus
- **Basketball:** Maniac Sportz Basketball Academy, Veera Desai Road, Andheri West
- **Football:** Jankidevi Turf, Versova
- **Cricket:** Boy Scout Ground, Juhu
- **Badminton:** Andheri Sports Complex, Andheri West

Sponsor: Official Partner – Suburban Diagnostics

Overview:

SAMARTHYA 2025 was a thrilling four-day inter-college sports competition that brought together 11 prestigious colleges for a high-energy showdown of athletic skill and teamwork. From intense matches on the field to nail-biting finales on the court, the event fostered camaraderie and showcased exceptional sportsmanship.

Key Highlights and Results:

- **Chess:** Winner – NMIMS Mumbai (B), Runner-up – SIBM Pune
- **Basketball (Men's):** Winner – NMIMS Mumbai (A), Runner-up – SIBM Pune
- **Basketball (Women's):** Winner – SIBM Pune, Runner-up – NMIMS Mumbai
- **Badminton:** Winner – SIBM Pune, Runner-up – IIM Mumbai
- **Cricket:** Winner – NMIMS Mumbai (A), Runner-up – NMIMS Mumbai (B)
- **Football:** Winner – NMIMS Mumbai (A), Runner-up – IBS Mumbai
- **Table Tennis:** Winner – NMIMS A, Runner-up – IIM Mumbai

SAMARTHYA 2025 celebrated athletic excellence, highlighting the power of competition in uniting colleges and fostering a spirit of collaboration. With NMIMS Mumbai dominating across categories and SIBM Pune giving a stellar performance, the event set a benchmark for inter-college sports competitions. Enthusiastic participation and an electric atmosphere ensured that SAMARTHYA left a lasting impression on all participants and spectators alike.

Clubs

Tarang

TARANG stands for "Traditional Arts Rejuvenation Amongst the New Generation." It represents a wave of Traditional Cultural revival among youth, fostering pride in Indian heritage. We aim to create meaningful cultural experiences that inspire and educate students about the richness of Indian heritage. TARANG stands apart by promoting diverse Indian art forms like music, dance, painting, and literature, while focusing on cultural appreciation. In its very first year, TARANG has created a significant impact by delivering thoughtfully curated events that celebrate Indian culture while fostering engagement and inclusivity within the SBM NMIMS community.

Vision:

To create a dynamic environment at SBM, NMIMS, where Indian culture thrives, empowering students to rediscover their heritage, celebrate diversity, and cultivate a lifelong connection to the roots that define us

Mission:

Our mission is to promote and preserve the timeless values of Indian culture, fostering holistic development and enrichment among students

Faculty In-charge: Dr. Preeti Nayal

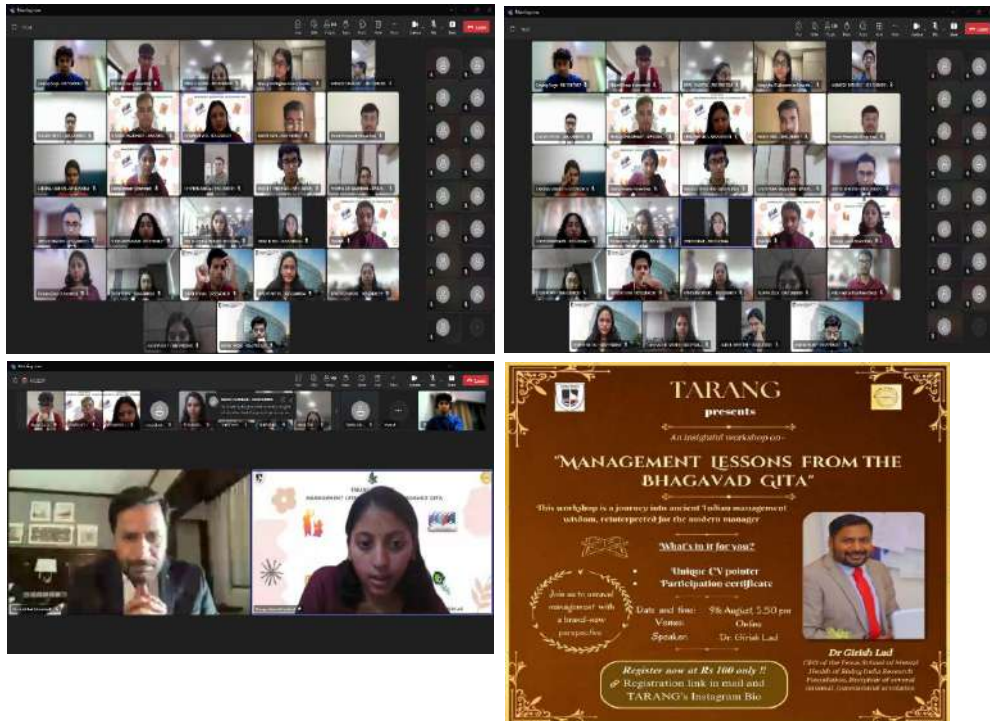
Events conducted this academic year

Management Insights from the Bhagavad Gita

- **Date:** 8th August 2024
- **Guest:** Dr. Girish Lad, Founder and CEO, Texas School of Mental Health & Literature enthusiast
- **Participants:** 246 students
- **Sponsor:** None

Summary:

The Bhagavad Gita, a timeless scripture, offers profound insights into leadership, self-awareness, and decision-making. This event bridged ancient wisdom with modern management principles, highlighting its relevance in navigating today's complex business environment. Dr. Girish Lad, a revered expert in the fields of management and spirituality, conducted an engaging session with 246 students from all MBA specializations. The interactive event inspired students to incorporate values like resilience and ethical leadership into their professional lives. The session culminated in an enriching Q&A that left participants deeply reflective about integrating these teachings into their careers.



MADHUBANI ART WORKSHOP

- **Date:** 11th October 2024
- **Guest:** Ms. Dipti Thorat, Professional Artist
- **Participants:** 80 students
- **Sponsor:** None

Summary:

This hands-on workshop introduced students to the vibrant world of Madhubani art, blending cultural appreciation with creativity. Ms. Dipti Thorat, founder of Starseed Creations, guided participants in crafting their own masterpieces while narrating the art form's historical significance. The event created a rejuvenating space amidst the academic hustle, helping participants de-stress and connect with their roots. Feedback highlighted the workshop as an enriching experience, with students expressing gratitude for the opportunity to learn and create something unique. The cheerful atmosphere, combined with Ms. Thorat's expertise, made this event a memorable journey into India's artistic legacy.

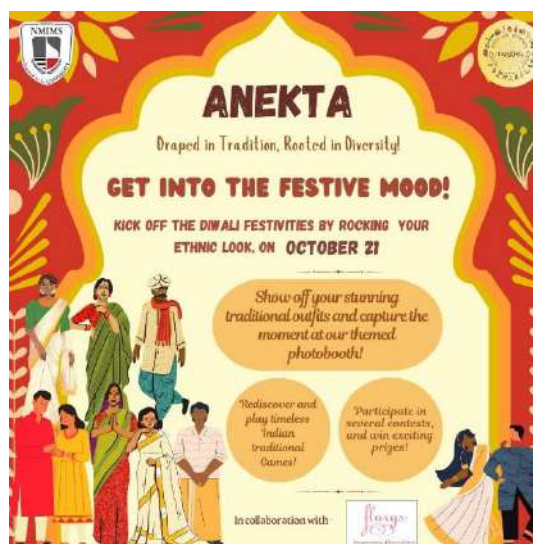


ANEKTA

- **Date:** 21st October 2024
- **Participants:** 500+ students, 15+ professors, Dean, Trustees
- **Winners:**
 - Best Dressed (Male): Rishav Bajaj
 - Best Dressed (Female): Preetha Nayak
 - Most Creative Video: Saiteja Papishetty & Team
 - Best Dressed (Faculty): Neha Sadhotra Ma'am
- **Sponsor:** Flury's (Popular Bakery Chain)
- **Faculty In-Charge:** Akshay Khanzode

Summary:

Anehta was a grand celebration of diversity, blending tradition and festivity in a single vibrant event. Students and faculty turned up in their finest ethnic attire, adding color and elegance to the atmosphere. With engaging activities like a photobooth featuring state-specific props, traditional games, and lively interactions, the event beautifully encapsulated the spirit of unity in diversity. Exciting prizes were awarded for categories like Best Dressed and Most Creative Video, encouraging enthusiastic participation. Sponsored by Flury's Bakery, the event also provided delightful refreshments. Anehta not only celebrated cultural heritage but also fostered camaraderie and joy among the SBM community.



HERITAGE OUTING: SONDAI FORT TREK

- **Date:** 12th January 2025
- **Guest:** Vendor-partner - Bhatakna, a professional Trekking Company
- **Participants:** 98 students
- **Sponsor:** None

Summary:

This immersive trek to the historic Sondai Fort provided a unique blend of adventure and cultural learning. The trek offered students an opportunity to explore the fort's rich history, scenic trails, and breathtaking views. Participants bonded over shared experiences, enjoyed traditional hearty meals, interacted with villagers and listened to engaging stories about the fort's significance. Due to overwhelming responses, the initial plan of one bus was expanded to two, reflecting the event's popularity. The day-long adventure left students with a renewed appreciation for heritage preservation and memories to cherish for a lifetime.



Toastmasters

Toastmasters International is a nonprofit educational organization that builds confidence and teaches public speaking skills through a worldwide network of clubs that meet online and in person. In a supportive community or corporate environment, members prepare and deliver speeches, respond to impromptu questions, and give and receive constructive feedback. It is through this regular practice that members are empowered to meet personal and professional communication goals. Founded in 1924, the organization is headquartered in Englewood, Colorado with approximately 270,000 members in more than 14,200 clubs in 148 countries. Toastmaster has its chapter in NMIMS, and weekly meetings are held in a standard format.

Mission:

To provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

Faculty In-charge: Dr. Payal Trivedi

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SummIT (2024-25)

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E-Cell (2024-25)

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Vashista Raju	Sponsorship Head	vashista.raju130@nmims.in	7977818740
Urvashi Menghani	Editorials & Creatives Head	urvashi.menghani059@nmims.in	7741853162

Mantavya (2024-25)

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Tanishka Singh	Creatives Head	tanishka.singh108@nmims.in	9027912198
Deeksha Singhal	Events Head	deeksha.singhal631@nmims.in	9958368368
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Nepathya (2024-25)

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Pallavi Agerwala	Events and Workshops Head	pallavi.agerwala221@nmims.in	9599622314
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Nepathya – RangPunch (2024-25)

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Aditi Agrawal	Senior Member	aditi.agrawal113@nmims.in	8595008606
Kartik Jain	Senior Member	kartik.jain613@nmims.in	9265295288
Om Mirani	Senior Member	om.mirani111@nmims.in	9998733580
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Sports Committee (2024-25)

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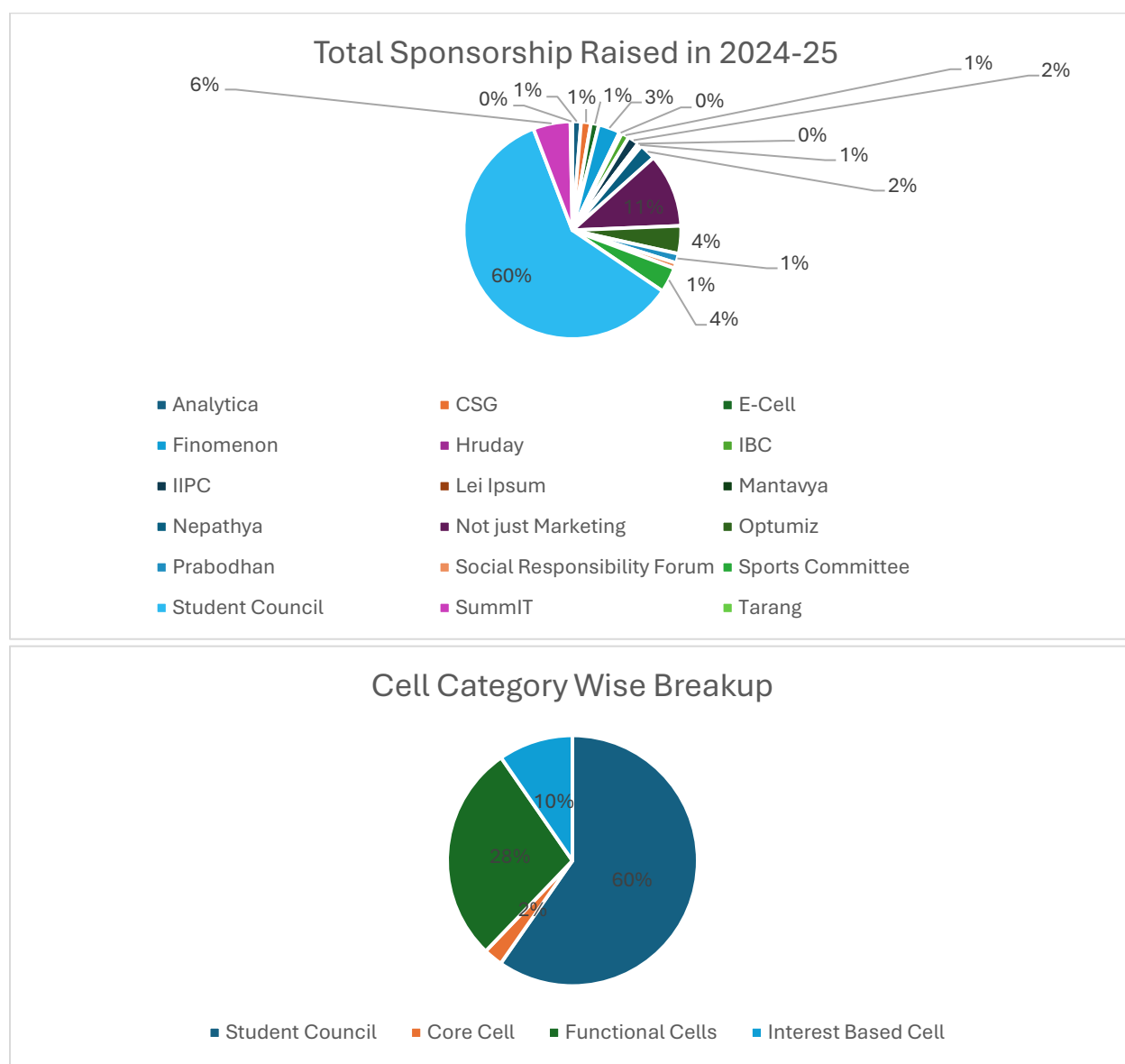
Toastmasters (2024-25)

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Sponsorship

The School of Business Management enriches its students with the skills of planning and executing events across multiple areas. Sponsorship is essential to the success of any event organised by the various student committees. The institute also plays an important role in assisting students with their activities. This year, the total sponsorship raised by student bodies was INR 85.44 lakh, with the Student Council raising INR 51.01 lakh.

Figures 1 and 2 show a snapshot of sponsorship raised by various student bodies in the academic year 2024-25, as well as the cell category-wise total sponsorship raised during the year.



Summary of Events

Consolidated number of events organized	Number of Events
Student Council	5
Core Cells	24
Functional Cells	56
Interest-based Cells	23
Clubs	4

New initiatives taken during academic year 2024-25

In keeping with the tradition of offering a comprehensive experience to students at SBM, NMIMS, the student bodies have launched several new initiatives, which were warmly welcomed by the students and effectively utilized to their benefit.

S. No.	Student Body	New Initiative
1.	Student Council	Assisted in digitizing the grievance submission process by developing a dedicated portal on the student council website. This platform enables students to officially report concerns related to hygiene, health, academics, infrastructure, bullying, and more, while ensuring their privacy and confidentiality. The Student Council of SBM, NMIMS streamlined the complaint management system, allowing for efficient tracking, resolution, and accountability.
2.	Student Council	Contributed to the compilation of a comprehensive list of medical facilities available both on and near the campus to ensure students are well-informed about accessible healthcare options. The Student Council of SBM, NMIMS led this initiative to improve emergency preparedness by providing clear information on where to seek medical assistance, including contact details and available services.
3.	IIPC (Industry Institute Partnership Cell)	Batch Prep conducted for the 2 nd year – Personal Interviews, Group Discussions.
4.	Tarang	Madhubani art workshop to introduce students to cultural art forms of India.
5.	Tarang	Heritage Outing: Sondai Fort Trek.
6.	International Business Cell	New cell launched.

Student Achievements

Competition/ Contests Participated In	Event Category	Organizing Body	Participant(s) Name	Year	Award Received
Finaverse	Case Competition	SIOM	Rohan Jindal	II	Winner
Hospital Tech 2024	Poster Presentation Competition	Confederation of Indian Industry	Tejal Sashte, Dr. Sherill Ratish, Khushi Bhosale	I	Second Runner Up
MarkWars	Case Competition	T. A. Pai Management Institute (TAPMI), Manipal	Darsh Segal, Saloni Baid	I	First Runner Up
CII Hospital Tech, Mumbai	Poster Presentation	Confederation of Indian Industry	Dhriti Shah, Stuti Popat, Madhuri Karnani	I	First Runner Up
GIAN Grassroots Innovation Challenge	Case Competition	Indian Institute of Management, Ahmedabad	Chitra Nair, Sangeeth K, Arjun K	I	Second Runner Up
HR Fiesta	Article Writing	IIM Shillong	Rahul Dudhani	II	First Runner Up
The Great Bulls	Industry Research	SIBM Pune	Hemant, Jaina Bhojani, Vrinda Poddar, Prathamesh Kolhe	I	Winner
Last Marketeer Standing	Case Competition	NjM, NMIMS Mumbai	Hemant, Jaina Bhojani	I	First Runner Up
Strategy Sprint-off	Case Competition	MDI Gurgaon	Swapnil Chaba, Keval Shah, Yukta Desai	II	Winner
Gravitas'25	Cricket Competition	SIBM Pune	Sahil Mantri	II	Winner

C-SUITE	Case Competition	SIBM Pune	Praachi Arora, Anvita Thingalaya, Rohan Jindal	II	Winner
UnStop's Got Latent	Case Competition	Unstop	Mayank Arora	I	Winner
Samiksha	Case Competition	Goa Institute of Management	Praachi Arora, Anvita Thingalaya, Rohan Jindal	II	First Runner Up
Samarthya'25	Cricket	NMIMS Mumbai	Sahil Mantri	II	Winner
Fintellect: Article Writing Competition	Article Writing	IIFT Delhi	Vrinda Poddar, Jaina Bhojani	I	First Runner Up
Invest-O-Mania: The finance case competition	Equity Research	SJMSOM	Venkatesh Joshi, Sanket Kotalwar	I	First Runner Up
MDI CERO Case Study Competition	Case Competition	MDI Gurgaon	Sanjay Papani	I	Second Runner Up
BLITZ 2024 (Workforce Wizards)	Case Competition	ISB&M Pune	Rahul Dudhani, Aayush Sharma, Lakshay Jain, Amit Gupta	II	Winner
Social Conundrum	Case Competition	BITS Goa Consulting Club	Mishti Dang	II	First Runner Up
Brand Revamp	Case Competition	Jaipuria Institute of Management (JIM), Lucknow	Mishti Dang	II	Winner
TRADEOFFs (Finomenon)	Case Competition	Narsee Monjee Institute of Management Studies	Aashima Singla, Divya Pragya	I	Winner
NMIMS Mumbai Toastmasters Club	NMIMS Mumbai Toastmasters	NMIMS Mumbai	Shreya Garg	I	Winner

Evaluation Speech Contest	Club Evaluation Speech Contest				
ITC Interrobang S14	Case Competition	ITC	Archisman Ghosh, Meet Mahendra Shah, Meet Manish Shah, Annanya	II	First Runner Up
Prod-a-thon	Case Competition	IIM Bangalore	Himanshu Goenka, Madhvendra Singh Mehta, Sajel Garg	I	First Runner Up
GE Healthcare ThinkAloud 2024	Case Competition	GE Healthcare	P Salonee, Aradhana Satpathy, Akarsh Saxena	II	Second Runner Up
HResolve	Case Competition	Indian Institute of Management (IIM), Tiruchirappalli (Trichy)	Samiksha Shrimali, Aditi Chandola, Gauri Gupta	II	First Runner Up
Flipkart Vidyarthini 2.0	Case Competition	Flipkart	Samiksha Shrimali	II	Winner
The Perfect Candidate	Case Competition	SBM, NMIMS Mumbai	Ananta Akansh	II	First Runner Up
Equinotch	Case Competition	Indian Institute of Management (IIM), Sambalpur	Asmi Patodi, Arush Jain, Rachit Goyal	I	Second Runner Up
SPRINT	Sports (Volleyball)	SPJIMR, MUMBAI	Yashshree Dhakre, Nidhi Panchal, Radhika Garg, Devyani Agrawal	I	Winner
Finvisor: The IB Challenge	Real-World-Inspired IB Scenario	S. P. Jain Institute of Management & Research	Shivang Pandey, Muskan Goel,	II	Winner

		(SPJIMR), Mumbai	Shyam Sunder Chawla		
EQT: The Equity Research Challenge	Equity Research	Institute of Management Technology (IMT), Ghaziabad	Muskan Goel, Venkatesh Joshi, Aman Verma	I	Winner
Gravitas '25	Sports (Table Tennis)	SIBM Pune	Armaan Sandhu, Chaitya Gosalia, Neha Navare, Divyank Srivastava	II	Winner

Corporate Projects

Organizing Body	Project Title	Domain
FieldMobi	Marketing and Research Intern	Marketing
MergerDomo	M&A Financial Article Writing	Finance
Mahindra Logistics	Process Design Intern	Human Resources - Process Design
Mahindra Logistics	Talent Acquisition Research Intern	Human Resources - TA Research
CarInfo	Business Development Intern	General Management
FinanceOps	Database Enrichment Intern	Sales
HRK Paperworks Pvt. Ltd.	Sales and Marketing Intern	Sales
HRK Paperworks Pvt. Ltd.	Digital Marketing Intern	Marketing
Uth Clothing	Digital Marketing Intern	Marketing
Uth Clothing	Strategy Intern	Strategy
Renuka Classes	Digital Marketing Intern	Marketing
Tourist To Travellers	Media and Content Management Intern	Marketing
Insplore Consultants	HR or Finance Intern	HR or Finance
Insplore Consultants	Marketing and Sales Intern	Sales and Marketing
Toyflix	Digital Marketing Specialist	Marketing
CommKraft	Product Sales and Marketing Intern	Marketing
Delberto	Market Research Intern	Marketing
Circle Media	Business Development Executive	General Management
Growth Valley Community	Brand Marketing Intern	Marketing - Branding
Growth Valley Community	Social Media and Video Editing Intern	Marketing - Social Media and Video Editing
Growth Valley Community	Market Research Intern	Marketing - Market Research
Growth Valley Community	Sales Intern	Sales
CubicDesignz	Performance Marketing Specialist	Marketing
CubicDesignz	WordPress Web Developer Intern	WordPress Web Developer
Zeberth Bath Fittings	Digital Marketing Intern	Marketing
Softevia	Business Development Intern	General Management
Softevia	Human Resource Intern	Human Resources

Sariska.io	Marketing Intern	Marketing
Sariska.io	Business Development Intern	General Management
Pluckk	3 Year Scale Up Plan for Value Adds Category and/or NPD Launches in FnV (Fruits & Vegetables) Category	Marketing
Binge Consulting	Developing Campus Relationships in the Hospitality Industry Department - HR	Human Resources
DhruvTara Software Systems	Product Marketing Intern	Marketing
Browndome	Project Consultant – Investment Team	Finance
Choirra	Business Development Associate	Marketing
Swathy lites	Digital Transformation Intern	App Development
Thingularity	Market Study of Smart Home Automation Platforms	Marketing
Volvo Eicher Commercial Vehicles	360 Degree Performance Evaluation Practices across Manufacturing Industry in India	Human Resources
Sennheiser Electronics India Pvt. Ltd.	Marketing Intern (Ecommerce, Pro Audio Department)	Marketing
Firescue	Marketing Intern	Marketing
OpalForce	Data-Driven Outreach and market research in the US IT sector	Marketing
tawgl Interview Intelligence	Content Creation	Human Resources
Thrive Consult	DEI playbook for organisations	Human Resources
Protiviti	ESG Projects (Internal Audit)	General Management
Rymo Technologies	Marketing Analysis Intern	Marketing
Rymo Technologies	Operational Support Intern	Finance
Jio Creative Labs		Marketing
Packfora	Sales & Business Development Intern	General Management
Acumen	Market Research Intern	Strategy
Confederation of Indian Industry	Research Intern	Strategy
FileSure	Business Development Executive	General Management
Thrive Consult	Performance Management System Intern	Human Resources

Wellness Community India	Best practices in employee wellness at workplace	Marketing
Wellness Community India	Best practices in employee wellness at workplace	Human Resources
Wellness Community India	Best practices in employee wellness at workplace	Marketing
Gentle Apparels Pvt. Ltd.	Market Research / Client Relationship Intern	Marketing
Gentle Apparels Pvt. Ltd.	Lead Generation Intern	Marketing
Gentle Apparels Pvt. Ltd.	Digital Marketing Intern	Marketing
Gentle Apparels Pvt. Ltd.	Sales Executive Intern	Sales
FairDrive	FuelLine Strategy – Driver Onboarding for FairDrive	Strategy
Fingrowth Media Pvt. Ltd.	Financial Research Intern	Finance
Minerva Global Capital	Investment Banking Intern	Finance
23BMI Life Sciences Pvt Ltd	New prospective product identification Intern	General Management
Acuvon Consulting	Kingdom of Saudi Arabia (KSA) Financial Market Analysis Intern	Finance
EY	Consulting Intern	General Management
Kluger Kopf	Market Research Intern	General Management
Beckman Coulter	HR Intern – Campus Trainee Program	Human Resources
Tourist To Travellers	Sales and Marketing Intern	Marketing
Media.net	Development of a Process Document for a World Class Talent Acquisition Tool	Human Resources
Thridify	Creating a Sales Pitch Product Deck	Marketing
Raghav Realty	Human Resource Intern	Human Resources
Oat Story	Research Analyst and Product Development Intern	Marketing
TrueMeds	Human Resource Intern	Human Resources
Mememahal.ai	Social Media Intern Content Creation	Social Media Marketing
Mememahal.ai	Sales & Marketing intern Business Development	Marketing
Aditya Birla Fashion and Retail Limited	Marketing Intern, MD's Office	Marketing
1-Finance	Financial Research Intern, 1 Finance Magazine	Finance
Tourist To Travellers	Sales Intern	Sales

Tata Communications Strategy	Corporate Strategy Intern	General Management
Avendus Capital	Human Resource Intern	Human Resources
ElySION Softwares	Marketing Intern	Marketing
Pidilite Industries Limited	Field Marketing Intern	Marketing
Noify Electronics	Intern - Product Research, STP, and Market Research	Marketing
AMG Venture Partners	Digital Marketing Intern	Marketing
Creator's Media & Entertainment Pvt Ltd	Investment Banking & Venture Capital Intern	Finance
Noify Electronics	Intern - Product Research, STP, and Market Research	Marketing

Key Officials

List of key officials who facilitated all the student activities during the academic year of 2024-25:

Administration

Vice Chancellor: Dr. Ramesh Bhat
Pro Vice Chancellor: Dr. Sharad Mhaiskar
Pro Vice Chancellor: Dr. Meena Chintamaneni
Pro Vice Chancellor: Dr. Abhishek Ranjan
Registrar: Dr. Tanmoy Chakraborty
Deputy Registrar: Mr. Tejash Somaiya
Finance Officer: Ms. Karuna Bhaya

Faculty-In-Charge

Chairperson, Student Activities: Dr. Geeta D'Souza
Chairperson, Alumni & Industry: Prof. Bijayinee Patnaik
Faculty In-charge, Industry Institute Partnership Cell: Dr. Veena Vohra
Director, Placements: Ms. Shobha Pai
Faculty In-charge, Social Responsibility Forum: Dr. Meena Galliara
Faculty In-charge, Analytica: Dr. Sridhar Vaithianathan
Faculty In-charge, Consulting Synergy Group: Dr. Bala Krishnamoorthy
Faculty In-charge, Finomenon: Dr. Subramania Raju Rajasulochana
Faculty In-charge, Hruday: Dr. Hema Bajaj
Faculty In-charge, International Business Cell: Dr. Sayantan Khanra
Faculty In-charge, Lei Ipsum: Dr. Sudhanshu Pani
Faculty In-charge, Not just Marketing: Dr. Hitesh Kalro
Faculty In-charge, Optumiz: Dr. Rose Antony
Faculty In-charge, SummIT: Dr. Somnath Roy
Faculty In-charge, E-Cell: Dr. Jacqueline Mundkur
Faculty In-charge, Mantavya: Dr. Purnima Mehrotra
Faculty In-charge, Nepathya: Dr. Vishwas Raichur
Faculty In-charge, Prabodhan: Dr. Aditi Dey Sarkar
Faculty In-charge, Sports Committee: Dr. Sagnik Bagchi
Faculty In-charge, TARANG: Dr. Preeti Nayal
Faculty In-charge, Toastmasters: Dr. Payal Trivedi

Public Relations

A robust brand is indispensable for a business school, epitomising its perceived value among stakeholders and students alike. To attract premier instructors, staff, and students, cultivating brand equity is imperative. In a fiercely competitive landscape, a business school must distinguish itself and carve out a singular identity. Enhanced brand awareness facilitates this differentiation, leading to unique institutional image and persona.

PR increases brand visibility, which facilitates the target audience's learning. It creates a positive impression of the institute by providing information about the faculty, academic offers, special characteristics without requiring a personal visit.

This year, a range of public relations initiatives were designed and carried out with the goal of achieving this. The Student Council was successful in building its website as Euphoria PR outreach which gained immense traction and helped in creating a strong brand presence among the audience.

Social Media and Online presence

The following measures were taken in order to raise awareness:

Facebook: Throughout the year, significant events hosted by the Student Council and at the university level were advertised on Facebook. A final converts group for the class of 2024-2026 was created before the commencement of the academic year, with a total influx of roughly 600 members. Using this technology, the final converts' Telegram group link was also made public. When compared to other pages with comparable engagement levels, the Facebook page had a good degree of engagement. The events held throughout the year were able to reach a large audience thanks to this platform.

Instagram: As the most widely used social media network right now, Instagram was heavily utilized to publicize all of the events and activities that the Student Council had scheduled. The main emphasis was on the signature events, such as Euphoria, Parichay and Paragana, which therefore resulted in a higher foot traffic. The appropriate content type-a narrative, post, or reel- was selected in accordance with the necessary communication to be produced in order to publicize the events and generate talk about them. According to Instagram analytics, more than 120 posts were posted that engaged the audience really well. Additionally, the page was able to connect with almost 30,000 accounts leading to strong branding and promotion of the events.

Offline promotions

Buzz Activities: It is crucial to repeat the communication or message multiple times in order to increase recall. The strategy for this was to use internet promotion alongside integrated message delivery. Numerous buzz-generating events were scheduled, and they were during all of the 2024-

2025 academic session's events in the atrium and within classrooms. The goal was to increase interaction by bringing a human touch to the campaign.

Some of the highlights of the events was a Euphoria-Cadbury collaboration comprising engaging and fun buzz activities in the atrium. It sparked curiosity and controversy and acted as a catalyst to Euphoria's promotion.

The Student Council was also able to convert SBI as one of the sponsors during Paragana and conducted a series of buzz activities in the college which gained a lot of traction in the event.