



SCHOOL OF
BUSINESS MANAGEMENT

PRATIBIMBH

STUDENT ACTIVITY DOSSIER

VOLUME VIII | 2019-20



MESSAGE FROM THE HONORABLE CHANCELLOR

In a turbo-paced world that we are living in, surviving simply narrows down to one's ability to not only embrace the change but be able to be the one who drives this change. This can be achieved if one is open towards new learnings and opportunities.

With every passing year, SBM, NMIMS has been offering its students an enriching platform to ensure life-long success as management professionals and corporate leaders in the dynamic, technology-driven world of global business. NMIMS gives each student a chance to explore and grow along the journey for their holistic development. Supporting you is central to our institute and we look forward to guide you as you embark onto and grow through this journey to become the best versions of yourselves.

Wishing each one of you Good Luck with a hope that your journey with NMIMS ends up being an immensely rewarding experience. May success follow you all your life!



A handwritten signature in black ink, appearing to read 'A. Patel'.

Shri Amrishbhai Patel
Chancellor

MESSAGE FROM THE OFFICIATING VICE CHANCELLOR, PROVOST AND DEAN

Each year, the School of Business Management, (SBM), NMIMS, upholds the preceding years' achievements, and often surpasses them, raising the benchmark for the batches ahead. The academic year 2019-20 has been no different.

Last year, our students not just demonstrated exemplary performance in several prestigious contests but also many of our them were finalists of major National and International corporate competitions, including the annual Google Case Challenge, LÓreal Brandstorm, HUL Carpe Diem, OYO Catalyst, Ultratech India's Next Campus, Vodafone Vantage, ICICI Beat The Curve, and the CFA Research Challenge, amongst others. Such accolades of our students bring us tremendous pride.

It is my delight to present to you the Eighth Annual Report for student activities, that SBM, NMIMS has developed under the guidance of Dr. Harikumar Iyer, faculty in-charge of student activities. The report outlines the many accomplishments of our students, which serve as a true reflection of who we are as a school, our aspirations and much more. It puts forth the notion that there is much for us to be proud of, as part of the NMIMS fraternity.

SBM receives continued support for various student activities, not only from the members of the school but also from the university officials. A special mention needs to be extended to Shri Amrishbhai Patel, President of Shri Vile Parle Kelavani Mandal and Chancellor of NMIMS University, and Shri. Shalin S. Divatia, mentor NMIMS, SBM for their unstinted support in helping NMIMS transcend new boundaries.

Even as we tackle a turbulent business environment due to the unanticipated pandemic, I believe that with the active collaboration of the faculty, support staff and students, SBM, NMIMS will continue to enhance its prominence and garner further accolades and even greater commendations.

I urge you to read the pages ahead and join me in venerating the dedicated efforts of our students.



Dr Ramesh Bhat
Officiating Vice Chancellor, Provost and Dean

MESSAGE FROM THE FACULTY IN-CHARGE, STUDENT ACTIVITIES

Students are the assets of NMIMS, School of Business Management (SBM) and it is their relentless efforts that elevate the college to even greater heights year on year. With the support of the faculty and administration, they not only manage to take on colossal responsibilities but also deliver on them.

Pratibimbh, the Student Activities Dossier, provides a detailed summary of all such activities carried out by the various student committees of SBM for the academic year 2019-20.

This year saw an increase in student engagement activities carried out by the various student bodies, most of which were in accordance with their legacy. Notable new student initiatives like the sanitary pads initiative, which has helped provide sanitary pad vending machines on campus along with a new travel reimbursement policy have been undertaken. This policy has helped ensure that students are reimbursed if they visit other B-schools for events / competitions.

This academic year has brought many laurels in terms of student participation in various inter and intra college events, contests and business fests at both national and international level. Our students have also actively participated in sports. We take pride in informing that several students won gold and silver medals for NMIMS in various sports like basketball, lawn tennis, pool, table tennis, cricket, football etc. At this juncture I would also like to mention that this year's overall sponsorship amount was INR 43 lakhs, of which INR 27.6 lakhs was raised by the Student Council.

I thank our mentor at SBM, NMIMS, Shri. Shalin S. Divatia, our Hon'ble Officiating Vice Chancellor, Provost (Management Education) & Dean of SBM Dr Ramesh Bhat for their constant encouragement, unceasing support and guidance. I also thank the Faculties In-Charge of the various student bodies for their mentorship and timely direction to their committees, and the administration for their tireless contribution and collaboration. I also applaud the efforts of all the students from all committees for working cohesively towards enhancing and furthering student activities at SBM.

I wish all our students the best for all future endeavours and hope to stay connected through the Alumni Association.

Cheers!!

Prof. Harikumar Iyer
Faculty In charge (Student Activities)
SVKM's NMIMS, School of Business Management

EXECUTIVE SUMMARY OF STUDENT ACTIVITIES AT SBM, NMIMS FOR ACADEMIC YEAR 2019-20

Learning, both inside and outside the classroom is essential for holistic growth and development. This simple motto has been the driving force behind the Council and the student bodies' initiatives this year. NMIMS, SBM understands and encourages the students in these endeavors, which gives them the impetus to push boundaries and excel some more. This year was no exception.

The 2019-20 batch was welcomed with MANAN 2019, an ice breaker event, and subsequently exposed to enriching experiences like Paragana'19, Annual Business Fest of NMIMS and Illuminar 6.0, Marketing & Finance conclave, to name a few. Sports is a passion at NMIMS, and the games kicked off with Arcadia 2019, followed by the second edition of Samarthya'19, the Annual Sports Fest of NMIMS. But the year was not all work and no play – Euphoria, the flagship cultural festival was also organized in March 2020.

SPONSORSHIP

The School of Business Management teaches its students to organize events execute the process in all spheres. Sponsorship plays a critical factor in the scale and success of any event organized by the student committees. Also, the institute plays a vital role in supporting the activities of the students. Sponsorship raised by the student bodies this year was INR 43 lakh (as compared to INR 38 lakh in 2018-19). Student Council raised INR 27.6 lakh (as compared to INR 24.7 lakh in 2018-19). A snapshot of sponsorship raised by the various student bodies in the academic year 2019-20 and the total sponsorship during the year is shown in the figures 1 and 2 below.

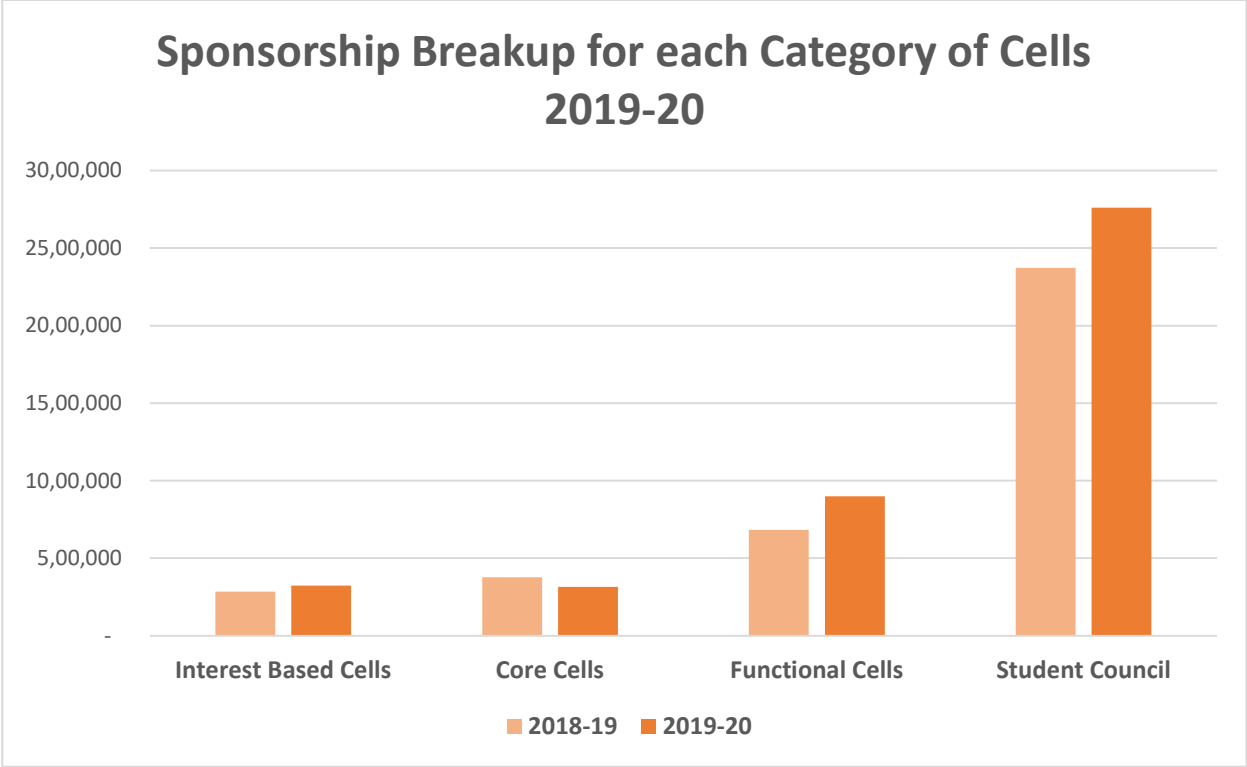


Figure 1 showing an amount break-up of sponsorship raised in 2010-20

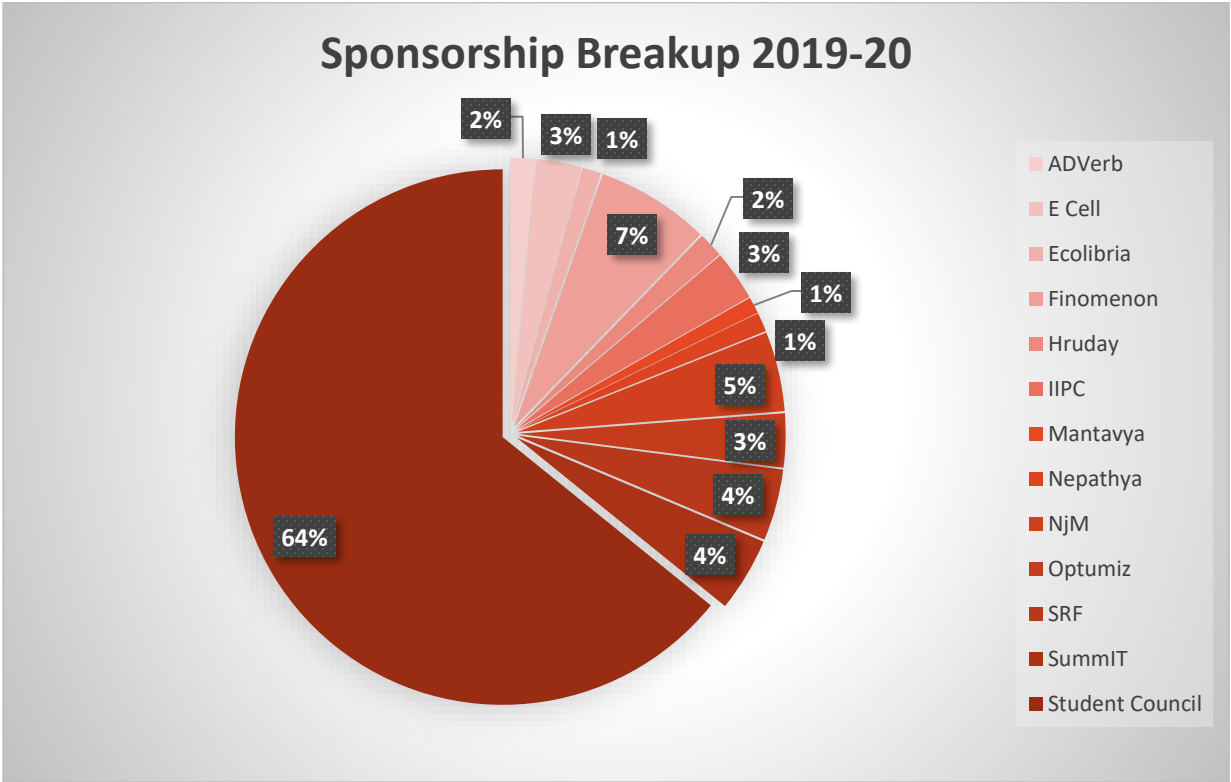


Figure 2 showing a percentage break-up of sponsorship raised in 2010-20

EVENTS AT SBM, NMIMS IN THE ACADEMIC YEAR 2019-20

The Core, functional and interest-based cells organized their flagship events which saw enthusiastic participation from across India. They actively engaged students throughout the year through numerous college events which was evident by an approximate 3% increase in the total number of events, as shown in Tables 1 and 2. Participation also increased considerably as depicted in Table 3.

Table 1: Consolidated number of events organized by various cells in Academic Year 2019--20

Consolidated number of events organized	2017-18	2018-19	2019-20
Core Cells (IIPC, Alumni, SRF)	38	40	42
Functional Cells (Finomenon, HRuday, NjM, Optumiz, Summit)	71	72	74
Interest based Cells (Adverb, E-Cell, Ecolibria, Mantavya, Nepathya)	44	45	47

Table 2: Major Events organised by Student Council in the Academic Year 2019-20

List of Major Events organised by Student Council in the year 2019-20
MANAN (Talent demonstration Ice-breaker for the new batch)
SAMARTHYA (Flagship Inter College Sports Fest) with Sports Committee
PARAGANA (Flagship Annual Business Fest)
ILLUMINAR (Marketing and Finance Conclave) with Finomenon and NjM
EUPHORIA (Flagship Annual Cultural Fest) with Nepathya

Not only has the participation and organization at our end increased, so has the conversion. This year saw a tremendous increase in winners as compared to last year.

Adding to the events conducted, NMIMS was also privy to various conclaves conducted through the course of the year. Students, faculty, and eminent leaders from the industry gathered for NMIMS SBM's HR Conclave, '19, which sought to succinctly summarize the various aspects of the theme this year, 'Talent Value: Conduit to Competitive Advantage'.

In January 2020, IIPC also organized The Management Consulting Conclave to cater to the needs of the industry and students' thought synthesis on the consulting vertical. MCC is an effort by IIPC to cater to the needs of the industry and students' thought synthesis on the consulting vertical. This flagship event serves as a confluence of industry experts and students and acts as a platform for them to exchange knowledge and ideas about the current industry dynamics. Management Consulting Conclave (MCC) 7.0. was focused on making our students understand more about consulting in the Era of business disruptions

These conclaves considered themselves privileged to have venerable professionals addressing the students of NMIMS, who left feeling enriched and charged at the end of the day.

NEW INITIATIVES TAKEN BY STUDENT COMMITTEES IN ACADEMIC YEAR 2019-20

In line with the tradition to provide a holistic experience to students at SBM, NMIMS, the Student bodies have started many new initiatives as shown below. The new initiatives were well received by the batch and they used it to their best advantage.

Major New Initiatives by Student Committee in the Academic Year 2019-20.

NEW INITIATIVE	DESCRIPTION	STUDENT BODY
Vending Machine for Sanitary Napkins	Installation of vending machines containing sanitary napkins on 5 floors in the campus	Student Council
Update in Travel Reimbursement Policy	Students will be reimbursed 3 rd AC Train ticket fare for their travel expenses to top B-schools across the country	Student Council
Microwave Ovens installed in lounge	Microwave Ovens installed on 5 th and 6 th floor lounge to heat up food	Student Council
Clothes Donation Drive	Students donated good condition clothes to help the less fortunate	SRF
Shanti Avedna Sadan	Contribution of towels and linens to treat patients with open wounds	SRF
Workshop on basics of FMCG	Workshop by PPO holders to familiarise the students about the lingo used in the market before their internships	NjM
Prabodhan	A wellness committee to drive people towards the path of well-being	Prabodhan members & 2020 batch students

Campus engagement provides an excellent platform for the industry to evaluate a wider pool of students and a learning opportunity for our MBA graduates to hone their skills. Activities include contests, case study competitions, case simulations, workshops, leadership guest sessions etc., that form an integral part of developing world class managers at NMIMS.

Student Council, on behalf of all the student bodies at SBM, takes this opportunity to thank our officiating Vice Chancellor, Provost (Management Education) & Dean of SBM, Mr. Ramesh Bhat for his continuous support and guidance. The Council would also like to thank Faculty In-charge (Student Activities) Prof. Harikumar Iyer for his constant support and for being a source of inspiration. The Council also extends its gratitude to the teams of various student bodies for their cooperation in making the year at NMIMS more fruitful. The Council extends their warm regards

to the entire administration team for their relentless support throughout the year. Last but not the least, the Student Council is thankful to Student Council Representatives for their contribution and support to the overall student activities at SBM.

Represented Through Prof. Harikumar Iyer
Faculty In Charge – Student Activities at SBM, NMIMS

INTRODUCTION TO SVKM'S NMIMS UNIVERSITY

Shri Vile Parle Kelvani Mandal (SVKM), the parent body of NMIMS University, is a Public Charitable Trust registered under the Society's Registration Act and the Bombay Public Trust Act. The Mandal formed in 1934, commenced its activities by taking over the Rashtriya Shala, a school established in 1921 in the wake of the National Movement. Since then the Trust has been working to become an educational foundation promoting global thinking consistent with national interest and promoting the values, professionalism, social sensitivity, and dynamic entrepreneurship. The ethos of the Mandal, is marked by patriotic fervour, selfless service and a spirit of indigenous enterprise. These values permeate all the institutions set up by the Mandal and are the guiding principles for all of them.

With a strong vision and passion for being the pioneers of the modern education system, all SVKM institutes are recognised for their tremendous contribution to education sector, one of them being NMIMS University. Located in the heart of India's financial capital, Mumbai, SVKM's Narsee Monjee Institute of Management Studies is amongst the nation's prime centres of educational excellence & research. With a legacy of 39 years, NMIMS has grown to being not only one of the top-10 B-schools in India but also emerged as a multi-disciplinary University with its campuses at Mumbai, Navi Mumbai, Shirpur, Bengaluru, Hyderabad & Indore. It has nine constituent schools that include Management, Engineering, Pharmacy, Architecture, Commerce, Business Economics, Science, Law & Continuing Education (Distance Learning)

SCHOOL OF BUSINESS MANAGEMENT, NMIMS

The School of Business Management (SBM) of SVKM's NMIMS (Deemed-to-be-University), is one of India's premier business schools situated in Mumbai - the financial hub and nerve centre of the country. Apart from offering diverse cutting-edge programs for students, it also offers executive education programs for professionals who want to make key transitions in their careers. The SBM educational experience aims to equip students with a bedrock of management skills to help them navigate through the complex business environment of today. A dynamic curriculum designed in conjunction with academicians and industry practitioners, provides them the opportunity to master new skills and explore varied perspectives. The School of Business Management uses the case study method as its chief pedagogical tool to bring to the classroom real world business scenarios that provide compelling opportunities amidst challenging settings. The emphasis here is on practical knowledge and personalized learning. SBM has an abundance of intellectual capital in the form of faculty members who are renowned in their respective fields and are committed to creating a dynamic learning environment.

To ensure that the college provides its students with the best of education, unparalleled infrastructural facilities are being offered for overall development and therefore creating a feeling of bonding and commitment.

The college boasts of a rich library stocked with everything essential to build on academic and business acumen, a canteen that serves to be the hub for unwinding, with hygienic and good food served through the day. The administration truly believes and lives by the motto of providing the best of infrastructural and developmental facilities to the students to ensure there are no barriers that hold them down in their take-off to the corporate ecosphere.

Continuing the legacy of imparting the best to its students, NMIMS offers learning which is not just restricted to classrooms but spans all dimensions of student life. In addition to phenomenal academic performances, students of NMIMS have indulged themselves into many student activities like events, seminars, contests and workshops where students get a chance to interact and exchange notes with numerous leaders and opinion makers from the Industry and the society. These activities are organised by constant efforts of various student driven cells and bodies on campus.

The academic year 2019-20 has been a year of glorious achievements and growth. The students participated in various competitions like CFA Research Challenge, B-Plan development competitions, Business Cases, Quizzes etc. Here we showcase the activities, achievements, and talent of students at SBM, NMIMS.

INTRODUCTION TO STUDENT BODIES AT SBM

At SBM, the various student driven bodies are active throughout the year, organising a bunch of events like, seminars, contests, talks, workshops, business and cultural festivals and several other activities. The Student bodies include the Student Council, the umbrella body and other Core, Functional, Interest based Cells and Clubs.

STUDENT COUNCIL

The Student Council is the Apex student body of SBM, NMIMS. The Student Council acts as a formal channel of communication between the administration, the faculty and the students. It is the first point of contact for all external parties to the Institute. The Student Council operates in close coordination with the Administration Department as well as the University. Throughout the years, The Student Council has been contributing towards the NMIMS journey and aspires to continue passing on the valuable experience to make the next Student Council stronger each year. The Student Council for the academic year 2019-20 was:

Member Name	Designation
Rudranshu Samanta	President
Pooja Agarwal	General Secretary
Averi Chakraborty	Treasurer
Aditi Rawat	Cultural Secretary
Akshi Bansal	Corporate Communications Head
Rashi Gupta	Student Affairs Head
Sunidhi Sharma	Editorial Head
Aditya Khattar	Creatives Head
Raghav Raj Jaggi	Marketing and PR Head
Navya Banga	Seminar Head
Nidhi Shetty	Operations & Logistics Head
Gautam Bharwani	Admin and Externals Head
Himanshu Sharma	Sports Secretary

CELLS

For the academic year 2019-20, the fourteen Cells under the Council's mandate have been divided into three groups depending upon their functionalities and purpose. These cells serve their respective purpose by organising events around their specialised functions throughout the year. These Cells at SBM are:

Core Cells	Functional Cells	Interest Based Cells
Placement Committee	Finomenon	Adverb
Industry Institute Partnership Cell	Not Just Marketing	Entrepreneurship Cell
Alumni Relations Cell	OPTumiz	ECOLibria
Social Responsibility Forum	SummIT	Mantavya
	Hruday	Nepathya

CORE CELLS

The core cells, as the name suggests are a core part of the overall functionality of our institute. They aim to add value to the integral processes of NMIMS like maintaining a collated network with the Alumni, placements of the students, building relations with the industries and corporate world to offer project activities and insights from various esteemed leaders of the industry. The core cells ensure that the students get the best opportunities from all spheres of the corporate sector.

Placement Committee

Placement Committee at NMIMS, a team of young minds with excellent industry exposure synergizes brilliantly well on cross-functional skills to serve varied interests of the batch. They maintain an excellent rapport with the batch as well as the companies to ensure smooth delivery of company's expectations to the students. Throughout the year, the placement cell proactively contacts different companies and conduct the placement process, thereby popularizing the brand NMIMS to the corporate fraternity. The team is result oriented and works towards placements for summers and finals of 1000 students across all programs. Major events of Placement Committee include Final Placements, Summer Internship, Pre Placement Talks, Corporate Visits, Industry Interactions with Alumni, Guest Lectures and Batch preparation. The Placement committee for the academic year 2019-20 was as follows:

Placement Committee 2019-20			
Vinit Raichandani	Prakhar Maheshwari	Vansh Parikh	Ridhima Dutta
Srihero Yennana	Shalini Ghosh	Biswadip Roy	Tushar Gupta
Shravan Madamsetty	Dhairya Hirani	Anant Ved	Amandeep Kaur
Ajay Sahoo	Dharmil Joshi	Harshika Kher	Nitish Adhlakha
Nikhil Upadhyay	Kishan Panigrahi	Jigyesh Dave	Aditya Kashyap
Aditya Johari	Sagar Gudi	Oindrila Dhar	

Industry Institute Partnership Cell (IIPC)

Industry Institute Partnership Cell provides the students of NMIMS an exposure to the Business world by developing and sustaining a symbiotic relationship with the corporate world. They aim to provide the students an insight about the real corporate world functioning through Corporate Projects, Panel Discussions, IIPC Mentoring Partnership Program and Consulting Solutions. This enables students to gain real-time exposure to the awaiting corporate scenario and to interact with some of the best leaders and learn through their experiences. The IIPC committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Vanshaj Kumar	President	Gaurav Korwani	Icon Head
Rishabh Kalkal	Vice President	Jaskaran Singh	Icon Editorials Head
Nimesh Agarwal	Corporate Projects Head	Arjun Gandotra	Icon Research Head
Gurneet Kaur	Corporate Projects Management Head	Dhruv Laleja	Corporate Projects Relations Head
Preeti	Sponsorship Head	Tanisha Garg	Operations Head

Alumni Relations Cell

The Alumni Relations Cell of SBM, NMIMS was formed in the year 2002 and has been making constant efforts to actively engage the alumni since. The cell is a student body working under the aegis of the Alumni Association members and the institute. It strives to strengthen ties between SBM, NMIMS and its esteemed alumni community. The cell has undertaken numerous initiatives to ensure that a strong bond is maintained between the institute and the alumni. The primary focus of the cell's activities is to foster effective alumni - institute interactions. The Alumni Relations Cell committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Bhargava Naidu	President	Aditya Bhardwaj	Vice President and Head of Student Engagements
Mansi Parikh Akshay Malhotra	Head of Events and Alumni Meets	Preetinder Dang	Head of Digital Marketing International meets
Kanika Munjal	Alumni Network Management	Paridhi Dhaniwala	Head of Portal
Rishabh Gupta	Head of Creatives and Promotions	Riddhi Varma	Editorial Head
Hemanth V. Ayush Saxena	Head of Alumni Network Management (Database)	Anagha Menon Shalini Kumar	Head of Sponsorship

Social Responsibility Forum (SRF)

SRF is the student body of NMIMS that strives to promote social sensitivity amongst MBA students by executing various short-term and long-term civic engagement activities. The vision is to sensitize and make management students aware of their responsibilities and duties towards the welfare of others, which will make managers and leaders of tomorrow empathetic employers and socially responsible individuals. The major initiatives undertaken by SRF in 2019-20 include the “We Care” social internship program, Sadbhavna: Flagship event of SRF, NGO Mela, NGO sports day, Social Conclave, Joy of Giving Week, Marathon, Blood Donation Drive, Fireflies and Poster Presentation Competition. The SRF committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Jay Mehta	President	Chitra Gupta	Marketing and Communication Head
Sachin R C	Vice President	Sagar Erande	Events and Promotions Head
Shruti Priya	General Secretary	Anvi Johari	Editorial Head
Karan Bathla	We Care Head	Kuber Sharma	Logistics and Operations Head
Aashi Gupta	We Care Head	Purvangi Shah	Projects and NGO Relations Head
Karthik Raj	Sponsorship	Katha Roy Biswas	Creatives Head

FUNCTIONAL CELLS

Besides the four core cells we also have five function cells in line with the academic specializations offered at NMIMS. These functional cells are different from each other with respect to their specialised focus on the different fields of management including, Finance, Marketing, IT, Operations and Human Resources.

Finomenon

Finomenon, the Finance cell of NMIMS, aims to increase awareness of finance as an academic discipline as well as promote it as a career option of choice within the student community at NMIMS, Mumbai. It believes an investment in knowledge always pays the best interest. It strives to imbibe basic financial knowledge to its peers to empower themselves for the rest of their lives.

Finomenon also has its student-led investment fund, Samriddhi. The objective of the fund is to achieve long term capital appreciation from a portfolio comprised entirely of equity securities from the NSE200 Index. The investment methodology focusses on the criteria of growth, profitability, risk and leverage. The Finomenon committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Raghav S.	President and Ex-Officio Head (Samriddhi)	Sanjana Garodia	Events Head
Chitij Asthana	Vice-President	Ayush Bansal	Corporate Communications and Sponsorship Head
Vaibhav Shah	Investment Head	Snigdha Jha	Editorial Head
Darshil Shah	Research Head	Saumil Lotia	Creatives and promotions Head
Rohit Zende Masum Jain Shivram Kashyap	Fund Manager		

HRuday

HRuday, the HR Cell of NMIMS, seeks to catalyze the Rise (Uday) of the HR function as a specialization within NMIMS. It aims to allow the students to break free from their cocoon and get exposed to the various latest trends in HR, interact with industry stalwarts, get to work on real-time case studies and thus, gain the much-needed industry exposure. With an array of events and workshops in its kitty, HRuday aims to equip the young budding minds, aspiring to become Managers, with the required experience, exposure, network and learning to create an impact in their forthcoming corporate life. The HRuday Team for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Milandeep Kaur Bhatia	President	Rishab Arora	Logistics Head
Garima Agarwal	Vice President	Rishabh Ghelani	Creatives Head
Shikhar Arora	Sponsorship Head	George Santhosh	Editorial Head

Not Just Marketing (NJM)

Not Just Marketing (NJM) Not Just Marketing (NJM), the Marketing Cell at NMIMS is a congregation of creative minds that blend passion and enthusiasm in the pursuit of marketing and related domains. This cell has been a hub for all the marketing enthusiasts who wish to contribute to this ever-developing and creative sector of marketing. This cell gives a platform to students to apply the concepts learnt in classrooms to real-life scenarios. They have been conducting innovative events and interactive sessions throughout the year. The NJM committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Raghav Arora	President	Raghav Bansal	Marketing and Sponsorship head
Ridhima Bhandari	Vice President	Akshay Kamble	Projects and Research Head
Ashray Arora	Events & Logistics head	Mehak Gupta	Editorial & Digital Marketing
Gagandeep Bhatia	Corporate Communications & PR	Amar Mehta	Creatives and New Initiatives

Optumiz

Optumiz is the Operations and Supply Chain cell of NMIMS. 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. This cell has been active cell in conducting various events, guest sessions, panel discussions, seminars and case study competitions, for the students, to help develop an interest in various aspects of the operations and supply chain side of businesses. The Optumiz committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Chirag Mohanwani	President	Anindya Chatterjee	Events and Editorial
Ayush Shukla	Vice President	Surabhi Deshmukh	Logistics & Treasury
Chirag Aggarwal	Corporate Communications	Anirav Bhargava	Marketing & Social Media

SummIT

SummIT- Simplifying IT is a student body at NMIMS that involves itself with developments in the fastest changing domains of world business, Information Technology and its linkage with Management. The members of the club have an inclination for understanding IT business needs and they try to educate the students about the same, making the well-acquainted with the challenging needs of the Corporate world. Through their events and interactive sessions, they try to fulfil their aim of spreading information about IT Sector. The SummIT team for the academic year 2019-20 was:

Member Name	Designation	Member Name	Designation
Priyanka Gupta	President	Honey Sharma	Events & Logistics Head
Advait Kulkarni	Vice - President & Projects Head	Rasika Kakde	Creatives and Technical Head
Krutika Sampat	Editorial and Corporate Communication Head	Jay Seth	Sponsorship & PR Head

INTEREST BASED CELLS

Adverb

Adverb being the door to the world of advertisements is the cell for the students who like to think out of the box and to appreciate the creativity that happens in the advertisement industry. Throughout the year, they manage to organize creative, innovative and challenging events for students. Not only this, through their sessions, magazines and workshops, they engage students into the activities and developments happening around. The Adverb committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Karan Gulati	President	Ujjwal Gupta	Marketing & Sponsorship Head
Ruchi Beda	Vice President	Prashant Dalwani	Corporate Communications Head
Nishit Khemka	Events Head	Shruti Kanitkar	Digital Communications Head

Entrepreneurship Cell

Management involves development of leadership skills, which can also be enhanced by supporting budding entrepreneurs, which is an initiative taken by the E-Cell. Students are provided with mentorship by the cell in order to go ahead with their ideas along with access to a wide network of venture capitalists by their association with National Entrepreneurship Network and Mumbai Angels. The E-Cell committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Manan Arora	President	Ravi Somani	Digital and Marketing Head
Srishti Mahajan	Vice-President	Ravi Kungwani	Events Head
Raakesh Thakkar	Treasurer	Visarg Shah	Operations and Logistics Head

Ecolibria

The Economics Cell at SBM, NMIMS has been instituted with the purpose of promoting economic excellence & thought, including the application of economics in Business. An active forum in NMIMS, Ecolibria ensures that the student community remains abreast with the contemporary economic issues through a number of formal and informal events, panel discussions and guest lectures. The Ecolibria committee for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Harshit Tayal	President	Fenny Tanna	Corporate Communications Head
Sahibpal Singh	Vice-President	Virom Mehta	Events Head
Raghav Rawat	Creatives Head	Ankit Bansal	Editorial and Research Head

Mantavya

Being the literary and quizzing cell of SBM, NMIMS, Mantavya is one of the most popular and oldest cells on campus. The cell organizes numerous mind sharpening events which are intellectually stimulating as well as cater to the thirst of knowledge of the students. Mantavya actively tries to encourage new ideas and enhance knowledge to provide a more wholesome growth for the budding managers at the Institute. The Mantavya team for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Paavan Maniar	President	Shreyas HS	Events & Logistics Head
Nirmiti Wagh	Vice President	Sunanda Datta	Editorial & New Initiatives
Kavin Shah	Corporate Communications Head	Divyapreet Khanuja	Creatives & Digital Communication

Nepathya

Nepathya is the cultural cell of SBM, NMIMS, and a holistic platform for students to show their talents. With more than three decades of establishment, Nepathya is one of the oldest and highly active cells at SBM, NMIMS. Throughout the academic year, the cell ensures maximum participation in numerous competitions and innovative events, in which students get a chance to showcase their talent. The Nepathya team for the academic year 2019-20 was as follows:

Member Name	Designation	Member Name	Designation
Aishwarya Gangadharan	President	Amit Sinha	Sponsorship and Marketing Head
Utkarsh Kabra	Vice President	Abhijit Sinha	Logistics & Treasury
Poorvi Arora	Creatives & PR Head	Rahil Doshi	Events and Workshops Head

NEW INITIATIVES BY STUDENT BODIES AT SBM, 2019-20

NEW INITIATIVE	DESCRIPTION	STUDENT BODY
Vending Machine for Sanitary Napkins	Installation of vending machines containing sanitary napkins on 5 floors in the campus	Student Council
Update in Travel Reimbursement Policy	Students will be reimbursed 3 rd AC Train ticket fare for their travel expenses to top B-schools across the country	Student Council
Microwave Ovens installed in lounge	Microwave Ovens installed on 5 th and 6 th floor lounge to heat up food	Student Council
Clothes Donation Drive	Students donated good condition clothes to help the less fortunate	SRF
Shanti Avedna Sadan	Contribution of towels and linens to treat patients with open wounds	SRF
Prabodhan	A wellness committee to drive people towards the path of well-being	Prabodhan members & 2020 batch students
Workshop on basics of FMCG	Workshop by PPO holders to familiarise the students about the lingo used in the market before their internships	NjM

Installation of Sanitary Napkins Vending Machines

Sanitary Napkins Vending Machines were installed in girls' washrooms on 1st, 4th, 5th, 7th and 9th floors of the campus building. This easy to use vending machine has a set of step by step instructions printed on it. Information about the machine was spread amongst the students, staff and faculty via e-mail and word of mouth. The purpose is to ensure an effective, safe and convenient mode for access to sanitary napkins.

Update in Travel Reimbursement Policy

The travel reimbursement policy has been updated to include students who secure positions in competitions taking place in top B-Schools across the country and they will be reimbursed the 3rd AC Railway ticket fare. The purpose of this policy revision is to encourage student participation and acknowledge and support their efforts.

Microwave Ovens Set-Up in the Lounge

Student Council facilitated the availability of microwave ovens for students on the 5th and 6th floor lounge. This simple step is deeply appreciated by the students who bring their own meals as they now possess the medium to heat their food and enjoy a hot meal.

Clothes Donation Drive

Through this initiative, the committee had created an opportunity for all the students to extend their help to the less fortunate, by donating unused or used clothes in good condition while they were shifting cities. Donations included clothes, sheets for people between the age group of 18-28 for all genders. SRF has tied up with Goonj NGO for delivering the donated clothes into the right hands.

Shanti Avedna Sadan

SRF in association with Shanti Avedna Sadan conducted a drive at NMIMS, where the students could contribute towels and linen which would be used to treat patients with open wounds at Shanti Avedna Sadan. Shanti Avedna Sadan is an NGO that looks after patients who are terminally ill with cancer, irrespective of their caste or creed.

Basics of FMCG Workshop

The marketing cell of the college, NjM introduced a workshop for first year students to give them a chance to interact with the PPO holders of ITC and Dabur. This was organised before the summer internship to prepare the batch about working in the FMCG industry, the jargons and lingo used, and more. The second-year students conducting the session tried to guide the students towards the right direction to ensure a fruitful internship experience.

Prabodhan : A Wellness Committee

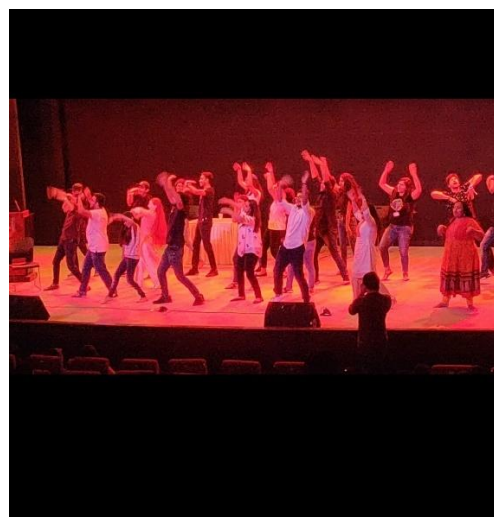
SBM, NMIMS recognised the importance of wellness in the student community leading to the formation of Prabodhan. Being a core cell of SBM, NMIMS, it will focus on emotional, mental and physical wellness of the student community enabling them to lead healthier and happier lives. It would open doors for them to find a true purpose and live by it. As they say, "Health is a state of body & Wellness is a state of being", Prabodhan will be with you during your journey to success and beyond!

EVENTS CONDUCTED AT SBM, 2019-20

MANAN 2019

'MANAN' – Make a Name at NMIMS, as the name has been coined, is the first event of the academic year and is exclusively a chance for the new students to interact with each other and get acquainted with each other. This event marks the beginning of a new academic year and gives the opportunity to new students to mark their presence in the college. The event is all about showcasing talent and putting up an entertaining show on the stage. Every year as soon as the first-year students have settled in, Student Council organises MANAN giving the students a chance to celebrate the starting of their MBA journey. Tapping onto their singing, dancing, acting and musical abilities, students try to entertain the audience and to make a name at NMIMS.

This year after around a month of settling in, Manan was organised by Student Council. The first-year batch was divided into eight groups. Each group was allotted a theme and a prop and tasked with performing onstage. The purpose was to display talent and entertain the audience. Any kind of performance was permitted. For a week, students practiced and perfected. A dry run was conducted two days prior to the actual day to ensure quality of performance, cohesion among group members and appropriateness of each act. This event was conducted at the Mukesh Patel Auditorium in front of a panel of judges in two slots. Competition was high and the smell of battle was in the air, mixed with lovely melodies and lyrical tunes. The best group in each slot was declared winner and the best individual actors in each group were also recognized.



PARICHAY 2019

Parichay, 2019 was organized by various student bodies in the college. It serves as an induction of sorts for the new students. The objective is to highlight cell activities so students can decide if, and which ones, they wish to be a part of. The following events were conducted by the Student Council and student cells:

Event	Event Description	Student Body
MatterMind	A series of challenges related to management domains to test skills and capability	Student Council
Pitchfork	A two day marketing event designed to test the students' skill of handling crisis situations with creativity	Not Just Marketing
Bean Counters	A three round event, it involved an intricate financial ludo. They had to decipher clues at each step and hunt for the treasure	Finomenon
Kickstart	The event consisted of an online quiz followed by a case study competition	SummIT
Battlooms 2.0	The rounds involved simulation games played in teams	OPTumiz
Netretva	A business simulation competition which tested the resource management, bidding and negotiation capabilities of students	HRuday
Game of Tycoons	Students were required to make teams and bid, buy and sell aspects of their dream start up	E-Cell
ADhyayan	Competitions to test participants' creativity and awareness of advertisements	Adverb
Bizcraft	It was an event designed to test the knowledge of the students in the domain of economics.	ECOLibria
Aaghaz	A cultural event with a blend of dance, drama, fun, music and suspense	Nepathya
Wordopolis	A mix of mind-boggling rounds that tested the team's vocabulary	Mantavya

HR CONCLAVE 2019

HR Conclave 2019 was held on August 11, 2019 in Mukesh Patel Auditorium at NMIMS, Mumbai. The theme for the Conclave was “Talent value: Conduit to Competitive Advantage”. The value proposition of a company does not rest merely on its brand name, but also on its relationship with workers and its impact on the larger society. Convened under the broad heading of Talent Value, these factors are a source of competitive advantage that cannot be imitated by rival firms. The delivery of this imperative value is enshrined within the Human Resource function. Talent Value has been crystalized into four components that organizations can deliver throughout the duration of the employment relationship and so theme of the Conclave was divided in to four sub-themes:

- Compositional Value: Changing nature of careers and contracts
- Technological Value: Transforming work through automation
- Cultural Value: Enabling change through a culture of learning
- Structural Value: Designing structures to engage and grow

The event was inaugurated by Dr. Ramesh Bhat, Dean at SBM NMIMS, Mumbai, Chairperson of MBA HR, Dr. Hema Bajaj and the keynote speaker. The opening address was delivered by The Provost, Management Education and Dean SBM, NMIMS Dr. Ramesh Bhat.

The keynote speaker was Mr. Ashok Ramachandran, an MBA from XLRI, who has 26 years of diverse experience in HR in various companies like Asian Paints, GE capital and Vodafone. He currently holds the position Group Executive President – Group Human Resources. The conclave commenced with his inputs on the changing dimensions of Human Resources and Talent Value. Next was the Leadership Symposium, a discussion to reflect on how Talent Value can be a conduit for competitive advantage, which was led by Dr. Hema Bajaj, the Program Chairperson for MBA HR at SBM NMIMS, Mumbai. The participants for this discussion were Dr. Ashok Ramachandran and Mr. Biplob Banerjee who is the Chief People Officer at Allied Blenders and Distillers.

After this, a panel led by Associate Dean at SBM NMIMS, Mumbai, Dr. Veena Vohra deliberated over how Leaders in HR can help understand how to facilitate the creation of learning organizations which succeed at change and development efforts. The panel consisted of Mr. Shailesh Singh who is Director and CPO at Max Life Insurance Co Ltd, and Mr. Prashant Kelkar who is Senior Manager at Ernst & Young.

The next segment was on Structural Value, in which Mr. Supratik Bhattacharya, Chief Talent Officer at RPG Group shared his thoughts on how leaders could harness the power of organizational culture to ensure the success of organization change efforts. Post this, an Alumni Engagement Activity was held, in which alumni from various years led student groups to present solutions for a Case Study. It was an interactive session which helped alumni working in various organizations, network with each other. It also helped students gain valuable insights on current industry trends in HR.

The next segment was a panel discussion on Compositional Value and was led by Miss

Aanchal Kothari, working as a senior HR business partner with Reliance Industries Limited, and an esteemed alumnus of NMIMS. The panel consisted of Dr Sanjeev Kumar Chauhan who is the Head of HR at Kewal Kiran Clothing Ltd, Mr. Suman Paul, the HR Head at Viacom 18 Media, and Mr. Sahil Nayyar who is the Director HR at KPMG. It was a stimulating discussion on how changing workforce composition at organizations can be leveraged to align the career needs of modern workers with the talent needs of modern enterprises.

The final segment on Technological Value helped attendees understand how Analytics, Artificial Intelligence and Automation are transforming HR processes and creating large scale efficiency gains for organizations. Mr. Sunil Somrajan who is currently the CHRO at Reliance Capital, enlightened the audience with his eye-catching presentation and perceptive anecdotes on Technological Value.

The final vote of thanks was delivered by Dr. Hema Bajaj and HR Conclave 2019 came to a close.

PARAGANA 2019

Paragana is the flagship annual business festival of NMIMS. It is a four-day, inter-college event, conducted on campus. The event is graced by well-known celebrities, stalwarts of the industry and representatives from the finest B-Schools across the country. The theme for Paragana 2019 was “Rising to the Challenge of Change”. To succeed in the corporate and entrepreneurial world, it is important to first widen your horizon and appreciate the incredible number of dimensions involved in them. The theme aimed to do exactly that over a period of 4 days through interactions among some of the most renowned and charismatic leaders of the country and the students.

The ball was set rolling with the “Jokes Apart” night starring two of the most famous comedians of the current generations – Abhishek Upmanyu and Rahul Subramanian. The students at SBM, NMIMS got their funny bones tickled by these amazing wise crackers. The night enabled students to sway away their MBA blues through some astounding performances.

Over the years the Corporate Seminar has been a pivotal part of Paragana and the tradition continued this year as well. The Corporate seminar gave the students an opportunity to engage in the discussions with some prominent names from the corporate world as well as understand business and corporate dynamics from their perspective. The aim of the seminar was to empower students to gain a better insight into varied sectors of the modern corporate world. The speaker line-up was as follows:

- Dr. Annurag Batra, Chairman & Editor-in-Chief, BW - Business World and Founder of Exchange4Media Group
- Mr. Siddharth Rajhans, Principal Policy Officer, United Nations
- Mr. Rajneesh Jain, CFO, Reliance Jio Infocomm Ltd.
- Ms. Sonia Notani, CMO, IndiaFirst Life Insurance Company Ltd.

- Mr. Himanshu Goel, MD India, Middle East & Africa, Syniverse
- Mr. Umakanta Panigrahi, MD, Duff & Phelps

The panel shared their expertise and knowledge on the subject matter with the students and every student went back home enlightened. In addition to this, Michael Page Division of the Year award was presented to Division H. The evening session also witnessed the felicitation of the most brilliant students of our college who made it to the esteemed Dean's List.

From the event that the whole college got to witness to the event that only a handful got to compete in, Paragana '19 had it all.

The Perfect Candidate

The Perfect Candidate (TPC), the search for the most suitable manager and one of the biggest business competitions in the country, is the most remarkable part of Paragana. To become The Perfect Candidate, a student must excel in all possible areas of management. Nowhere in the country can one find a competition that tests participants in such a holistic and wholesome manner. This year this competition comprised of ten grilling rounds aimed at testing the candidate across various verticals in business domain. The rounds were as follows:

Preliminary Round

The search began with over a thousand applicants trying to prove themselves as The Perfect Candidate and ended with just one winner. 15 applicants qualified after the initial screening and reached the campus rounds.

What they witnessed next was one of the most thrilling experiences of their lives.

Finance Round

The finance round was well designed to judge the candidates not just on their financial acumen, but also on their negotiation skills and overall business aptitude.

Marketing Round

The marketing round, Mark-Arena, was structured in a strategic manner. The first phase of the round was a guessing game on brand names, with the intention of putting them at ease only to catch them off guard. But the advantage carried forward to the next phase was critical. The second phase was designed to test the candidates' ability to build a business case and use their marketing acumen, while scavenging for resources.

Sales Round

The one involving the maximum tactics, wit and presence of mind was the Sales Round. Participants fought in a borrowing to get themselves maximum number of products.

PR Round

The PR round of the perfect candidate - PR round, where a candidate was given a real-world case and given the role of the perpetrator. The candidate was then put in front of the media and the stakeholders.

Debate Round

The Debate Round was one of the most thrilling and nail biting round of the whole competition. The round comprised of three rounds and participants had to discuss around the topics involving USA-China Trade war and Indian personalities. The participants who were able to negotiate well and prove their sides, were declared winners.

HR Round

The main idea behind the round which was also the first round was to test the contestants not only on their theoretical knowledge in the field of HR but also practical application.

Operations and Logistics Round

The operations round of The Perfect Candidate was the perfect culmination of physical labor and presence of mind.

CSR Round

The CSR Round tested the awareness of the candidates on the various issues regarding environment, sustainability and malpractices that ail the community at a global level. The scope also included the UN Sustainable Development Goals and CSR initiatives by various companies.

Legal Round

The Legal round tested the knowledge of the candidates pertaining to the Indian Law. The round was divided in 3 sub rounds. The first was a quiz to test the legal knowledge of the participants. The second one aimed at testing the acquaintances of the participants with prevailing issues where they had to speak on a given issue for a minute. Last round was more focused on practical approach where participants were given a case and had to defend their side of the argument in front of a judge.

Final Interview

After quizzes, questions, problems and solutions 3 worthy candidates reached the final round of the competition. Few hours from victory, they were interviewed in front of the whole college by experts of the field. The event saw a plethora of talent across various domains but only one was declared the winner. Kriti Marwah from SBM NMIMS, Mumbai emerged as The Perfect Candidate displaying great versatility across the different dimensions which were tested.

ILLUMINAR 2020

In a world with rapidly evolving businesses, an interface to interact with corporate leaders becomes indispensable in shaping students' minds and enabling them to become the thought leaders of tomorrow. The importance of this student-corporate interaction led to the conception of **Illuminar** – the annual business conclave at SBM, NMIMS. In sync with its name, this premier event is an initiative to bring together marketing and finance enthusiasts from the industry to share insights and discuss various developments in the respective fields with the ultimate aim to brighten the minds of college graduates with their professional expertise. Illuminar, which is a joint initiative of Student Council, the marketing cell - Not Just Marketing and the finance cell- Finomenon, was conducted on the 11th January, 2020. The event saw many eminent speakers from the Marketing and Finance domains together to provide students with the best of both worlds.



The theme for finance conclave was, '**Financial sector of tomorrow: How will technology and regulations shape the future?**' and the speakers interacted with students on how the finance sector has been undergoing myriad dynamic changes both internally and externally. There were speakers who interacted with the students on the theme and a panel discussion was also organised.

The key note speakers who graced the finance conclave were:

- Mr. Vinay Gupta, Global Finance Director, Deutsche Bank
- Ms. Nina Nagpal, MD, Citicorp Finance (India) Ltd.
- Mr. Vishal Shah, Managing Director Tresvista
- Ms. Radhika Gupta, CEO, Edelweiss Asset Management
- Mr. Mudit Yadav, Founder, MY Success Coach
- Dr. Paritosh Basu, Senior Professor and Chairperson MBA (Law) SBM- NMIMS, Mumbai
- Mr. Rohit Mahajan- President- Risk Advisory- Deloitte Touche Tohmatsu India LLP

The day also witnessed the Marketing Conclave of Illuminar 6.0. The theme for the marketing Conclave was, **'The Game Plan of the Future'** and the speakers talked about the fact that how the world is changing rapidly and how should company's plan strategically considering the future. The key note speakers who graced the marketing conclave were:

- Mr. Sanjay Behl (CEO, Raymond Lifestyle)
- Mr. Pradeep Poddar (Director, Polycab, Welspun, UFlex)
- Mr. Nayan Patel (Associate Vice President, Digital-World Wide Media (TOI Group))
- Mr. Sopan Upadhyay (Assistant VP, Marketing Lead, L'Oreal Professional and Decleor)
- Ms. Payal Shah Karwa (Content Director, The World Jockey)

As the academia and industry veterans came together to probe deeper into the business scenarios that affect and impact the world as we know it, it was imperative to understand the intricacies involved to these changing times. An amalgamation of industry stalwarts and students, Illuminar 6.0 sought to irradiate the young minds of the students with the rich and varied experiences of corporate veterans.

MANAGEMENT CONSULTING CONCLAVE

Coming to the flagship event of IIPC, Management Consulting Conclave (MCC) 7.0. Eminent speakers deep dived into making our student understand more about consulting in the Era of business disruptions followed by an insightful panel discussion on Consulting on Mergers & acquisitions and due diligence.





EUPHORIA 2020

While academics teach you lessons for life, it is the moments you spend with the people around you, that you remember the most. The people we meet at MBA colleges are one of the greatest treasures we have. To celebrate this, up next was one of the most awaited cultural events of NMIMS, Mumbai, Euphoria '20. Euphoria '20, The Annual Cultural Festival of SBM, NMIMS Mumbai was meant to be full of fun and excitement and it surely lived up to all the expectations.

The event witnessed massive footfall from all over Mumbai thanks to our star-studded line up. The event started with Jubin Nautiyal's enthralling live performance. His melodious and soothing voice captivated and enlivened us. It was truly a mesmerizing start to this year.

This was followed by a performance that made us groove and forget all our worries. Lost Stories, the dynamic DJ Duo took over the stage and we didn't have to encourage anyone to get on their feet and start dancing. Lost Stories is responsible for captivating and spearheading the Electronic Dance Music scene in India and have successfully taken their reach globally.

The night was truly wonderful and one that all of us would cherish.

SPORTS at NMIMS

ARCADIA 2019

Sport	Winner	Runner-up
FIFA	Div Hr	Div E&FB
Basketball women	E&FB	Pharma
Carrom	E&FB	Div E
Pool	Div F	Div I
Volleyball	Div H	NMIMS A
Football	E&FB	Div F
Cricket	E&FB	Div H
Chess	NMIMS A	SP Jain
Basketball Men	Div D	Div I
Badminton	NMIMS A	KJSom
Throw ball	Pharma	Div C
Tt	Div HR	Div H
Foosball	Div F	Div J, Law & DSA

The month of September saw NMIMS with energy levels at an all-time high at Arcadia 2019, which began on the 26th of the month. The event is an inter-division sports competition between the various divisions, with each team being an eclectic blend of the senior and junior batches. With an array of sports played, ranging from outdoor games like football, volleyball, cricket, throw ball and basketball to the indoor games like table tennis, carom, chess, FIFA, Foosball and Pool. Arcadia lived up to its legacy of being an entertaining and energetic rush in the midst of routine of MBA curriculum. This year, Division E n FB lifted the rolling trophy, establishing that they are the sports division of NMIMS. Arcadia proved to be the perfect platform for all the sports enthusiasts to break loose and flaunt their talent at the playing field.

SAMARTHYA 2019

The annual sports festival of SBM, NMIMS, Samarthyra, was held from December 13th to 15th, 2019. With enthusiastic participation from elite B-schools in Mumbai – JBIMS, SIMSREE, SPJIMR, NICMAR, IBS, Welingkar, KJ Somaiya, IRMA and NITIE, and twelve sports conducted, the event was a huge success. The fact that the event was graced by the participation of around ten premier B-schools bears testimony to the commitment NMIMS shows for sports and this festival. For some sports, NMIMS participated with three teams NMIMS A, NMIMS B and NMIMS Alumni.

Gold Winning Squads:

Sport	Winner	Runner Up
Badminton	NMIMS	KJ Som
Football	NMIMS	NICMAR
Cricket	NMIMS A	NITIE
Volleyball	NICMAR	NMIMS A
Basketball (M)	NMIMS A	NICMAR
Basketball (W)	NMIMS	KJ Som
Table Tennis	KJ Som	NMIMS
Pool	NICMAR	NMIMS B
FIFA	NMIMS Alum	NMIMS A
Carrom	KJ Som	NMIMS
Throw ball	WELINGKAR	NMIMS
Chess	NMIMS A	SP Jain

NMIMS SPORTS CONTINGENT PERFORMANCE, 2019-20

The academic year 2019-20 has been one of the most successful years for sports at School of Business Management, NMIMS in its 39 years of existence. There has been a huge leap in the Gold medal count, apart from the numerous medals achieved by first year and second year students this academic year. NMIMS participated in many sports festivals –IIMS’s Shaurya’18, MBA Premier League, Howzatt Cricket League, NITIE’s Josh, SPJIMR Sprint, KJSIMSR’s Yudh, IITB’s Prithvi and MICA’s SAMAR apart from Arcadia and Samarthyra conducted by NMIMS. The NMIMS Sports team showed exceptional performances in the following:

Sport	Winner	Runner-up
Basketball	SP Jain, SIBM Pune and Samarthyra	NITIE and IIT Bombay
Carrom	SP Jain and Samarthyra	NITIE and SIBM Pune
Pool	SP Jain	Samarthyra
Volleyball	-	Samarthyra
Football	Samarthyra	-
Cricket	SP Jain, IIT Bombay, Samarthyra	SIBM Pune, NITIE and Howzatt
Chess	SP Jain, Samarthyra	NITIE, SIBM PUNE
Badminton	Samarthyra	-
Table Tennis	NITIE, SIBM Pune and IIT Bombay,	Samarthyra

STUDENT ACHIEVEMENTS

CONTESTS/CASE STUDY: INTRA AND INTER COLLEGE

SR.NO	Name of Student/s or Number of students	Programme/ Year	Event category	Event / Contest Participated In	Organizing Body	Award Received
1	Tanveer Mujawar	MBA Core / I	Technical	Abbott brand ambassador	Abbott India	Cash (Kind)
2	Akash Sharma	MBA Core / I	Technical	Aarambh 2.0	Adverb, NMIMS Mumba	Cash
3	Mitesh Baheti	MBA Core / I	Technical	Ecostay, IIM Trichy	Arthaniti, IIM Trichy	Certificate
4	Siddharth Mishra	MBA Core / I	Technical	Quizards	BMS, Sathaye College	Cash
5	Abha Ribiwala	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Bosch Short Term Project	Bosch- RBIN	Cash (Kind)
6	Vanshika Tolasaria	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Game of tycoons, Parichay - B-plan competition	E-Cell, NMIMS, Mumbai	Cash
7	Akash Sharma, Mayank Garg, Ritika Agarwal, Ameet Joshi	MBA Core / I	Technical	Pucca Baniya	E-Cell, NMIMS, Mumbai	Cash (Kind)
8	Priyanka Sharma, Tanmay Tiwari, Paras Dhama, Parth Purandare	MBA Core / I	Technical	Ranneeti 2020	E-Cell, NMIMS, Mumbai	Cash
9	Justin Jude George, Aanan Chatterjee	MBA Core / I	Technical	BizCraft, B-School Competition, NMIMS Mumbai	Ecolibria, NMIMS Mumbai	Cash (Kind)
10	Mohnish gujral	MBA Core / I	Technical	Ecoshastra	Ecolibria, NMIMS Mumbai	Cash
11	Justin Jude George	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	BullsEye, B-School Competition, XLRI Jamshedpur	Finance club, XLRI Jamshedpur	Cash
12	Justin Jude George, Harshil Nilesh Shah, harsh Gandhi	MBA Core / I	Technical	Alpha Moguls: Bloomberg Portfolio Management Challenge, IMT G	Finesse- IMT Ghaziabad	Cash

13	Anshul Marwah	MBA Core / I	Technical	B'Talks	Finomenon, NMIMS Mumbai	Certificate
14	Anshul Marwah, Ritika Agarwal	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Finshodhan	Finomenon, NMIMS Mumbai	Certificate
15	Rashmi Rao	MBA HR / II	Technical	Aakar	Hruday, NMIMS Mumbai	Cash
16	Veenisha Bhatia, Harshita Jhawar	MBA Core / II	Technical	Pankh'2019	Hruday, NMIMS Mumbai	Cash (Kind)
17	Nikita Jain	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Sector Study Competition	IIPC, NMIMS Mumbai	Certificate
18	Malika Saini	MBA Core / I	Sports	Basketball and Throwball tournament	KJ Somaiya	Certificate
19	Rashmi Rao	MBA HR / II	Technical	Lit AF	Mantavya, NMIMS Mumbai	Cash
20	Siddharth Mishra	MBA Core / I	Technical	Business Quiz	MPSTME	Cash
21	Saaniya Aurangabadkar	MBA HR / I	Cultural Activities	Aaghaz - Solo Dance Competition	Nepathya, NMIMS Mumbai	Certificate
22	Gauri Patil, Shubham Bhoir, Mansi Kapoor	MBA HR / I	Cultural Activities	Beg borrow steel	Nepathya, NMIMS Mumbai	Cash
23	Mohnish Gujral, Tanya Sharma	MBA Core / I	Cultural Activities	Mr and Ms NMIMS	Nepathya, NMIMS Mumbai	Cash
24	Lakshmi Suresh Babu	MBA HR / I	Cultural Activities	Band Competition	Nirma Cultural Committee	Cash
25	Ashwin Hanagudu	MBA Core / II	Sports	Josh, Prithvi, Pondicherry Open tournament	NITIE, IIT B, All India Open tournament	Cash
26	Soumya Shukla	MBA Pharma / I	Technical	Aarohan, NITIE	NITIE, Mumbai	Cash
27	Saaniya Aurangabadkar (Along with Verve)	MBA HR / I	Cultural Activities	NITIE Fashion Show - Rendezvous	NITIE, Mumbai	Cash
28	Meghna Mansingka	MBA Core / II	Cultural Activities	NITIE Josh 2020 - Carrom	NITIE, Mumbai	Certificate
29	Lakshmi Suresh Babu	MBA HR / I	Cultural Activities	NITIE Solo Singing Competition	NITIE, Mumbai	Cash
30	Tarunika Khanna	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Pitchfor'19	NjM, NMIMS Mumbai	Certificate

31	Veenisha Bhatia, Raghav Gupta	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	OP-ERA	Optumiz, NMIMS Mumbai	Cash (Kind)
32	Siddharth Mishra	MBA Core / I	Technical	Business Quiz	SFIMAR	Cash
33	Soumya Shukla	MBA Pharma / I	Sports	Inter-college basketball match	SJSOM, IIT Bombay	Certificate
34	Amtih Varghese Kurian	MBA Core / II	Sports	Chess Relay	Sprint-2020, SPJIMR, Mumbai	Certificate
35	Shalini Lodha	MBA Core / I	Cultural Activities	Marathon	SRF, NMIMS Mumbai	Cash
36	Soumya Shukla	MBA Pharma / I	Sports	Samarthya	Student Couccil, NMIMS Mumbai	Certificate
37	Soumya Shukla	MBA Pharma / I	Sports	Arcadia	Student Council, NMIMS Mumbai	Certificate
38	Varun Vaidya	MBA Core / II	Sports	Arcadia Interdivision Carrom Tournament	Student Council, NMIMS Mumbai	Certificate
39	Ayushmn Sikka	MBA Core / II	Sports	Arcadia Interdivision Foosball Competition	Student Council, NMIMS Mumbai	Certificate
40	Chitresh Lalwani	MBA Core / I	Cultural Activities	Flash Mob - Mumbai Darshan	Student Council, NMIMS Mumbai	Cash
41	Chitresh Lalwani	MBA Core / I	Cultural Activities	In the Lap of Nature - Perspective Photography	Student Council, NMIMS Mumbai	Certificate
42	Harsh Agarwal	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Landmark	Student Council, NMIMS Mumbai	NA
43	Himanshu Arora, Anshul Marwah, Harsh Gadhiya	MBA Core / I	Cultural Activities	MANAN 2019	Student Council, NMIMS Mumbai	Certificate
44	Shirish Gupta, Kushal Chovatia, Harsh Hemani	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Matter Mind	Student Council, NMIMS Mumbai	Cash (Kind)
45	Omkar Rane	MBA Core / I	Cultural Activities	Mumbai Darshan - Ad making	Student Council, NMIMS Mumbai	Cash
46	Omkar Rane	MBA Core / I	Cultural Activities	Mumbai Darshan - Floss dance	Student Council, NMIMS Mumbai	Cash
47	Harshvardhan Shah, Abhishek Mishra, Nilanka Ghosh, Shubham Bhoir, Alston Mendes	MBA Core / I	Sports	NM Soccer League 8.0	Student Council, NMIMS Mumbai	Cash

48	Harshvardhan Shah, Adithya Gudihal, Jay Sheth	MBA Core / I & II	Sports	NMCL	Student Council, NMIMS Mumbai	Cash
49	Anvi Johari, Krutika Golam. Malika Saini, Meghna Mansingka	MBA Core / I & II	Sports	NMTTL 2.0	Student Council, NMIMS Mumbai	Cash
50	Mitesh Baheti, Simran Nathany	MBA Core / I	Technical	Parichay	Student Council, NMIMS Mumbai	Cash (Kind)
51	Meghna Mansingka, Akash Sethia, Smit Modi	MBA Core / II	Sports	SBM, NMIMS Samarthya - Carrom	Student Council, NMIMS Mumbai	Certificate
52	Tarunika Khanna, Raghav Gupta, Davindar Pal Singh Arora, Shivam Trivedi, Rishav Anand	MBA Core / I & II	Contest - Cases/ Paper writing/ Presentations	Ace The Case	SummIT, NMIMS Mumbai	Cash (Kind)
53	Meghna Mansingka, Anvi Johri	MBA Core / II	Sports	SIBM Pune Gravitas 2020 - Table Tennis (Women's)	SIBM, Pune	Certificate
54	Harshvardhan Shah	MBA Core / I	Sports	SIBM Pune Sports Fest	SIBM Pune	Certificate
55	Lakshmi Suresh Babu	MBA HR / I	Cultural Activities	Solo Singing	Nirma University Cultural Committee	Cash
56	Harshvardhan Shah	MBA Core / I	Sports	SP Jain Sports Fest	SPJIMR, Mumbai	Certificate
57	Meghna Mansingka, Biswadip Roy	MBA Core / II	Cultural Activities	SPJIMR Sprint 2020 - Carrom	SPJIMR, Mumbai	Certificate
58	Anjali Chowdhary, Vanshika Tolasaria	MBA HR & Core / I	Cultural Activities	Splash 2019 - Painting Competition	SRF, NMIMS Mumbai	Cash
59	Shirish Gupta	MBA Core / I	Technical	Sports Quiz	Quizzing and Debating Society, SIBM Pune	Cash
60	Himanshu Chowdhary	MBA Core / I	Cultural Activities	SPRINT 2020	SPJIMR	Certificate
61	Snigdha Bassi	MBA HR / I	Cultural Activities	SRF's NTPC Elocution Competition 5.0	SRF, NMIMS Mumbai	Certificate
62	Swapnil Tasgaonkar	MBA Core / I	Technical	Strato Wars	Optumiz, NMIMS Mumbai	Cash

63	Jay Rana, Anadi Charan Mudali	MBA Core / I	Cultural Activities	The Chocolate Factory	Optumiz, NMIMS Mumbai	Cash
64	Ravali Mandapaka	MBA Core / II	Sports	Throw ball	K.J.Somaih institute of Management studies and research	Certificate
65	Raghav Gupta	MBA Core / II	Cultural Activities	We Care Photography	SRF, NMIMS Mumbai	Cash
66	Nikita Kabra	MBA HR / I	Cultural Activities	WeCare Documentary	SRF, NMIMS Mumbai	Cash
67	Rakesh Raushan, Priyanka Sharma	MBA Core / I & II	Technical	We-Innovate	SRF, NMIMS Mumbai	Cash
68	Rashmi Rao	MBA HR / II	Technical	Whodunnit	Mantavya, NMIMS Mumbai	Cash
69	Vishakha Khandelwal, Veenisha Bhatia	MBA Core / I	Technical	The Perfect Candidate	Student Council, NMIMS Mumbai	Certificate
70	Harsh Hemani	MBA Core / I	Technical	Adhiveshan	K J Somaiya	Cash
71	Ayushmn Sikka	MBA Core / II	Technical	Adverb Indian Advertising League 7.0	Adverb, NMIMS Mumbai	Certificate
72	Harsh Hemani, Parth Purandare	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Anvaya 2020	IIM Banglore	Cash
73	Harsh Hemani	MBA Core / I	Technical	Artharth	IIM Udaipur	Cash
74	Harsh Hemani, Vash Gosalia	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Augustus - Best Manager	SCMHRD, Symbiosis	Cash
75	Raghav Gupta	MBA Core / II	Cultural Activities	Beat the Street	NITIE	Cash (Kind)
76	Aditya Agarwal	MBA Core / II	Technical	Biz SPark	Avenue, SJSOM	Certificate
77	Harneet Kaur, Davindar Pal Singh Arora	MBA Core / I	Technical	Bizooka 6.0	SIIB Pune	Certificate
78	Soumya Chakraborty	MBA Core / I	Technical	Bizzical	SPJIMR	Certificate
79	Raghav Gupta	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Brillio Case Study	SRF, NMIMS Mumbai	Cash
80	Dhananjay Mukherjee	MBA Core / I	Technical	Bring Your Own Business (BYOB)	JBIMS Mumbai	Certificate

81	Raghav Gupta	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Budget Making- Ecoweek	Ecolibria, NMIMS Mumbai	Cash
82	Rasesh Bhagat	MBA Core / II	Technical	Business Plan	Entrepreneurship & Family Business Management, NMIMS	Cash (Kind)
83	Siddharth Mishra	MBA Core / I	Technical	Business Quiz	SPJIMR	Cash
84	Jay Rana	MBA Core / I	Technical	Business Quiz at SIES Graduate School Of Technology	SIES Graduate School Of Technology	Certificate
85	Harsh Hemani	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Case Innova	K J Somaiya	Cash (Kind)
86	Shiva Sai Mylarapu	MBA HR / I	Contest - Cases/ Paper writing/ Presentations	Case Study Competition	SCMHRD Pune	Cash
87	Siddharth Gupta	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Case Study Competition	Delhi School of Economics, Commerce Deptt.	Certificate
88	Parth Hemant Purandare	MBA Core / I	Sports	Circbid	Ecolibria, NMIMS Mumbai	Cash
89	Raghav Gupta, Aditya Agarwal	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Concentric 4.0	IIPC, NMIMS Mumbai	Certificate
90	Raghav Gupta, Shubhangi Shorewala	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Consigliere, Economics Case Study Competition	Ecolibria, NMIMS Mumbai	Certificate
91	Jyoti Kasaudhan, Shalini Lodha	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Consultomania	SPJIMR	Cash
92	Sweta Durgavajjala, Bhavya Sachdeva, Rajasi Paranjape, Ayush Shukla	MBA Core / I & II	Contest - Cases/ Paper writing/ Presentations	Convisage	IIPC, NMIMS Mumbai	Cash
93	Harsh Hemani	MBA Core / I	Sports	CricBid	Ecolibria, NMIMS Mumbai	Cash (Kind)
94	Raghav Gupta	MBA Core / II	Sports	Cricket Auction	SIBM, Pune	Certificate
95	Shirish Gupta	MBA Core / I	Sports	Cricket tournament	IIT Bombay	Certificate

96	Shirish Gupta	MBA Core / I	Sports	Cricket tournament	SIBM Pune	Certificate
97	Sagar Gudi	MBA Core / II	Technical	Critique	XUB Bhubaneswar	Cash
98	Harshal Khona	MBA Core / I	Technical	Data Buzz powered by HSBC	IIT Madras	Cash
99	Pratyush Raitan	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	DCUBE	Matrix (IIM- TRICHY)	Cash
100	Harneet Kaur, Davindar Pal Singh Arora	MBA Core / I	Technical	Disruptathon	MDI Gurgaon	Certificate
101	Aditya Agarwal	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Encase	IIM Ranchi	Certificate
102	Kashish Bhavsar	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	ENVISION'19	XIMB	Certificate
103	Anshul Marwah	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	EQT - Equity Research Competition	Finesse, IMT Ghaziabad	Certificate
104	Rajasi Paranjape	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Excelsior - Consulting Event	Great Lakes Institute of Management, Chennai	Cash
105	Pratyush Raitan, Harshal Khona	MBA DSA & Core / I	Technical	Fidlatca 5.0	Analytics Club(SCMHRD)	Certificate
106	Rasesh Bhagat	MBA Core / II	Technical	Finance Mogul	Finomenon, NMIMS Mumbai	Cash (Kind)
107	Aayush Kalra	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Finertia 3.0 (National level finance case study)	IMI, New Delhi	Cash (Kind)
108	Rhea Jamuar	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Finvisor, Ojas	SPJIMR	Certificate
109	Siddharth Mishra	MBA Core / I	Technical	FLAMES Quiz	Silicon Institute of Technology, Bhubaneswar	Cash
110	Siddharth Mishra	MBA Core / I	Technical	General Quiz	SPJIMR	Cash
111	Siddharth Mishra	MBA Core / I	Technical	General Quiz	College of Engineering and Technology, Bhubaneswar	Cash

112	Raghav Gupta, Aditya Agarwal	MBA Core / II	Technical	Get Set Innovate	SJMSOM	Cash (Kind)
113	Anshul Marwah, Rajat Garg	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Hall of Fame - Strategy Event	SPJIMR	Cash
114	Harneet Kaur	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	HBR Case study	IIM Lucknow	Cash (Kind)
115	Harsh Hemani	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	HR Aakar	Hruday, NMMS Mumbai	Cash
116	Sourav Chakraborty, Shashank Saxena	MBA HR / I	Contest - Cases/ Paper writing/ Presentations	HRace' 2020	Human - I, HR cell at IIM Indore	Cash
117	Snigdha Bassi	MBA HR / I	Contest - Cases/ Paper writing/ Presentations	Ignite- HR Case Study Competition	IIM Kashipur	Certificate
118	Jay Rana	MBA Core / I	Technical	IIT Bombay (SJSOM) Quiz - Shahastrabudhhi	IIT Bombay	Cash
119	Mayank Garg	MBA Core / I	Sports	IIT Mumbai Cricket tournament	IIT Bombay	Certificate
120	Digvijaysingh Rathour	MBA Core / I	Technical	IMI Finertia 3.0	IMI, New Delhi	Cash (Kind)
121	Vinayak Mirakhur	MBA Core / I	Sports	Inter-college Chess	SIBM Pune	Certificate
122	Raghav Gupta	MBA Core / II	Sports	IPL Auction	SJMSOM	Cash (Kind)
123	Abhinav S	MBA Core / II	Technical	IRIS - Neetishastra, IIM Indore	Consulting Club, IIM Indore	Cash (Kind)
124	Mayank Garg, Mitesh Baheti	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	KJ Som case study	KJ Somaiya	Cash
125	Aditya Agarwal	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	La Finanza 2020	Alpha Investment & Research Club, FMS Delhi	Cash (Kind)
126	Kshiti Bhat, Shubhangi Shorewala	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Lakshwiz D-street	Placement Committee	Cash (Kind)
127	Pratyush Raitan	MBA DSA / I	Contest - Cases/ Paper writing/ Presentations	LAMDA (NMIMS-Hyderabad)	Iqoniq (NMIMS-Hyderabad)	Cash

128	Mohnish Gujral	MBA Core / I	Technical	LAST MAN STANDING	SIBM PUNE	Certificate
129	Aditya Agarwal	MBA Core / II	Technical	Last Marketeer Standing	NjM, NMIMS Mumbai	Certificate
130	Tarunika Khanna	MBA Core / I	Technical	MARK BUZZ	XISS Ranchi	Cash
131	Anshul Marwah	MBA Core / I	Sports	Men's Basketball Tournament	SPJIMR	Certificate
132	Raghav Gupta, Rakesh Raushan	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Merge-IT, live case study competition on M&A	E-Summit, SIBM Pune	Cash (Kind)
133	Aayush Kalra, Digvijaysingh Rathour	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Mindz - SIBM funded by MarshMcLennan Companies	SIBM Pune	Cash
134	Aagam Jain, Harsh Hemani	MBA Core / I	Technical	Moneyopoly	NEEV SCMHRD	Cash
135	Darshil Shah	MBA Core / II	Technical	Motilal Oswal QGLP Research Challenge	IIM Ahmedabad	Certificate
136	Raghav Gupta	MBA Core / II	Technical	Mulyankan	SJMSOM	Cash (Kind)
137	Varun V	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Nivea Supply Chain National StrategyCase Study Competition	Avartan, NITIE	Certificate
138	Rohan Khandelwal	MBA Core / I	Technical	Numero Uno, Vista	IIM Bangalore	Cash
139	Davinder Pal Singh Arora	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Omniscient 2019 MDI	MDI Gurgaon	Certificate
140	Parth Hemant Purandare	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Operace	SPJIMR	Cash
141	Aditya Agarwal	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Operate it out	NMIMS Navi Mumbai	Certificate
142	Aditya Agarwal	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Operationale	IMT Ghaziabad	Certificate
143	AANAN CHATTERJEE	MBA Core / I	Technical	OPFEAT 2020	Omega, The Operations Interest Group, IIM Kozhikode	Certificate
144	Harneet Kaur	MBA Core / I	Technical	Opniscient	MDI Gurgaon	Certificate

145	Raghav Gupta	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Opxellece	SIBM Pune	Certificate
146	Raghav Gupta	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Prayaas	SIBM, Pune	Certificate
147	Aayush Kalra	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Prayatna- Article and Poem writing competition	SRF, NMIMS Mumbai	Cash
148	Jay Rana	MBA Core / I	Technical	Prerna General Quiz at NITIE Mumbai	NITIE	Certificate
149	Siddharth Mishra	MBA Core / I	Technical	Quiz on the Beach - Indore City Qualifier	TAPMI, Manipal	Cash
150	Jay Rana	MBA Core / I	Technical	Rajagiri NBQ - National Business Quiz	Rajagiri School of Management, Kochi	Certificate
151	Harneet Kaur, Davindar Pal Singh Arora	MBA Core / I	Technical	Ranniti 2019	KJ Somaya	Certificate
152	Shreya Luthra	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Resolution 2019	K J SIMSR	Cash
153	Rasesh Bhagat	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Revive & Thrive	SIBM Pune	Cash (Kind)
154	Davinder Pal Singh Arora, Paras Dhama, Harneet Kaur	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Sahasik 2020	E-Cell, NMIMS, Mumbai	Cash
155	Siddharth Mishra	MBA Core / I	Technical	Sahastrabuddhi Biz Quiz	SJMSOM, IIT Bombay	Cash (Kind)
156	Alston Mendes	MBA Pharma / I	Sports	Samarthya (Football)	Student Couccil, NMIMS Mumbai	Certificate
157	Rasesh Bhagat	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Samyak, Mrudgandha	SIMSREE Mumbai	Cash (Kind)
158	Raghav Gupta	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Shikhar- Paper Presentation	N.L. Dalmia	Certificate
159	Mayank Garg	MBA Core / I	Technical	SIBM Pune	SIBM Pune	Certificate

160	Rakesh Raushan	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	Socio-entrepreneurship case study competition	E-Summit, SIBM Pune	Certificate
161	Jay Rana	MBA Core / I	Technical	SP Jain Business Quiz	SPJIMR, Mumbai	Cash
162	Mayank Garg	MBA Core / I	Sports	SP Jain Cricket Tournament	SPJIMR, Mumbai	Certificate
163	Siddharth Mishra	MBA Core / I	Technical	SP Jain Gen Quiz	SPJIMR, Mumbai	Cash (Kind)
164	Jay Rana	MBA Core / I	Technical	SP Jain General Quiz	SPJIMR, Mumbai	Cash
165	Jyoti Kasaudhan	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	SPJIMR Case Study Competition	SPJIMR, Mumbai	Cash (Kind)
166	Aditya Agarwal	MBA Core / II	Technical	Sportify	NMIMS Bangalore	Certificate
167	Rakesh Raushan	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	SynOpsis - Live case study competition on lean strategy	OpCellence, the operations club of SIBM Pune - 2019	Certificate
168	Aditya Agarwal	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	SYSTEMATIC ENTREPRENEURSHIP	IIM RANCHI	Certificate
169	Snigdha Bassi	MBA HR / I	Technical	Tatva of Conspectus, Infusion	IIM, Rohtak	Certificate
170	Navjot Singh, Davindar Pal Singh Arora, Harneet Kaur, Vash Gosalia	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Tech Forum 3.0	SummIT, NMIMS Mumbai	Cash
171	Harneet Kaur	MBA Core / I	Contest - Cases/ Paper writing/ Presentations	Techtonic Shift	SPJIMR	Certificate
172	Aishwarya Gangadharan	MBA Core / II	Contest - Cases/ Paper writing/ Presentations	60 seconds to fame, Transcend 2020	SIBM Pune	Cash
173	Aditya Agarwal	MBA Core / II	Technical	Ad-diction	IMT Ghaziabad	Certificate
174	Aditya Singh, Shubhangi Shorewala	MBA HR & Core / II	Contest - Cases/ Paper writing/ Presentations	HRectify, HR Case Study Competition	Hruday, NMMS Mumbai	Cash (Kind)
175	Siddharth Mishra	MBA Core / I	Technical	General Quiz	AIIMS Bhubaneswar	Cash

CONTESTS/CASE STUDY: NATIONAL AND INTERNATIONAL

SR.NO	Name of Student/s or Number of students	Programme/ Year	Event category	Event / Contest Participated In	Organizing Body	Award Received
1	Dharmil Joshi	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	ABFRL Madura Hackathon - Case Study Competition	Aditya Birla Fashion and Retail	Cash
2	Prakhar Gangrade	MBA Core / II	Technical	Accenture Business Innovation Challenge	Accenture	Certificate
3	Nishant Malpani	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	ACTapult 2019	ACT Fibernet	Cash (Kind)
4	Parmeet Singh	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	AGS Transact Case Study Competition	AGS Transact	Cash
5	Gurneet Kaur	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Amazon Ace	Amazon	Certificate
6	Raghav Gupta, Prakhar Gangarde, Vash Gosala, Veenisha Bhatia, Rishav Anand	MBA Core / II	Technical	Bajaj Finserv Atom	Bajaj Finserv	Cash
7	Tanmay Tiwari	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Become an Author 2.0	Dare2Compete	Certificate
8	Aarsh Sanghrajka, Preeti Shah, Yuvraj Ramgadiya, Harsh Hemani, Rhea Biswal, Sagar Bhawnani, Mihir Vasani, Rasesh Gupta, Namit Chopra, Kshiti Bhat, Shubhangi Shorewala,	MBA Core / I & II	Technical	CFA Institute Research Challenge	CFA Institute and Finomenon	Certificate

	Ashleen Kaur Tuli					
9	Siddharth Mishra, Jay Rana	MBA Core / I	Technical	CII Manufacturing Quiz	CII (Confederation of Indian Industry)	Cash
10	Gurneet Kaur	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Colgate Transcend	Colgate Palmolive India Ltd.	Certificate
11	Harshal Khona	MBA Core / I	Technical	Datalytics Hackathon	GLIM	Cash
12	Raghav Gupta	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	DCM Shriram Future On Case Study	DCM Shriram	Certificate
13	Chengalath Rohan Nair	MBA Core / I	Technical	Ecomatrix	IIT Madras	Cash (Kind)
14	Ipshita Bijlani	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	EXL Acumen	EXL	Certificate
15	Preeti Shah, Abhimanyu Kaul, Rajat Garg, Toshik Mehta, Namit Chopra, Sameer Dhuri	MBA Core / I & II	Contest -Cases/ Paper writing/ Presentations	EY Young Tax Professional of the Year	Ernst & Young GDS LLP	Cash (Kind)
16	Prakhar Gangrade, Raghav Gupta	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	EZ Guriella Marketing Competition	EZ Jobs	Cash (Kind)
17	Ankit Bansal	MBA Core / II	Technical	FLIP National Challenge Season 10	Finitatives Learning India Pvt Ltd. (FLIP)	Cash
18	Rakesh Raushan, Harshika Kher, Prakhar Gangarde, Sagar Gudi,	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Flipkart Wired 3.0	Flipkart	NA

	Rakesh Raushan					
19	Navya Banga, Arjun Gandotra, Prateek Bansal, Nimesh Agarwal	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Google Case Challenge 2019	Google	Cash (Kind)
20	Jay Rana	MBA Core / I	Technical	Hindu Business Line Cerebration Quiz	Hindu Business Line	Certificate
21	Ayushmn Sikka, Surbhi Verma, Pratyusha Peesapati	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Hindustan Unilever L.I.M.E XI	HUL AND CNBC TV18	Cash
22	Pratik Joshi, Aditya Singh	MBA HR / II	Contest -Cases/ Paper writing/ Presentations	Honeywell Case Study Competition	Honeywell	Cash (Kind)
23	Chitresh Lalwani. Mitesh Baheti	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	HUL Carpe Diem Season 5	HUL	PPI Converted by one member
24	Anumeha Sharma	MBA Core / I	Technical	India Next Campus Edition 2019	Placement Committee	Cash (Kind)
25	Prakhar Gangrade, Kishan Panigrahi, Shibu Pruseth, Nimesh Agarwal	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	ITC Interrobang Season 9	ITC	Cash
26	Ashish Maheshwari, Siddhesh Deshpande, Siddhant Ahuja	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	J&J Quest	Johnson & Johnson	Cash (Kind)
27	Srikar Ponnappalli	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	L&T OutThink	L&T	Certificate
28	Siddhesh Deshpande	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Loreal Brandstorm 2020	Loreal India	Certificate
29	Kashish Bhavsar	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Madura Hackathon – ABFRL’s Business Case Challenge	ABFRL (Aditya Birla Fashion and Retail Ltd)	Cash

30	Nikhil Madaan, Lakshya Singh Kashyap	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Mahindra Logiquest 2019	Mahindra Logistics	Cash
31	Tanisha Garg, Rakesh Raushan, Raghav Gupta, Veenisha Bhatia, Manan Arora, Ambuj Gandhi	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Mahindra War Room Season 12	Mahindra	Cash
32	Kishan Panigrahi, Shibu Pruseeth, Prashant Dalwani	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Marico Over the wall	Marico	Cash
33	Anumeha Sharma, Kosha Joshi, Ashsh Tripathi	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Meru Emerge Case Study Competition	Mount Meru Group	Certificate
34	Rakesh Raushan, Raghav Gupta	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Mind-Spark, live case study competition on strategy	E-Summit, SIBM Pune - 2019	Cash (Kind)
35	Siddharth Mishra	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Moneta	RA Podar College	Cash
36	Kshiti Bhat, Shubhangi Shorewala	MBA Core / II	Technical	Moolyankan, Equity Research Competition	Finomenon, NMIMS Mumbai	Cash
37	Reems Thomas Kottackal	MBA Core / I	Technical	NA	IDFC First Bank	Cash
38	Akash Sethia	MBA Core / I	Cultural Activities	NITIE JOSH 2020	NITIE, Mumbai	Certificate
39	Jay Rana, Siddharth ishra	MBA Core / I	Technical	NTPC Electron Quiz	NTPC - National Thermal Power Corporation	Cash (Kind)
40	Aditya Mangal, Niyati Satoskar	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	OLA CAMPUS CONNECT CHALLENGE	OLA	Certificate
41	Paras Dhama, Aditya Mangal, Nishkarsh Agarwal	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	One Plus ET Prime Intellect	OnePlus & ET Prime	Certificate
42	Nikhil Madaan	MBA Core / II	Technical	OPSpardha	Optumiz, NMIMS Mumbai	Cash

43	Akshay M, Ramnarayanan PS, Ashish Tripathi, Tushar Chaudhari	MBA Core / I & II	Contest -Cases/ Paper writing/ Presentations	Optum Stratethon	Optum Healthcare	Cash
44	Anumeha Sharma	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	OYO The Catalyst	OYO	Cash (Kind)
45	Siddharth Mishra	MBA Core / I	Technical	Pantomath - The General Quiz	Mood Indigo, IIT Bombay	Cash
46	Jay Rana	MBA Core / I	Technical	Perspective Richter - IMNU Business Quiz	IMNU, Nirma University	Cash
47	Akshay M, Ramnarayanan PS	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Philips ThinkUp Challenge	Phillips	Certificate
48	Davinder Pal Singh Arora	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Pinnacle Case Competition by HBR Ascend	IIM Lucknow	Cash (Kind)
49	Anumeha Sharma, Prakhar Gangrade, Tushar Chaudari, Tarunika Khanna	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Piramal Tangram	Piramal	Certificate
50	Siddharth Mishra	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Pratiti	IMNU, Nirma University	Cash
51	Raghav Jain, Sahil Jain, Prateek Bansal	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	RB Global Challenge 2019	Reckitt Beckinser	Certificate
52	Soumya Chakraborty, Digvijaysingh Rathour, Tanisha Garg, Aayush Kalra, Pruthviraj Dhingai, Rajat Garg, Ameeret Joshi, Priyanka Joshi	MBA Core / I & II	Contest -Cases/ Paper writing/ Presentations	Reliance TUP 5.0	Reliance Industries Limited	Cash
53	Snigdha Bassi	MBA HR / I	Contest -Cases/ Paper writing/ Presentations	Samiksha- National Level Live HR Case Study Competition	Goa Institute of Management	Cash

54	Jay Rana, Mukund Srinivasan, Siddharth Mishra	MBA Core / I	Technical	SBI Numero YONO Quiz	State Bank of India	Cash
55	Siddharth Mishra	MBA Core / I	Technical	SciBizTech Quiz	AllIMS Bhubaneswar	Cash
56	Siddharth Mishra	MBA Core / I	Technical	SciTech Quiz	Mood Indigo, IIT Bombay	Cash
57	Soumya Chakraborty	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Signify Luminaire	Philips Signify	Certificate
58	Mansi Parikh, Kishan Gohel, Nikhil Madaan, Parmeet Singh, Veenisha Bhatia, Shrey Mahant, Shrey Mahant	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Swiggy Surge Business Case Challenge	Swiggy	Cash
59	Nikhil Madaan	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Take-off, Udaan's First Ever Business Case Challenge	Udaan	Certificate
60	Jay Rana	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	TAPMI QOTB National Final (Business Quiz)	TAPMI	Cash
61	Rhea Biswal, Tushar Chaudhari, Ashish Tripathi	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Tata Steel-A-Thon	Tata Steel	Cash
62	Saumya Chandra Mishra	MBA Core / II	Technical	The Pitch	Cisco Webex Teams	Cash
63	Harshal Khona	MBA Core / I	Technical	The Ultimate Sommelier - Analytics Competition	SIOM Nashik	Cash
64	Rishav Anand, Rasesh Bhagat, Vash Gosalia, Kishan Panigrahi, Shibu Prisetth	MBA Core / I & II	Contest -Cases/ Paper writing/ Presentations	TITAN Elevate 6.0	Titan	Certificate
65	Vash Gosalia	MBA Core / I	Technical	Transcend - Best Manager	SIBM, Pune	Cash
66	Mukund Srinivasan	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Uber Transit Challenge	Uber	Cash

67	Kopal Jain	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Ultratech All India Competition	Ultratech	Cash (Kind)
68	Prakhar Gangrade	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	V Guard BPlan Contest	V Guard	Certificate
69	Aditya Agarwal, Manan Arora, Tushar Chaudhari, Kishan Panigrahi, Shibu Pruseth	MBA Core / I & II	Contest -Cases/ Paper writing/ Presentations	Xiaomi Summit	Xiaomi India	Certificate
70	Gaurav Patharkar, Veenisha Bhatia	MBA Core & HR / I	Contest -Cases/ Paper writing/ Presentations	Vodafone Vantage 2019	Vodafone Shared Services	Certificate
71	Aditya Singh, Pratik Joshi	MBA HR / II	Contest -Cases/ Paper writing/ Presentations	Wipro Case study competition (The Culture Conundrum)	Wipro	Cash (Kind)
72	Prakhar Gangrade	MBA Core / I	Contest -Cases/ Paper writing/ Presentations	Shell Energy Day Case Challenge	Shell	Certificate
73	Namit Khanna, Raghav Jain, Gurneet Kaur, Dhruv Ramani, Sahil Jain, Rishabh Gupta, Kishan Panigrahi, Shibu Pruseth, Aysuhmn Sikka	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Asian Paints Canvas 2019	Asian Paints	Cash
74	Anadi Charan Mudali, Nikhil Madaan, Harsh Hemani, Jino John, Shobhit Todi, Nikhil Madaan	MBA Core / I & II	Contest -Cases/ Paper writing/ Presentations	Asian Paints Chain Reaction	Asian Paints	Cash
75	Soumya Shukla	MBA Pharma / I	Technical	Scholarship exam	Bayer	Cash
76	Aayush Kalra	MBA Core / I	Technical	Elocution Competition	Central Bank of India	Certificate
77	Ashita Birawat	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	Future On DCM Shriram 2019-20	DCM Shriram	Cash

78	Ashleen Kaur Tuli	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	HSBC-IB League	HSBC	Certificate
79	Nishtha Gupta	MBA Core / II	Contest -Cases/ Paper writing/ Presentations	ICICI - Beat The Curve	ICICI BANK	Cash

CULTURAL ACTIVITIES

Name	Year	Event Category	Contest Participated	Organizing Body	Scale of the competition	Award Received
Nisanth Suresh	I	Quiz	Marvel Quiz	Mantavya	Intra college	Winner
Shruti Potdar	I	Quiz	Marvel Quiz	Mantavya	Intra college	1 st Runner Up
Saurabh Dewangan	I	Quiz	Marvel Quiz	Mantavya	Intra college	2 nd Runner Up
Bianca	II	Manthan	Lit Af!	Mantavya	Intra College	Winner
Rashmi	II	Manthan	Lit Af!	Mantavya	Intra College	Winner
Shivani Deo	I	Manthan	Lit Af!	Mantavya	Intra College	Runner Up
Shruti Potdar	I	Manthan	Lit Af!	Mantavya	Intra College	Runner Up
Daksh Sahay	I	Manthan	Mela Quiz	Mantavya	Intra College	Winner
Akshat Vijay	I	Manthan	Mela Quiz	Mantavya	Intra College	Winner
Dakor Gupta	I	Manthan	Mela Quiz	Mantavya	Intra College	Runner Up
Sabitra Rudra	I	Manthan	Mela Quiz	Mantavya	Intra College	Runner Up
Shivani Deo	I	Misc	Whodunnit	Mantavya	Intra College	Winner
Shruti Potdar	I	Misc	Whodunnit	Mantavya	Intra College	Winner
Sidharth Prasad	I	Misc	Whodunnit	Mantavya	Intra College	Runner Up
Sachin Ravi	I	Misc	Whodunnit	Mantavya	Intra College	Runner Up
Dhruv Panicker	II	Euphoria	Lit Af!	Mantavya	Intra College	Winner
Sagar Gudi	II	Euphoria	Lit Af!	Mantavya	Intra College	Winner
Shivani Deo	I	Euphoria	Lit Af!	Mantavya	Intra College	Runner Up
Shruti Potdar	I	Euphoria	Lit Af!	Mantavya	Intra College	Runner Up
B Paramesh	I	Euphoria	Melange	Mantavya	Intra College	Winner
Sachin Ravi	I	Euphoria	Melange	Mantavya	Intra College	Winner
Shivani Deo	I	Euphoria	Melange	Mantavya	Intra College	Runner Up

Shruti Potdar	I	Euphoria	Melange	Mantavya	Intra College	Runner Up	
Diksha Shrivastava (IIM Indore)	NA	Article Writing	Catena March edition	Aurea 2020	Optumiz	Inter-college	Winner
Operocrats (SIMSR)	NA	Article Writing	Catena March edition	Aurea 2020	Optumiz	Inter-college	Runner up
Team Vulcan (IIM Raipur)		Article Writing	Catena March edition	Aurea 2020	Optumiz	Inter-college	Runner up
Sindhu Araga	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Winners
Rishika Reddy	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Winners
Utkarsh Shukla	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Winners
ANADI MUDALI	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Runner Up
Aakash Sanghai	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Runner Up
Priyanshi Agrawal	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Runner Up
Jay Rana	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Runner Up
Saurav Mansingka	I	Case study comp	Chocolate Factory		Optumiz	Intra-college	Runner Up
RAAKESH THAKKAR	II	Case study comp	Opera		Optumiz	Inter-college	Winner
SHOBHIT TODI	II	Case study comp	Opera		Optumiz	Inter-college	Winner
VATSAL SHAH	II	Case study comp	Opera		Optumiz	Inter-college	Winner
GOWTHAM POGALA (SJSOM)	NA	Case study comp	Opera		Optumiz	Inter-college	Runner Up
JAYASANKAR S (SJSOM)	NA	Case study comp	Opera		Optumiz	Inter-college	Runner Up
RACHIT AGRAWAL (SJSOM)	NA	Case study comp	Opera		Optumiz	Inter-college	Runner Up
KUMAR N.R	II	Case study comp	Opera		Optumiz	Inter-college	Runner Up
RAJAT KEDIA	II	Case study comp	Opera		Optumiz	Inter-college	Runner Up
KUMAR SHUBHAM	II	Case study comp	Opera		Optumiz	Inter-college	Runner Up
NIKHIL MADAAN	II	Case study comp	Opera		Optumiz	Inter-college	Runner Up

Pranav Goyal	II	Article Writing	Catena Aurea September 2019 edition	Optumiz	Inter-college	Winner
Ajith Kumar	II	Article Writing	Catena Aurea September 2019 edition	Optumiz	Inter-college	Runner up
Kshitij Sharma (IIM Bodh Gaya)	NA	Article Writing	Catena Aurea September 2019 edition	Optumiz	Inter-college	Runner up
Swapnil Tasgaonkar	I	Simulation Game	StratoWar Paragana'19	Optumiz	Intra-college	Winner
Shivam Mishra	I	Simulation Game	StratoWar Paragana'19	Optumiz	Intra-college	Winner
Vibhav Saraf	I	Simulation Game	StratoWar Paragana'19	Optumiz	Intra-college	Winner
Siddhesh Deshpande	I	Simulation Game	StratoWar Paragana'19	Optumiz	Intra-college	Runner Up
Jivesh Kaul	I	Simulation Game	StratoWar Paragana'19	Optumiz	Intra-college	Runner Up
Karan Paul Garg	I	Simulation Game	StratoWar Paragana'19	Optumiz	Intra-college	Runner Up
Devansh Joshi	I	Cultural	Solo singing - Aaghaz	Nepathya	Intra College	Winner
Gauri Patil		Cultural	Beg Borrow Steal	Nepathya	Intra College	Winner
Kevin Trivedi		Cultural	Beg Borrow Steal	Nepathya	Intra College	Winner
Mansi Kapoor		Cultural	Beg Borrow Steal	Nepathya	Intra College	Winner
Mohammed Shadab Qureshi	I	Cultural	Solo Singing - Euphoria	Nepathya	Intercollege	Winner
Mohammed Shadab Qureshi	I	Cultural	Solo singing - Aaghaz	Nepathya	Intra College	Runner Up
Mohnish Gujral	I	Cultural	Mr NMIMS at Aaghaz	Nepathya	Intra College	Winner
Nikita Parmar	I	Cultural	Solo Singing - Euphoria	Nepathya	Intercollege	Runner Up
Saaniya Aurangabadkar	I	Cultural	Solo Dancing - Aaghaz	Nepathya	Intra College	Winner
Shubham Bhoir		Cultural	Beg Borrow Steal	Nepathya	Intra College	Winner
Tanya Sharma	I	Cultural	Miss NMIMS - Aaghaz	Nepathya	Intra College	Winner
Team - 7 Deadly Sins		Cultural	Fashion - Euphoria	Nepathya	Intercollege	Runner Up

Team – Footloose		Cultural	Dance – Euphoria	Nepathya	Intercollege	Winner
Team – Hellfire		Cultural	Fashion – Euphoria	Nepathya	Intercollege	Winner
Team – Moksh		Cultural	Dance – Euphoria	Nepathya	Intercollege	Runner Up
Team – Samose		Short Movie Making	Shortcut – Paragana	Nepathya	Intra College	Runner Up
Team -Final cut		Short Movie Making	Shortcut - Paragana	Nepathya	Intra College	Winner
Upasna Agrawal	I	Cultural	Solo Dancing - Aaghaz	Nepathya	Intra College	Runner Up
Mohit Chaubey	Article Writing		EcoShastra 2019	Ecolibria	National	Winner
Shobhit Raj Singh Deori	Article Writing		EcoShastra 2019	Ecolibria	National	Winner
Naman Agarwal	Article Writing		EcoShastra 2019	Ecolibria	National	Runner Up
Preksha Jain	Article Writing		EcoShastra 2019	Ecolibria	National	Runner Up
Pulkit Agrawal	Cultural		Bizcraft (Parichay)	Ecolibria	National	Winner
Chirag Narula	Cultural		Bizcraft (Parichay)	Ecolibria	National	Winner
Justin George	Cultural		Bizcraft (Parichay)	Ecolibria	National	Runner Up
Aanan Chatterjee	Cultural		Bizcraft (Parichay)	Ecolibria	National	Runner Up
Jenny Griglani	Cultural		Paragana (Consilierge)	Ecolibria	National	Winner
Tanmay Sharma	Cultural		Paragana (Consilierge)	Ecolibria	National	Winner
Vankush Lall	Cultural		Paragana (Consilierge)	Ecolibria	National	Runner Up
Manu Bansal	Cultural		Paragana (Consilierge)	Ecolibria	National	Runner Up
Aashmeen Kaur Budhiraja	Cultural		Paragana (Consilierge)	Ecolibria	National	Runner Up
Raghav Gupta	Case study/Presentation		Corporate Chanakya (Ecoweek)	Ecolibria	National	Winner
Paavan Maniar	Case study/Presentation		Corporate Chanakya (Ecoweek)	Ecolibria	National	Winner
Ralshton Castelino	Case study/Presentation		Corporate Chanakya (Ecoweek)	Ecolibria	National	Runner Up
Rohit Lala	Case study/Presentation		Corporate Chanakya (Ecoweek)	Ecolibria	National	Runner Up
Amit Gupta	Gaming/Bidding		Corporate Chanakya (Ecoweek)	Ecolibria	National	Runner Up

Parth Purandar	Gaming/Bidding	CricBid Ecoweek)	(Ecolibria	National	Winner
Pandya Dhrumilkumar	Gaming/Bidding	CricBid Ecoweek)	(Ecolibria	National	Winner
Harsh Hemani	Gaming/Bidding	CricBid Ecoweek)	(Ecolibria	National	Winner
Ralshton Castelino	Gaming/Bidding	CricBid Ecoweek)	(Ecolibria	National	Runner Up
Rohit Lala	Gaming/Bidding	CricBid Ecoweek)	(Ecolibria	National	Runner Up
Amit Gupta	Gaming/Bidding	CricBid Ecoweek)	(Ecolibria	National	Runner Up
Mohnish Gujral	Article Writing	EcoShastra 2020		Ecolibria	National	Winner
Jenny Griglani	Article Writing	EcoShastra 2020		Ecolibria	National	Runner Up

CORPORATE PROJECTS

S.No.	Company	Domain	Organising Body
1	DBS India	Marketing	IIPC
2	Chemours	HR & Marketing	IIPC
3	Codalyze	HR & Marketing	IIPC
4	AeroCare	Marketing	IIPC
5	Karpasa Casa	Marketing	IIPC
6	Adani Electricity	Finance	IIPC
7	Motilal Oswal	Finance	IIPC
8	Shemaroo	Marketing	IIPC
9	Zoomcar	Marketing	IIPC
10	2 Down Beer Co.	Marketing	IIPC
11	Haiku Hospitality	Marketing	IIPC
12	Abbott	Operations	IIPC
13	Promore360	GM	IIPC
14	EventBeep	HR, GM & Marketing	IIPC
15	HDFC	Finance	IIPC
16	Mandalas Impresa	GM, Finance and Marketing	IIPC
17	Skynet Secure Solutions	Marketing	IIPC
18	Suvidha Lifespaces	Marketing	IIPC
19	Atal Incubation Centre - NMIMS	Marketing	IIPC
20	upGrad	HR	IIPC
21	Arque Tech	Marketing	IIPC
22	Vijeta Placements	HR	IIPC
23	Stanton Chase	HR	IIPC
24	Bharti Axa	HR	IIPC
25	Employed Humans	HR & Marketing	IIPC
26	LivingStone Stays	GM	IIPC
27	Edu4Sure	HR & Marketing	IIPC
28	AKT Associates	Marketing	IIPC
29	Oni Cares	Marketing	IIPC
30	Awign (Netmeds)	Marketing	IIPC
31	Mahindra	HR	IIPC
32	Gifts On Air	GM	IIPC
33	CogMat	Marketing	IIPC
34	Trisect Institute	Marketing	IIPC
35	Edelweiss Tokio Life	Marketing	IIPC
36	Reliance Retail Limited	Marketing	IIPC
37	CreLytics	GM & Marketing	IIPC
38	PMV Electric	Marketing	IIPC
39	Ruloans	Marketing	IIPC
40	Sail Analytics	Marketing	IIPC

41	Pristine info solution	HR	IIPC
42	Birla Carbon	HR	IIPC
43	Caddstock	Marketing	IIPC
44	Pyramid	HR	IIPC
45	Youp	Marketing	IIPC
46	CATKing	Marketing	IIPC
47	Tavaga	GM	IIPC
48	Kenmark	Marketing	IIPC
49	TagMango	Marketing	IIPC
50	Automotive Robotics India Pvt. Lt.d	Marketing	IIPC
51	Dream Beans	Marketing	IIPC
52	Equity Research Academic Project	Finance	IIPC
53	Happy Loans	Marketing	IIPC
54	Pidilite Subsidiary	HR	IIPC
55	Sugee	HR	IIPC
56	1MG	Marketing	IIPC
57	Expertrons	Marketing	IIPC
58	HeadStraight	Marketing	IIPC
59	The Right Science Solutions	Marketing	IIPC
60	Amvien Consulting	Marketing	IIPC
61	Alcove	Consulting	IIPC
62	Dasra	HR	IIPC
63	Peacock Solar	HR & Marketing	IIPC
64	L&T	HR	IIPC
65	Privi Organics	HR	IIPC
66	Franbiz Corp	HR	IIPC
67	Lanista Educational Service	HR	IIPC
68	Cheri Angel Consulting	HR	IIPC
69	Automotive Robotics India Pvt Ltd	Marketing	IIPC
70	Bayside Media PVT LTD	Marketing	IIPC
71	M Realty	GM	IIPC
72	Professors - Sachin Mathur and Samveg Patel	Finance	IIPC
73	Intercell Technologies PVT LTD	GM	IIPC
74	Mazars Consulting	Finance	IIPC
75	Dessence consulting	Marketing	IIPC
76	Rent-O-roof	Marketing	IIPC
77	Smarttree	Marketing	IIPC
78	Decimal Finance	Finance	IIPC
79	Incubation Congress	GM	IIPC
80	Fellafeeds	Marketing	IIPC
81	Kaizen Academy	Marketing	IIPC
82	K2 Engineers	Marketing	IIPC
83	The tarzan way	GM	IIPC
84	Saizen Global Insights and Consulting	Marketing	IIPC

85	Tata cliq	Marketing	IIPC
86	Headstrait	Finance	IIPC
87	Swot & Pestle	GM	IIPC
88	Neukelp Innovation Technology	Marketing	IIPC
89	Special Situation Advisors(SSA)	GM	IIPC
90	Robofun Lab	Marketing	IIPC
91	Goodlife consumer	Marketing	IIPC
92	The Himalaya Drug Company	Marketing	IIPC
93	Startup Talky	GM	IIPC
94	Jeep Kart	Marketing	IIPC
95	Raga enterprise	GM	IIPC
96	Gempro	Marketing	IIPC
97	Pristine Infosolutions PVT LTD	GM	IIPC
98	Fingpay	GM	IIPC
99	Flo Sleep Solutions	Operations	IIPC
100	MyStartup TV	GM	IIPC
101	Credence capital	Marketing	IIPC
102	Diageo	GM	IIPC
103	The Money Roller Team	Finance	IIPC
104	Fermenta Biotech Limited	GM	IIPC
105	Golden Unicorns Group	Finance	IIPC
106	TechnipFMC	GM	IIPC
107	Rheobot	Marketing	IIPC
108	Conscript HR Advisors	Marketing	IIPC
109	ChamCare	Marketing	IIPC
110	Auris Sounds	GM	IIPC
111	Humanity Welfare Council	Marketing	IIPC
112	WebiRoid	Marketing	IIPC
113	Topnotch Placements	Marketing	IIPC
114	Franchise Alpha	Marketing	IIPC
115	Olcademy	HR	IIPC
116	Tech Mahindra	Finance	IIPC
117	IRA Investments	GM	IIPC
118	Klassrom Edutech	GM	IIPC
119	Patnam Farm	GM	IIPC
120	EHS Print	Marketing	IIPC
121	Detatech Computer Services	GM	IIPC
122	Travart	GM	IIPC
123	EduGroomers	Marketing	IIPC
124	Raletta Technology	Marketing	IIPC
125	IIFL Finance	HR	IIPC
126	See & Recruit	HR	IIPC
127	Urban Dart	GM	IIPC
128	Bosch	Marketing	IIPC

129	MBA Trek	Marketing	IIPC
130	S Y Lodha and Associates	HR	IIPC
131	Blessings	Marketing	IIPC
132	Lodha Skill Academy	Marketing	IIPC
133	Future Group	Marketing	IIPC
134	Zinedu	Marketing	IIPC
135	Daffodils Gifts	Marketing	IIPC
136	AnExtraRep	Marketing	IIPC
137	Thru-put Management Systems	Marketing	IIPC
138	The House of Artisans	Marketing	IIPC
139	Mahindra & Mahindra	HR	IIPC
140	Pera Diagnostics	GM	IIPC
141	Future Generalli	GM	IIPC
142	Zee Entertainment Enterprises Limited	HR	IIPC
143	Live Bindas	Marketing	IIPC
144	GateFlix	Marketing	IIPC
145	VANS Skilling & Advisory	Marketing	IIPC
146	Kaizen	Finance	IIPC
147	TSOT HUB (The School Of Thought)	Marketing	IIPC
148	Kaasid	Marketing	IIPC
149	Adiuvo Diagnostics	Marketing	IIPC
150	WoBaCo	Marketing	IIPC
151	IndiaBizforsale	Marketing	IIPC
152	The Social Mango	Marketing	IIPC
153	BDO India	HR	IIPC
154	Radio Mirchi	Marketing	IIPC
155	CashCow Consulting	Finance	IIPC
156	Nutridale	Marketing	IIPC
157	Perfetti Van Melle	HR	IIPC
158	Re-link	HR	IIPC
159	Raletta Jobs	Marketing	IIPC
160	Terracotta Learnings	Marketing	IIPC
161	Mocemsa Care	Marketing	IIPC
162	Confidential project	Finance	IIPC
163	Wildcraft	Marketing	IIPC

CORE CELLS

SOCIAL RESPONSIBILITY FORUM

Established in 2003, The Social Responsibility Forum (SRF) is the student body of NMIMS that strives to promote social sensitivity amongst MBA students by executing various short-term and long-term civic engagement activities. SRF is one of the core cells of NMIMS that understands the responsibility of an educational organization towards promoting social well-being by undertaking various programs wherein our students engage in various social initiatives. We have employed social responsibility as an integral part of our functioning.

Social Responsibility Forum kick-started the academic year 2019 with its first event – **SPLASH**, on 30th July, 2019. A book painting competition, the event quite literally proved to be full of colours with registrations from over 80 teams. Amidst the hustle of deadlines and hectic schedules, Splash provided the students with an opportunity to unleash their creative potential. The turnout was immensely overwhelming and encouraged the arrangement of on-the-spot registrations. Students of both first and second year were seen participating in teams of two and the event was conducted on the 6th floor lounge (west wing) from 5:30 pm to 8:30 pm. With paintbrushes and palettes provided by Faber Castell India, the event appeared to be an equivalent of a trip down the memory lane as everyone put their thoughts into strokes on their canvas. Over the years, we have seen our world change in ways more than one. Participants were given the autonomy to portray just that and reflect on the theme ‘World now v/s World 2050’ through their artwork. The participants gave their best shot and competed for the winning title, and well, cash prizes worth ₹10,000!

Another big event of the year was the **NGO Mela** which was organized by SRF on 7th August, 2019. The NGO Mela provided students a wide range of shopping options from a wide range of products offered by 18 NGOs working towards a diverse set of social causes. The college was lit up with joy and vibrancy, attributable solely to the NGOs involved in the Mela. Multiple stalls were set up in the two lounges on the fifth floor. The event witnessed active participation from NGOs like CRY, Aftertaste, Lyngum, Advitya Touching Lives, Manisha, Lakshya Art among others. There was something to offer for everyone: dainty jewellery, handmade artefacts, block-printed kurtas and stylish cotton bags, decorative key chains, wallets, notebooks and dreamcatchers that enticed the students. There was a competitive element attached to the event, wherein the students had registered in teams of two for selling the bags containing a large variety of products from the NGOs. They were judged on the basis of the amount for which they could sell the products over and above the marked price in as less time as possible.

SRF celebrates the ‘**Joy of Giving**’ week every year and this year it was held between 29th September and 5th October. It aims at spreading joy and happiness among those who need help and support, and for each of us to experience the joy in giving. The week encompassed the below activities:

- **Goonj**, an initiative driven by the Social Responsibility Forum of NMIMS, aimed at facilitating the collection of donations and its delivery to the underprivileged. This

particular year, it was organized over a period of 3 days (October 3rd-5th). Donation boxes were placed on the 5th, 6th and 7th floors of the building for the entire period. SRF worked in tandem with the NGO Rajani foundation to facilitate the efficient distribution of the collected items.

- SRF annually hosts a **blood donation drive** as part of Joy of Giving Week, and this year it was held on 1st October 2019. The initiative aims at spreading awareness about the cause, busting commonly believed myths and encouraging individuals to give someone another chance at life. This year, the total donation from students, faculty members, admin and support staff amounted to 257 pints of blood, which has the potential to save over 600 lives.
- The **Old Age home** visit is a key part of the Joy of Giving week organized by SRF, and the idea of the visit is to also offer students an invaluable learning experience in addition to bringing about a cheerful day in the lives of the elderly. This year, the SRF team visited Little Sisters of the Poor- Home for the Aged, Andheri East on 30th of September. Along with the volunteers of SRF, an additional group of 24 volunteers also received an opportunity to be a part of the visit, the duration of which was around 3 hours.
- SRF organized the **animal shelter** visit on the 4th of October. The animal shelters visited by SRF and non-SRF members were World for All (WFA) and Youth Organization in Defense of Animals (YODA). The total number of animals in WFA and YODA were 57 and 60 respectively.
- SRF also conducted an **organ donation drive**, in association with the Rotary Club, where our volunteers created awareness amongst the students about the benefits of donating their organs, and the number of lives they can have an impact on.
- We at SRF hosted the **Food Donation Drive**, on October 5th. This drive was one of our initiatives as part of the Joy of Giving Week at NMIMS Mumbai. We collaborated with Robin Hood Army, to provide underprivileged children with a meal for the day. From the donations we received from our fellow college-mates, we were able to procure 110 food boxes containing poha, a banana, and packet of juice.

Social Responsibility Forum (SRF) in association with National Thermal Power Corporation (NTPC) conducted **Elocution 5.0** on account of Vigilance Week 2019. Vigilance Awareness week is observed every year in the last week of October, and is inspired by the outstanding achievements of Sardar Vallabhbhai Patel, who was a great political and social leader. He played a major role in the country's struggle for Independence and is known as the "Iron Man of India".

The theme in 2019 - "Integrity - A Way of Life"

The event was promoted through mails and social media, encouraging students to take the integrity pledge commissioned by Central Vigilance Commission for the Vigilance Awareness Week observed from 28th October to 2nd November, 2019. This year, around 400 students had taken the integrity pledge to uphold the highest standards of honesty and integrity.

This festive season, SRF was proud to present the students of NMIMS with a unique platform to do so through the **Secret Santa 2019**. The students truly spread the cheer and joy of Christmas by fulfilling the wishes of 300 kids under the protective wing of an NGO named Ashadeep Association. Although the children's ages varied from 4-year olds in play school to students in

7th-9th grades, yet the wide smile on their faces after receiving their gifts remained constant. The participation from the batch was truly heart-warming. So amazing was the response that a whopping 150 wishes were adopted by the batch in a mere 30 minutes, and an additional 150 wishes were adopted owing to the enthusiastic support.

On 19th January, 2020, 350+ participants of the **SRF Marathon** fought a battle of sheer will, to shed light on “Mental Health”, because **#MentalHealthMatters**, that motivated them to reach the venue at 6am on a cold winter’s morning. The 7 Km route began at Dena Bank, Vile Parle and ended at NM stationery via Juhu Beach, with the base at JRM Grounds. We witnessed participants from within and outside NMIMS enthusiastically register for the event.

NGO Sports Day was organized for various NGOs on February 22, 2020. The event witnessed participation from 65 children belonging to 4 NGOs – We4U, Spark A Change, VYF and Angel Xpress. Several sport events like cricket, football, dog and the bone, 50 m dash, relay, lemon and spoon, tennis ball throw were organized for the children.

SVKM’s Narsee Monjee Institute of Management Studies, Mumbai organised their first edition of **Social Conclave, Ek Prayaas**, on 1st March 2020. The event was graced by Shri Popatrao Pawar and Shrimati Rahibai Popere – 2020 Padma Shri Awardees in Social Cause. The event started with an introduction to ‘Ek Prayaas’ and the initiatives taken by Shri Amrishbhai Patel, President and Trustee of SVKM followed by a speech by Dr. Ramesh Bhat, Dean SBM NMIMS, Mumbai on the University’s We Care initiatives. This was followed by a panel discussion with the honorary guests, moderated by Dr. Madhavi Gokhale.

We Care: Civic Engagement Internship

NMIMS believes in imbibing the values of social sensitivity among its students. We Care: Civic Engagement Internship was initiated in the year 2010 for the same. In the academic year 2019-20, 677 students were placed in 288 organizations across twenty-four states, two union territories and one of the students was also placed in Kathmandu (Nepal). The 288 organizations included 269 non-governmental organizations (NGOs) and social enterprises, 10 public sector and 9 private sector organizations. Students were allocated internship projects in various social spheres like advocacy and empowerment, child welfare, community development, corporate social responsibility (CSR), differently abled, environment and animal welfare, livelihood support and skill development, business development of NGO/social enterprise, financial management and resource mobilization, health and women empowerment. In order to improve the program structure for the upcoming years, the We Care Team sought feedback from students and internship organizations. Out of the organizations that provided feedback, 70 percent rated their students’ conduct as excellent and 23 percent rated it as good. On the other hand, out of the students who gave their feedback, 44 percent rated their organizations as excellent and 37 percent rated it as good. To provide an opportunity to the students to showcase their learning and contribution during their internship, Poster Presentation was organized on March 7th, 2020 at B. J. Hall in Vile Parle, Mumbai. The event was inaugurated by Mr. Neeraj Lal, VP & Head - Operations and Technology Risk Management, Axis Bank; Mr. Kapil Bhagat, GM & Regional Head,

Magic Bricks and Mr. Prashant Sukhwani, Head, Brand & Communication, Burger King Corporation. The competition was evaluated by 54 distinguished judges from the industry, academia, government organizations and social sector. Based on the judge's evaluation, the top 21 teams were felicitated with cash prizes worth INR 2.10 lakh.

Sadbhavna is the flagship event conducted by the Social Responsibility Forum, SBM, NMIMS. This social festival takes place in March every year and features a number of events each with multiple rounds that are conducted over the course of two weeks. The final rounds of all the events happen in a span of around 5 days and are characterized by enthusiastic participation and frenetic activity. This year, Sadbhavna'19 featured six events- Samadhaan, Vagyuddha, We Innovate, We Care Photostory, We Care Documentary, and Anugoonj (NGO Skit and Dance). There were Cash Prizes worth more than Rs. 2.2 Lakhs.

Flagship Annual Social Festival – Sadbhavna – Details:

Sr. No.	Event Name	Description
1	Samadhaan	An innovative case study challenge for B schools across India. Samadhaan 2020 was organized in association with AquaKraft Projects Pvt Ltd. A total of 317 teams registered this year comprising of 806 individuals from 25+ colleges.
2	Vagyuddha	Vagyuddha was a social parliamentary debate which was launched across India for all B-schools. All registered teams had to write an article both for and against the motion on the topic- <i>Reconciliation with intolerance leads to constructive criticism.</i>
3	WeInnovate	We Innovate is a business plan competition inspired by We Care – Civic engagement. It provides a platform for the students to present innovative solutions to social problems across the country. The teams were being evaluated on the basis of SDGs mapped, social problem covered, innovativeness and feasibility of the project and business model.
4	WeCare Photostory	We Care Photostory is a competition where students got a platform to showcase what moved them in their We Care experience. We received entries from 60 teams belonging to different NGOs.
5	WeCare Documentary	We Care Documentary competition organized at NMIMS Campus was an avenue for students to showcase their We Care experience at their NGOs in the form of a short video.
6	Anugoonj (NGO Skit and Dance)	Anugoonj 2020 has proven to be a perfect finale to Sadbhavna 2020 with its success This year, nearly 100 students from 5 NGOs – Spark A Change, We for You, Vivekananda Youth Forum, Trishul and Angel Express participated in the dance and skit competition.

Magazine/publication:

We continued with our newsletter **Prayatna** which was initiated in 2013. It is an earnest attempt to initiate a meaningful dialogue within the community on issues that need immediate attention and keep the students, faculty and alumni updated about activities undertaken by SRF. The newsletter is also a medium to showcase the commendable work done by students during their We Care Internship. Acknowledging the criticality of various social issues in question and the consideration they warrant, we choose different themes of the newsletter for every issue. Prayatna receives contributions from management students across premier B-schools in India.

Sr. No.	Magazine Name	Issue Dates (MM/YY)	Theme/Cover Story
1	Prayatna	September 2020	Water Conservation and Management
2	Prayatna	December 2020	AIR POLLUTION : Don't let our future go up in smoke
3	Prayatna	March 2020	Women Empowerment- Hello or Hollow in the 21st century

ALUMNI RELATIONS CELL

NMIMS Business School Alumni Association was incorporated on July 13, 2011 under Section 8 of the Companies Act, 2013 as a platform for encouraging promotion of alumni related activities. It enables the alumni to extend their support for various activities related to institution building. The objective of the NMIMS Alumni Association is to promote fellowship, communication and cooperation among the alumni for promoting management education.

SBM, NMIMS hosts a plethora of activities every year. **The following highlights the total number of events held during the academic year 2019-20:**

Date	Event	No. of Registrations	No of Alumni Attended
6th April, 2019	Chennai Coffee Meet	30	20
23rd May, 2019	Dubai Ramadan Iftar Meet	20	22
30th May, 2019	New York International Meet	30	17
11th June, 2019	Orientation programme for 1st Year Students	-	-

27th July, 2019	“Decoding Summers” by Mr. Rohan Dhall and Mr. Alok Dhar	NA	NA
3rd August, 2019	Mumbai Coffee Meet	40	35
8th November, 2019	Singapore International Meet	20	20
23rd November, 2019	Dubai International Meet	30	25
30th November, 2019	Felicitation Ceremony	30	25
30th November, 2019	Grand Alumni Meet	150	120
30th November, 2019	Industry Leaders Talk - Digital transformation and changing face of Business	NA	NA
15th February, 2020	Hyderabad Coffee Meet	20	13
23rd February, 2020	Delhi High Tea Meet	20	15

Significant contribution by the Alumni Relations cell towards the Institute in various aspects:

Silver Jubilee Felicitation Ceremony and Grand Alumni Meet 2019

This year’s event was a grand success with the Silver Jubilee Felicitation Ceremony of the batches of 1994 (FTMBA) and 1996 (PTMBA) being held at the Mumbai campus of NMIMS. The Chief Guest of the ceremony was Mr. Shailesh Chaturvedi MD & CEO, Tommy Hilfiger. The felicitation programme was held at the campus itself and both first and second year students witness the extravaganza. There was a great sense of pride amongst the current lot of students to see alumni from their institute achieve tremendous corporate success. The event was also graced with the presence of Dr. Rajan Saxena Vice Chancellor, NMIMS and Dean SBM, NMIMS Dr Ramesh Bhat. The event was followed by Industry Leaders Talk on the topic - Digital transformation and changing face of Business. The esteemed panel included Mr. Shailesh Chaturvedi (MD & CEO, Tommy Hilfiger), Mr. Sachin Tipnis (Senior Executive Director, University of HK), Mr. Prasad Kapre (CEO & Director, Style Quotient Jewellery) and Mr. Sandeep Gupta (COO, ACT Fibernet). The event was moderated by Dr. Paritosh Basu C.A, Senior faculty, NMIMS, he had chaired World Blockchain Summits at Moscow, Dubai and India. We also launched our magazine DEJA VU 2019 - VENI VIDI VICI in the presence of Dean

Dr. Ramesh Bhat and Vice Chancellor Dr. Rajan Saxena. It was followed by a performance by our own band Treblemakers and some games. The rest of the evening was dedicated to interactions and networking amongst the alumni and catching up on stories about their lives and laughing over stories from their glorious MBA days.

The proceedings of the day culminated with a gala dinner at NMIMS Campus which was attended by 120+ attendees of the School of Business Management, NMIMS Mumbai and provided an excellent networking opportunity to all the alumni. The alumni were addressed by Mr. Ajit Gupte, Chairman– NMIMS Business School Alumni Association.

Aluminous e-Newsletter

The Alumni cell releases e-newsletter every month called “Aluminous”. The newsletter showcases achievements of alumni along with the activities conducted for the previous month.

Some snapshots of contents that we cover in our monthly e-newsletter are as follows:

- Interviews of Alumni
- Highlighting alumni achievements
- Events & Happening
- Forthcoming Events
- Book/Movie reviews for Alumni
- Convocation
- Round Table conference
- Orientation Ceremony & Inaugural session
- Alumni speak- article from an Alumnus

Déjà Vu Magazine

This year saw the launch of the fifth edition of Déjà Vu annual magazine on the occasion of the Grand Alumni Meet 2019. It was launched by Mr. Shailesh Chaturvedi MD & CEO, Tommy Hilfiger, NMIMS, Dr. Rajan Saxena, Vice Chancellor, NMIMS, Dr Ramesh Bhat, Dean SBM, NMIMS and Mr. Ajit Gupte, Chairman, NMIMS Alumni Association during the felicitation ceremony of the 1994 FT MBA and 1996 PT MBA at SBM, NMIMS.

Our theme this year was Ideas, as we wanted to explore how the word Ideas brings to life a world of unknowns and yet beautiful thoughts. Be it the moments that inspired alums tremendously, or perhaps the learnings they have gathered from mistakes that they made in life in general, or that little step that brought about a big change in their life. We wanted to capture the essence of what Ideas have brought about in this world.

The edition also included details of the ‘Lend a Hand’ scholarship fund, the Manish Ashar Memorial Award and the Lifetime membership for an alumnus.

Social Networking with Alumni

NMIMS Business School Alumni Association along with the support of Alumni Cell has strengthened the network with the alumni through various social networking platforms such as LinkedIn, (<http://in.linkedin.com/in/nmimsalumni>),

- Facebook
(<https://www.facebook.com/sbmnmimsalumni/>)
- Twitter
(<http://www.twitter.com/NMIMSAumniCell>)
- Instagram
(<https://www.instagram.com/sbmnmimsalumni/>)

We have dedicated accounts on all these platforms to provide necessary details of various events to our alumni.

A strong mechanism of communication has been setup with the alumni on a day to day basis, which involves informing them about job postings, regular database updation, invites to events, birthday greetings, special achievements by our alumni, responding to their queries and so on.

To ensure effective communication and interaction between the alumni of various batches, the alumni portal (sbmnmimsalumni.org) has taken a critical role. The platform is used to float job openings across sectors and companies. It is also used by alumni to interact with other alumni across batches. The Portal is regularly updated with the Alumni related ongoing activities and sends greetings on birthdays and anniversaries. The interviews of alumni and blogs written by them are also featured on the Portal.

For the academic year 2019-20, a total of 90 job openings were rolled out by 50 companies, in sectors such as IT, FMCG, BFSI, Telecom, Consulting, Automobile, e-commerce etc. and close to 500 alumni applied for the same. We had shared these openings with our alumni through various channels – portal, mail as well as social networking sites.

Mentorship Programme: “Lead the Way”

The Alumni cell under the guidance of NMIMS Business School Alumni Association conducts “Lead the Way”, a mentorship programme. It started in the year 2012 with an aim to enhance the interaction of the alumni with students. The programme is aimed for the second-year students who are fresh from their summer internships and are looking for some guidance and insights from an experienced alumnus. The mentorship benefits the students in various ways like guidance from an alumnus who has experience in the industry, discussion of career path, knowledge sharing regarding new developments in the sector. Alumni from various sectors such as FMCG, Sales, Retail, Banking, Equity Research, IT, Pharmaceuticals, Human Resource Development, and Consulting participate in this programme, bringing with them their expertise as well as a unique perspective. Individual mentoring is an integral part of this programme,

wherein our students receive individual guidance and counselling from mentors. The objective of this programme is to facilitate skill development, provide area specific knowledge and help the mentees explore and plan their career paths. The mentors are allocated to students based on the student's area of interest and the mentor's expertise, ensuring the most compatible match.

This year, we have tried to limit the number of mentees in order to improve the quality of interaction. We had 350+ students who had registered for the mentorship programme and 150+ alumni members mentored them in the academic year 2019-20.

Round Table Conference

Every year the Alumni Cell of SBM, NMIMS conducts Round Table Conferences. It is an event wherein Alumni and other speakers are invited to share their industry experience, work experience and domain knowledge with the students. A more personalized interactions be held by the alumni with the students.

Admission process

The cell involves the alumni in the admission process by having the alumni as panelists during the GD-PI process. Alumni visit the campus every year to be a part of the panel which conducts GD/PI for the incoming students of NMIMS in the month of February. Below is a list of few of the 60 alumni who attended this year –

Batch	Name	Company	Designation
1994	Kunj Bansal	Acepro (Sarathi) Advisors Pvt Lt	Partner, MD & CIO
1997	Pavan Savant	Muktangan Education	Leader - Strategy
2004	Zubin Darashaw	Axis Bank	National Head - Key Accounts, Corporate Salary
2007	Saurabh Bajaj	Nidhi Investments	Founder & CEO

Other Activities

Alumni Cell acts in liaison with the Alumni Association and the Institute. It also acts as point of contact for the Alumni and the institute for various purposes and is the feeder cell to the various other cells at the Institute. All student related activities taking place at the institute are supported by the alumni whenever required. Their participation has always been pivotal and of great value add to the students. Along with student activities, Alumni Relations Cell provides alumni data to placement committee and mines leads in companies that have not yet established a relationship with NMIMS, in order to increase our network in the industry. One such event which was conducted was during the Orientation program for the upcoming batch of 2019-21, in which we invited our recent pass outs to share their experience and talk about

the importance of taking part in various competitions which is being provided to our prestigious college by Conglomerates and companies across sectors, putting us at par with likes of colleges like IIM-A.

Lend a Hand - Scholarship Fund

The fund which aims to help meritorious students from economically weaker backgrounds to complete their education from NMIMS with the generous contributions made by alumni was started. The scholarship has provided an opportunity to the student who has the intellect but faced a challenge to put together the financial resources to back his dream. Every month the alumni association gives 20,000 to the candidate and will continue to do so for the entire course of 2 years.

We have requested our alumni to come forward and lend a hand towards this humble initiative which will allow more students' aspiration see the light of day. From 2019 batch, two students were given financial assistance, as they were unable to provide for their expenses due to difficult family circumstances. The Alumni board provided them a scholarship of Rs. 4 Lakhs to help them complete their education.

Manish Ashar Memorial Award

In the memory of Mr. Manish Ashar, an alumnus of the 1990 Full Time MBA batch, his wife Sonali Ashar decided to give back to his alma mater. Our Alumni community came together to contribute ₹3.25 lakhs to the Alumni Association. The interest generated from this fund will be used to confer the Manish Ashar Memorial award to an All-rounder Alumnus every year. This year, the award was conferred to Mrs. Vishakha Aggarwal and Mr. Kshitij Vig.

INDUSTRY INSTITUTE PARTNERSHIP CELL

Industry Institute Partnership Cell (IIPC) bridges the gap between the classroom learning and industry experience and acts as the torch bearer for NMIMS in the consulting domain. It oversees the corporate project and consulting divisions of NMIMS. IIPC started the year with an interactive session between the first and second years through Meet The iCONS, to introduce students to various major corporate competitions and the approach used by our very own students to succeed in these national level competitions. Having won various national B-school competitions, the icons imparted enlightening insights to the students.

IIPC also conducted a sector study competition which involved sector analysis by multiple teams of the Junior committee including primary analysis, current trends and future prospects. The

relevance of guesstimates for analytics is growing enormously and IIPC did its bit by organizing Cognora 1.0, a guesstimate workshop spread over two days for the students. It helped students to design framework for guesstimates to get through consulting interviews during summers.

Another major event held by IIPC was Concentric 3.0. It was a 3-day event which included workshops, speaker sessions and live case study competition. The event was focused on providing insights on consulting domain and industry stalwarts from McKinsey, Yes bank, KPMG, Ernst & Young and PWC shared their perspective about the opportunities and the challenges in consulting. They also talked about how AI is changing the consulting landscape and digitalization.

Day 3 of ConCentric 3.0 saw the final round of the Consulting Case Study Competition which was an opportunity to test the business acumen of the candidates and to choose the right strategy to solve a real business case. The team from KJ Somaiya Institute of Management Studies and Research emerged victorious.

IIPC also held White Paper Writing Competition for its bi-annual journal Mantrana on the theme “New Age Consulting: Navigating the Storm’. The theme focused on how the consulting Industry is bracing the storm of disruption, Students were invited to submit a paper on the following sub-themes - Uberization of Work Force, Talent creation for consulting, Building Trust in the Digital Age, Digital Culture: The key for Digital Inclusion and Robo-Advisory: The changing Face of Wealth Management.

Cavinkare, in association with IIPC also conducted a focused Group Discussion. The topics of discussion were: Understanding consumer opinion and consumption habits of beverages.

Industry Institute Partnership Cell (IIPC) organized its flagship consulting conclave, Management Consulting Conclave, on January 5, 2019 to help students in getting insights from industry stalwarts. This year’s theme was “New Age Consulting: navigating the storm”. This event offered an opportunity for the students to interact with the industry experts about the current industry dynamics and gain valuable insights.

IIPC also organised its annual national-level live Case Study Competition, Convisage on March 3, 2019. The competition was spread across three rounds: Case Analysis and shortlisting, final presentations, and a secret round. The winners were given a prize of 1.8 lakhs in cash and 70 thousand in kind. The event saw huge participation of enthusiastic students who competed against each other to become the ultimate winner.

In addition to this, IIPC unveiled its bi-annual magazine, Mantrana on March 13, 2019. Mantrana is an effort to capture a moment of the continuously growing and vividly expanding domain of the most sought-after word in the industry, consulting. A Use Case competition was also launched by IIPC under which use cases on "Micro-mobility" were invited from the students of leading business schools and the top two articles were featured in Mantrana Edition 2.

IIPC also rolled out around 500 corporate projects to offer a plethora of opportunities to the future managers.

Magazine/editorial

Magazine Name	Issue Dates (MMM/YY)	Theme/Cover Story
Mantrana	Jan 2019	New Age Consulting: Navigating the Storm
Mantrana	March 2019	Micromobility-Disrupting Traditional Business Models

FUNCTIONAL CELLS

HRUDAY

The year 2019-20 kicked off with the very first event, Abhinandan'19, held on 22nd June, 2019. Meant to be an ice-breaking session wherein the 1st year students of MBA HR could interact with their seniors and get some insights on how to deal with the upcoming year, the session also unveiled the hidden talents of the MBA HR group. Filled to the brim with entertainment and cartload of information, the event ended on a good note with people knowing about each other. Post this session, HRuday exclusively allowed the incoming batch to choose their own buddies from the senior batch. These buddies were their point of contact for any assistance or help that the juniors needed.

The next exciting reveal that HRuday brought into the mix was Pankh, held on 28th July, 2019. A national level summer internship project competition, Pankh enabled students to showcase their learnings from the summer internships. The juniors got an opportunity to gain knowledge about the different roles from the seniors' incredible internship journeys, full of knowledge and experience. Thus, it helped in enlightening the young nurturing managers as they got an edge over their peers by gaining these unique insights.

The avowed intent of HRuday is to make sure that these young minds of MBA HR are equipped with the additional information of the HR domain as well. To cater to this need, HRuday organized SAP Success Factors Workshop. The workshop came along with a certification too for the students. Thus, helping to expand their knowledge base and skill set.

Coming up next was Netratva, held from 8th- 12th August, 2019 as part of the intra-college business festival Parichay'19. A game of bidding, pitching and negotiation, this event truly tested a student's business acumen. Everything you needed to function in the domain of business, was tested here. It was a platform for students of NMIMS and various other B-Schools to come together and put their skills to test.

The first edition of the bi-annual magazine EnsHRine was launched on 13th August, 2019. With the theme 'Pulse', this edition delved deep into the various HR trends and practices which dawned with the new age. It also featured interviews with industry stalwarts and with the beloved alumni. It gave an opportunity to the students to equip themselves with an essence of the latest developments in the industry.

With the internship season just round the corner, HRuday began with the Batch Prep 2019-21. From organizing mock group discussions to conducting interviews with the faculties, HRuday left no stone unturned to equip students for the forthcoming internship season. This helped students to work on their hygiene questions and the feedback so provided to them. Thus, helped prepare themselves completely for their summer internship placements.

As a part of Paragana'19, HRuday organized HRectify, which is the Flagship Case Study Competition. A PAN India competition, whose final round was held on 20th October, 2019, HRectify attracts participants from across the country to put on their 'analytical skills' cap and make their way through some mind-boggling cases. The students were given some real-time case studies of different organizations and they had to come up with innovative and implementable solutions. It allowed the students to challenge their grey matter and get their creative juices flowing.

Just like we have newspapers to update us about the latest happenings around the world, HRuday started with its own HR Newsletter, called HR Compendium, the first edition of which was launched on 13th November, 2019. This was done to share some latest updates related to HR. It helped the students to dive deeper into the HR world and understand its dynamics and have all the latest news at the tip of their fingers.

Up next, was HRticle, the article writing competition, which was conducted on 28th December, 2019 to satiate the hunger of all HR Folks whose 'writing' art 'tickles' them each day. A couple of HR centric topics were provided to the participants and they were asked to pen down their thoughts on the same. These articles were subsequently evaluated and the top three were published in the EnsHRine Magazine. This helped to test the students on their HR knowledge and also help them draw perspective on various situations they could face in HR.

With Aakar, HRuday brought to life a competition which was a mix of fun and a test of skill, with time being a major constraint. With mind-boggling puzzles and fascinating treasure hunt games, the participants were kept on their toes during the entire event. The participants had to clear a series of enthralling hurdles like quizzes and treasure hunts, to give a stellar solution to a business problem. Thus, it compelled the students to bring with them their decision-making skills too, to the battleground. The Final round of Aakar, held on 23rd January 2020, put to test the participants' presence of mind, wit and teamwork.

The 2nd edition of the bi-annual magazine EnsHRine was launched on 4th March, 2020. This time, being titled as the 'Yearbook', the magazine was a storehouse of the experiences of the entire two years of the seniors, along with some great pieces of advice for the juniors for their

internships. Towards the last leg of the year, it stood as a golden opportunity for the students to take a peek into the whooping success stories of the esteemed seniors.

With the year coming to an end, HRuday offered a lighter theme by focussing more on getting the junior batch ready for their MBA journey ahead. In order to make sure that the MBA HR Batch of 2021 was geared up for their summer internships, a knowledge transfer session was organized for the juniors wherein the Alumni were called upon, along with the seniors of the HR batch, who had successfully secured the ‘best intern awards’ and the coveted pre-placement offers, to share their insights and shed some light on their internship experiences and hence coach the ambitious junior batch. The juniors could take back cartload of advice and knowledge.

SNO.	Magazine/Editorial Name	Issue Date	Theme
1	EnsHRine	13th August, 2019	Theme being ‘Pulse’, it offered insights on HR practices and interviews with industry stalwarts.
2	HR Compendium	13th November, 2019	Focused on the latest HR Trends followed across different organizations.
3	Yearbook	4th March, 2020	Contained insights from the seniors on their internship experiences. A golden opportunity for the students to take a peek into the whooping success stories of the esteemed seniors.

FINOMENON

The year that went by had many fun-filled and fin-filled activities. Activities of Finomenon which were conducted in the academic year 2019-20 are as follows:

Decoding Finance

Decoding Finance was organized on 10th July, 2019. It was a 2-day workshop conducted by Mr. Peeyush Chitlangia, Founder of Finshiksha where he talked about ‘Careers in Finance’.

Stock Market simplified

Finomenon organised a workshop for Stock market fundamentals for the junior batch. An introduction on trading was given in the workshop.

Workshops and Seminars

Throughout the year various events, seminars and workshops like FLIP National Challenge, CFA Research Challenge 2019-20, Equity Research, FinShiksha Learning Championship 2019, CFAT and Financial Modelling Workshop were conducted. All these played a major role in guiding students in taking steps towards their dream finance roles. It was really helpful for the summer and final placement of students.

B-Talks

It was an initiative exclusively for Finomenon Juniors to help them prepare for the Summer placements. There were teams of 2, and each team was allocated a company from NIFTY 100. The MD&A report was to be analysed and presented.

Samriddhi Day

Samriddhi day which was conducted on 31st July was conducted in two parts. The first was educating the participants about Financial market basics. This was followed by an online simulation game called Grow Your Money.

Bean Counter

Bean counter was organized as a part of the Intra college fest, Parichay. It had an online quiz. Followed by a 2nd round which involved activities based on gamification of risk and return concept.

Summerthan

To help with Summer placements, Finomenon created the Finance dossier which comprised of all fundamentals of finance, Summerthan articles, based on current happenings in the world, and Company information handouts with the entire batch.

Website Launch

The biggest milestone that Finomenon achieved this year was its website launch. It is a one stop hub for all Finance enthusiasts. A link to the website: <https://www.finomenonmims.com/>

Finshodhan

It was conducted exclusively for Finomenon Juniors, Finshodhan provided a great opportunity to witness a competition close to CFA-RC. It was judged by Finomenon alumns.

Moolyankan

Moolyankan is the flagship Pan-India Equity Research competition which was conducted in the month of October. In this competition one gets an opportunity to compete with the budding analysts from other B-Schools.

Winterthan

To help the final year students with their placements, Finomenon collated articles on recent world happenings. An initiative called Finsights was started on the Instagram page. A WhatsApp group was also created.

Illuminar

An Annual Business Conclave, which gives the budding business leaders a glimpse into the business scenario.

Fin-Fiesta

It was a two-day fun event where Finomenon conducted exciting games. It was a melting pot of excitement, enthusiasm, victory and smiles.

The Finance Mogul

It was an Inter B-school Finance case study competition conducted in collaboration with TresVista. It had an online quiz round followed by case study submission and final presentation.

Samriddhi

Samriddhi published SERRs on Ultratech, Kotak Mahindra Bank and Britannia. Also, SIR report on 2-wheelers was published. Samriddhi will also be releasing SIR for the aviation sector and oil industry. It also conducted an investor meet which was really insightful.

Articles, Magazine and Interview Feedback

'The Financial', the bi-annual newsletter was published in October and January. Finomenon started an initiative, monthly articles, which were sent via mail to the batch and it was based on all things Finance.

Finomenon also started a helpful initiative for the final year students in which placed students shared their interview experiences with the batch.

Corporate projects and guest sessions

Finomenon got various corporate projects exclusively for the Junior Committee Members. Guest session by Mr. Prakash Advani was organized on Key Learnings from the takeover of ABN Amro.

A guest session by Mrs. Sonia Gandhi, Director – Ethics, Education and Professional Conduct, CFA

institute, UK was also organized and gave us insights about the importance of ethics and finding the thin line between being ethical and not being ethical.

There was a lecture conducted by Mr. Jayesh Gandhi where he shared his journey as a fund manager and explained the prevailing economic scenario.

NOT JUST MARKETING

Team Not Just Marketing – the marketing committee at NMIMS, successfully conducted various events throughout the year of 2019-2020. The activities helped students explore various dimensions of marketing through a concoction of marketing competition, workshops and sessions, all of which received great feedback.

WORKSHOPS & PREP SESSIONS:

- To provide students with the first flavour of marketing, 'Marketing Professional Workshop 2.0' was conducted in association with Prof. Aughi Dalton who covered every possible concept in Kotler in his two-day workshop. His technical insights took the budding marketers by storm.
- To help students build their marketing competencies further, Digital Marketing workshop was conducted in association with Learning Catalyst.
- An alumni session was conducted by Mr. Abhishek Shenoy, Key Accounts Manager, Diversey, for first year students on how to prepare for interviews. The valuable insights on how to choose the companies, that are a right fit for oneself, were highly helpful.
- To prepare students for summer placements, SummerIce was conducted. Second year MBA students shared their summer placement experiences, providing tips and tricks to crack GDs and PIs, to help students alleviate the jitters of summers and maintain their icy cool.
- A session by Bank of India Marketing team was conducted to help students gain insights about banking in the digital world.

MARKETING COMPETITIONS:

- Pitchfork, which is the biggest marketing battle in NMIMS, was conducted exclusively for first year MBA students of NMIMS. The competition had 'Sparta' as theme and comprised of multiple rounds, each of which was designed creatively to test various dimensions of marketing and to encourage bilateral thinking. The participants left with unique memorable experiences as a take away from PitchFork. The winner of the competition is given the title of the 'Crowned Marketeer of NMIMS' for that year.

- Last Marketeer Standing (LMS), the biggest marketing competition of NMIMS, was launched and conducted successfully with over 420 registrations. The grand prize of the competition was INR 4,00,000 (Cash Prize-1.5 Lakhs). With a few rounds involving field tasks conducted off campus, LMS grilled the participant teams through multiple rounds, testing their marketing knowledge and making them apply all that Kotler taught them. The competition eliminated teams' round after round in search of that team which is able to withstand the pressure and challenges. The members of the surviving team were broken into individual participants and competed against each other to be the 'Last Marketeer Standing' tall.

PROJECTS & SEMINARS:

- Conquest: Our flagship market research initiative wherein a team works to provide insights and solutions for the research objectives given by reputed companies. This year companies like Godrej Consumer Products Limited, Raymond, Aditya Birla Fashion & Retail Limited, Zomato, Perfetti Van Melle and Tantra had offered us projects.
- Illuminar 6.0: Illuminar is the most sought-after business conclave where industry stalwarts analyse and provide their take on topics related to the theme of the event. The theme for this year's conclave was 'Game plan of the New Decade' keeping in mind the ever-changing scenario of the industry. We had two keynote speakers in form of Mr. Sanjay Behl, CEO, Raymond Lifestyle and Mr. Prakash Poddar, Director, Welspun Group. We also had panel discussion wherein the panel comprised of eminent personalities like Ms. Anvesha Poswalia, Mr. Nayan Patel, Mr. Sopan Upadhyay and Ms. Payal Shah Karwa. This was an insightful session wherein the guests zeroed in on their views about the 'New Decade' and the associated 'Game Plans'.

OTHER ACTIVITIES:

- Buzz: Two editions of our annual marketing magazine were released during the year. The essence of the markazine was to let one unfold their latent potential as they scroll through its pages laced with inspiring stories and different perspectives from the marketing world, ready to intrigue figments of one's quirky imagination. The January edition of Buzz involved an article writing competition which was hosted on Dare2Compete. It was a national level competition which received good registrations from colleges all throughout the country. We selected two of the best articles and their authors were awarded with cash prizes.

- NjM Week:** This was the concluding event of the year which was organised in the month of February. It was a five-day event with three days allocated for fun games and two days for workshops. The games included The Business Weave, The Sheldon Cooper Challenge, Ready.Set.Mould, Knotty Brands to name a few. Students enjoyed playing the games which was evident from the feedback we had received from them. A FMCG Workshop was organised on the second day of this week to apprise the first-year students of the basics of FMCG. This workshop was conducted by our President, Raghav Arora, who is PPO'ed at Dabur and our Vice President, Ridhima Bhandari, who is PPO'ed at ITC. Students, who will be interning at FMCG firms, attended the workshop and were enlightened with various lingos, concepts and frameworks used in the FMCG industry. The final day of the week was reserved for another workshop, namely, i2P, which stands for Internship to PPO. Students from the second-year batch, who are PPO'ed at prestigious firms, enriched the first-year students with tips on how to convert an internship to a PPO. Editorial work done throughout the year is:

	Event	About	Date	Venue	Participation
1	Buzz - The Markazine	Our in-house publication lets students unfold their latent potential as they scroll through its pages laced with inspiring stories and different perspectives from the marketing world. The January edition included a national level article writing competition hosted on D2C	October and January Editions	SBM, NMIMS Mumbai	110
2	Branding 360	A weekly initiative to make the students familiar with branding with the help of snippets from the business world. It helped students to understand how different brands try to carve out a place for themselves in the market	All round the year	SBM, NMIMS Mumbai	NA
3	Game of Positioning	An initiative to help students get acquainted with strategies various brands in the market adopt to position their products well in the market	All round the year	SBM, NMIMS Mumbai	NA
4	Marketing Prime Time	A series which bundled all the marketing news that happened throughout the course of a week. It was published on every Friday	All round the year	SBM, NMIMS Mumbai	NA

OPTUMIZ

The Operations and Supply Chain cell of NMIMS Mumbai, Optumiz promises a host of activities and events throughout the year exploring the various areas of operations and supply chain in the industry.

They kick-started the year 2019 with an **Operations guidance session** on the 19th of July for 1st year MBA students who were willing to explore and understand operations as a specialization. The session also helped with providing guidance to the batch for their upcoming summer internship placements. Many 2nd year MBA students who interned in the field of operations volunteered to share their experience with the junior batch and answer their queries.

To further enable students to understand business operations and logistics, they organized a guest session on the 26th of July by **Mumbai Dabbawala**, who are famously known to provide tiffin box deliveries all throughout Mumbai with a 'six sigma' efficiency rate. Mr. Subhash Talekar (President Mumbai Dabbawla Association) enlightened the students about Dabbawala's daily operational processes, their dedication towards exceptional customer service and the various best practices they follow to ensure maximum efficiency in everything they do. He also shared insights on how business has evolved over the years, the opportunities and the current challenges that the business faces. The event saw an encouraging response from students.

They then organized the **KPMG Certified Lean Six Sigma Green Belt Certification Program**, which was a 4-day workshop conducted to help students enhance their problem-solving and project management skills. Lean Six Sigma is recognized as a world-class process excellence program in more than 60% of the Fortune 500 companies. Professionals from KPMG trained the students on the concepts and applications of Lean Six Sigma and the students undertook a test which measured their ability to apply the concepts in real life scenarios. The students passed with flying colors and were awarded the KPMG Green Belt certification.

The events began with a creatively designed Game of Thrones themed strategy-game conducted in Parichay'19 - **STRATOWARS**. Students participated in teams of 2-3 for this event. The first round was a quiz, qualifying which 8 teams moved to the next round wherein a battlefield like scenario was created. Teams actively engaged in bidding for forts, cavalry, artillery and upgrades, they also formed alliances with one another in an attempt to emerge victorious in battle.

Keeping the ball rolling, the next event conducted was **Opera** in Paragana 19. This was an inter-college national level case study competition organized in association with WebExpress. The event was held in 2 phases, the first was a quiz launch on D2C, through which 8 teams were shortlisted to come to campus and present their solutions to the judges (from WebExpress). The event saw participation from students of colleges such as NITIE, SJSOM and ISB.

To wrap up 2019 with a dose of sweetness, Optumiz organized the event “Chocolate Factory” in December themed on the famous Willy Wonka and his Chocolate Factory. This was an operations-optimization strategy based virtual simulation game where teams competed with each other to emerge as the market leaders in the chocolate industry. Teams bid against each other for factory locations and negotiated with each other for raw material and delivery supplies, to finally be able to sell particular chocolates in the market and make profits.

Continuing on the theme of chocolates, Optumiz started 2020 by organizing a guest session by Mr. Kanishka Basu (Demand planning lead, Mondelez India) on “Forecasting and Demand Planning in the practicalities of the Industrial World”. This was an enriching and insightful session through which students got a chance to learn about the nitty-gritties of the Supply Chain universe and how Mondelez keeps up with the changing industrial trends.

To help the First-year students on choosing the electives for Second year, Optumiz organised an **Elective Guidance Session**. This helped students to interact with seniors and ask their doubts and clarifications regarding the different elective subjects being offered at NMIMS and how to go about the course-bidding process.

And, as the academic year came to a close, Optumiz conducted their fun-filled event ‘Back to the 90s’. The event aimed to de-stress the students from regular case studies and challenging business scenarios but rather let them enjoy and do some old school things which they miss in this hectic schedule. The games, prizes, eatables, everything was from the 90’s era which took students back to their childhood. The event was spread across 2 days, with small yet challenging games on the first day and tambola on the second. The event was part of the annual cultural fest “Euphoria” of SBM NMIMS.

Throughout the year Optumiz has striven towards educating students regarding the various areas of Operations and Supply Chain in an exciting and illuminative manner.

Magazine/editorial:

Sr. No.	Magazine Name	Issue Dates (MMM/YY)	Edition/Volume	Theme/Cover Story	Prize Money INR
1	Catena Aurea	November, 2019	1st edition	Defying Boundaries: An Unbounded Supply Chain	Winner – INR 2000 (cash + e-certificate)
2	Catena Aurea	March, 2020	2nd edition	Adaptability in New Age Operations	Winner -INR 1000(cash + e-certificate)

SUMMIT

SummIT, the Technology cell of NMIMS, has been conducting various events since the start of the academic year, giving students the exposure in various verticals. As per tradition, SummIT began the year with its flagship 12-hour 'Certified Advanced Excel Workshop' conducted by Forevision, one of the leading industry experts in academic trainings and is associated with premier institutes such as JBIMS, FMS, IIM-Indore, IIM-Kozhikode, IIM-Trichy, NMIMS, SJMSOM (IIT-Bombay) and IIFT. Backed by the newly learnt competencies the workshop received extremely positive feedback from students.

Integration of AI technology and Blockchain is becoming a trend in all fields around us and to give the students a glimpse of the advantages that this brings in any industry, SummIT organized an IBM Guest Session on AI & Block Chain by Sunil Kumar Ramakrishnan, AI &Blockchain Global leader, IBM (Chemicals and Petroleum and industry Products). The guest session enlightened the students in the field of AI & Blockchain in a complex industry and threw some light on its implications. The query session gave students further insights about AI in a diverse industry. SummIT then organized KickStart during Parichay, the intra college festival of SBM, NMIMS. The event received an overwhelming response from the first-year students. The first round consisted of an online quiz followed by 9 finalists battling it out for the coveted prize.

Just as the placement season was approaching, SummIT organised a session Inter'n'Act to guide the first-year students for summers process preparations to give them the right sense of direction for the process and the guide them with the choices they would have to make while applying for roles in companies. The session gave the first-year students a chance to interact with second year students who had interned at some of the reputed companies in varied sectors across India. The session had a great turnout as it gave students the right platform to get their queries resolved.

SummIT organized a Workshop on Tableau which was conducted in association with Datavizexpert, a premier training institute that offers courses in Tableau and Power BI for the students. SummIT also launched TechShots, a SummIT Facebook page initiative to keep the college students updated with respect to the plethora of technological innovations and inventions across the globe. It helps students to understand the advances in technology and their effects on various business paradigms.

SummIT then organized Ace the Case which is their flagship business competition, during Paragana, the intra college festival of SBM, NMIMS. It was a live case study competition where teams were required to solve a live tech-based business case where they were expected to provide feasible and innovative solutions to the real live problem experienced by the industry. The competition received an overwhelming response from both first-year and second-year students. SummIT also launched Tech Forum 3.0 which is one of its kind where teams would be required to come up with technology-oriented solutions for Smart City Case – Identify the

bottlenecks and gaps in the City (Any choice) and come up with an innovative Tech based product/service with which you can bridge those gaps and bring about the efficiencies in the city functioning.

An Article-Writing and Infographic Competition was also conducted. The theme for the competition was 'Digital Disruption'. The entries focused on the use of IoT and Blockchain in various industries. SummIT's annual magazine, Manthan was also released in the month of March. The theme being 'Technology that is laser-focused on trending businesses', it incorporated the winning entries from the Article-writing and Infographic competitions. An exhilarating, intra-college LAN gaming event, Zero Respect, which included PUBG and FIFA was conducted during Euphoria'19. The event brought out the sportsmanship spirit in all participants as they battled it out on the field. MindIT was the last event that was conducted by SummIT this consisted of 2 rounds, 1st round was a technology driven treasure hunt using a location mapping mobile app and QR sensors that were placed at each treasure points, the teams that figured out the treasure locations could earn points by scanning the QR codes placed. The second round consisted of logical puzzles and image-based questions. The Team that collected the highest number of points wins the Event. This event received an overwhelming response by the first years as well as the second years.

Events:

Sr. No.	Event Name	Event Description
1	Kickstart	Quiz and case study
2	MindIT	Treasure Hunt & Logical Quiz
3	Ace the case	Quiz and case study
4	Zero Respect	Online gaming

Magazine/editorial:

Sr. No.	Magazine Name	Theme/Cover Story	Prize Money
1	Tech Shots	Covering recent developments on technology front	-
2	Manthan	Technology that is laser-focused on trending businesses	-

INTEREST BASED CELLS

ADVERB

ADverb started the year with a fun filled weekend that had events which opened a new gateway into the world of Branding, Advertising and Social Media Marketing called Brand Week in the month of July, 2019. 'Giving life to a Brand' was one of the events which was conducted by Mr Vishal Tendulkar who is the AGM Marketing at Universal Music Group. He spoke about how effective advertising depends on understanding the consumers and their behavior, adapting to change with time and delivering your message in the most minimalistic but creative manner. The second event of Brand Week was a workshop by none other than Mad over Marketing (M.O.M) which was conducted by Mr Siddhant More, founder of M.O.M. He threw light on the current marketing trend which is Minimalism and how it is gaining importance in today's world.

ADvention was conducted in the end of July, 2019. The event featured two speakers; Mr. Rishabha Nayyar, who recently moved from Lowe Lintas where he was the Executive Director of Brand Strategy, to 82.5 Communications (Ogilvy's Creative Agency) where he plays the role of National Strategy Lead, and Mr. Ritam Bhatnagar, Founder, India Film Project. Mr Nayyar talked about the shift in the objectives of new age brand communication and stressed upon the importance of 'Reinvention' in this space. Having significant experience in this field, he had a variety of real-life examples from his work and industry which helped students understand this concept better. Mr. Bhatnagar is the Founder-Director of 'Freeway Entertainment Company', which is into Production, Marketing and Distribution of National/Regional Feature Films, Unconventional Marketing and Low-Cost Filmmaking. His story about how he founded both of these entities were enriching and inspiring for the students.

Adhyayan, which was conducted during Parichay in August revolved around the story of ADbhut, a clever detective who was looking for a key and the tagline of the event was 'The Devil is in the Details'. This event had three rounds including interesting games like a treasure hunt that tested the marketing, branding and advertising knowledge of the participants in creative ways.

Indian Advertising League 7.0 was conducted in October during Paragana. The theme was Minimalism. Here the participants had to submit a solution for the case study provided by your-space, our sponsors for the event. This was open to all colleges in the country and we had participants from various prestigious B-schools such as SP Jain, IIFT Delhi etc. The shortlisted students were called on campus to present their solutions to a mentor from your-space and our very own Marketing guru Gurpreet Ma'am.

ADwise as the name suggests was conducted in January to help the students of NMIMS achieve their dream of winning competitions. NMIMS students who won competitions like J&J, Loreal etc came to give tips on how to crack these competitions easily through the correct tools. No better way to learn than that from the experts themselves.

ADweek is a week filled with fun and interesting evenings conducted in January. Brand Housie was the first event and this was a fun twist to the regular housie that we play. This was followed by three rounds of Aarambh 2.0 which included games on brands and brand ambassadors, an event based on the concept of Game Theory and a small case study Notepad 4.0 was another event which was an article writing competition that was open to all colleges in India and we saw participation from multiple colleges.

The last but not the least, Euphoria was conducted in March. The event was named Adios. It was dedicated to making marketing and advertising even more fun than it already is along with certain twists and turns. Not only did the game test the participants knowledge but also their craziness level.

ENTREPRENEURSHIP CELL

E-Cell began the new academic session of 2019 by hosting the event '**Game of Tycoons**' in the umbrella event, Parichay'19. It included a series of fun games, held over a span of 3 days, including '**Trial by Combat**', '**The Barter**', and '**Shark Tank**'. Judged by industry professionals, the event received great appreciation. It was an event comprising Fun + Negotiation Skills + Analytical Ability + Case Study

Summers ke Keemti Gyan gave an edge to the E-Cell Juniors as they got personal mentorship from E-Cell Seniors

Our flagship event "**Pucca Buniya**" helped promote trading in terms of buying and selling goods to instill the feeling of "owning a business" among students.

E-cell's Annual B-Plan competition - **Sahasik** gave a platform to budding entrepreneur to showcase their ideas to venture capitalists and gain funding for their business plans. Students also got the chance to work with ATAL Incubation center and a chance to build a network with a lot of venture capitalists. It also hosted discussions and interactions where students and participants got a taste of the various flavors of Entrepreneurship. Students with innovative ideas were readily provided with Mentorship, guidance, and support to go ahead with implementation along with access to wide network of Venture Capitalists through our coveted association with National Entrepreneurship network and Mumbai Angels.

National level business case study challenge **Ranneeti** saw huge participation from all B-schools. Winners were given a substantial prize money compensation.

ECOLIBRIA

Ecolibria, the Economics and Strategy cell of NMIMS, had its first event, Corporate Connect 5.0 on 10th July 2019. This was a seminar which presented the opportunity for students to get insights about Asset Management and its career prospects through the esteemed speaker Mr. Aashish P Sommaiya, the Management Director & CEO of Motilal Oswal Asset Management.

As part of Parichay'19, Ecolibria hosted Bizcraft-Crazy Ideas from 8th to 12th August 2019. It had online and offline rounds which included fun and engaging games with a pinch of Economics thrown into the mix.

Ecolibria hosted a Case Solving workshop, in association with CaseSolvers, for the batch to help improve their business skills. This was held in the first week of August.

Ecolibria as part of its Sector Research activities, had its junior committee members conduct in-depth sector research and on automobile, FMCG, oil and gas, insurance, telecommunication, banking, and energy sectors. This included studying economic trends of these industries which was followed by knowledge sharing presentations and reviews.

Ecolibria published their bi-annual magazine, "Ecoshastra" September 2019 edition. The magazine provided an opportunity to students of NMIMS to showcase their skills in writing as Ecoshastra published the work of the winners of the Article writing competition hosted by Ecolibria. The theme of the competition was "India - Struggling to be a \$5 trillion economy?"

As the trimester progressed, Ecolibria conducted their much-awaited event, The Consigliere. The event began with an online quiz and was followed by a case study competition. As always, The Consigliere was a great success in the umbrella event, Paragana '19.

The second trimester was one that involved heavy preparations for placements and Ecolibria contributed their part to help the senior batch. They provided the batch of 2019 with dossiers in the areas of Economics and Strategy which proved to be highly insightful and helpful.

As the second trimester progressed, Ecolibria conducted Corporate Connect 5.0 on 16th October 2019. This session provided insights on the role of NBFCs and banks in achieving \$5 trillion economy. The seminar was conducted by Ms. Gitanjali Mirchandani, Managing Director & Head Origination at JM Financials.

Ecolibria conducted Corporate Connect 5.1 on 15th November 2019. This session provided insights and knowledge on Investment Advisory Business. The seminar was conducted by Mr. Mohit Batra, Founder & CEO, MarketsMojo.

Ecolibria organized Ecoweek 2020. A week full of events and fun activities was organized in the month of January. Teams from various B-schools participated in these events. Cricbid was one of the important events of Ecoweek this year. It was an auction-based strategy event organized to stimulate the minds of young students. This was followed by Corporate Chanakya, which had multiple rounds, tested the knowledge, skills and abilities of the teams who in the final round were required to form and present their idea of the upcoming Union Budget of India. Teams were evaluated by the expert panel of professors.

Ecolibria published their bi-annual magazine, "Ecoshastra" March 2020 edition. The theme of the competition was "Budget 2020: Will the decade's first budget make India's decade?"

MANTAVYA

Being the Literary and Quizzing Cell of NMIMS, Mantavya made sure to keep the levels of excitement up throughout the year with many activities and sessions for the students to enjoy. Additionally, it packed all the relevant weekly updates in easy to absorb bits in its Newsbytes. This proved to be an immensely useful tool for any last-minute reviews during the internship placement process.

Refreshing our childhood nostalgia, Mantavya organized an online quiz themed on the adventures of Marvel. As per protocol, the questions and answers were shared at a strategically chosen time. Mantavya also hosted Mr. Devendra Prabhudesai, Head, Corporate Relations and Research Associate at the International Institute of Sports Management and the author of the *Trail of Cricket's Holy Grail* for an Author Connect Session. In all, it was a very fun and lively session by Mr. Devendra Prabhudesai, followed by an open forum for the author to discuss about his own life and a book signing session thereafter.

The flagship event of Mantavya, BoB was organized as part of the yearly fest — PARICHAY 2019. After a bloody battle of words, the finalists were given a series of rounds including a word game and a quiz that led to unexpected clues to the final answer. Winners emerged victorious after heavy usage of the grey cells and temporal lobes.

As part of the Arcadia 2019 events, Mantavya organized Sporticus, a Sports quiz for the students. The winning team added valuable points to the cumulative division score board of Arcadia. Mantavya organized the Business of Brands quiz of NMIMS as part of PARAGANA '19, and was attended by a melange of enthusiasts, from undergraduate and graduate students. Hosted by

Quizmaster Souvik Basu, it was golden chance to showcase your extravagant awareness of the business world, and test your mettle against the brightest of minds.

Mantavya celebrated the Literary week of NMIMS - MANTHAN with two of the biggest events of the season. The MELA Quiz (Music | Entertainment | Literature | Art) was the Classic entertainment quiz, on a much larger scale. On the other hand, Lit as Fun was a smorgasbord of events designed to transport you across worlds, fictional and real, fantastical and frightening.

In organization with Nepathya, the cultural cell, Mantavya had also hosted Poetry Slam twice, where students had a chance to showcase their poetic abilities in front of an eager audience.

Another quiz event was organised by Mantavya in this quarter, Qriosity, a national level quiz on D2C. Mantavya's annual magazine, Magnum Opus was also published. Participants were invited to send in their best works and a team judged the entries and later published them on the basis of creativity, structure, grammar, length and the WOW factor.

Mantavya also organized its yearly detective problem solving event — Whodunnit on the 16th Jan 2020 for the entire batch of first and second year of the college. It took the sharpest minds, along with the bravest hearts, to solve the most mysterious cases ever discovered by anyone.

As part of Euphoria'20, Mantavya held two events in March, a general knowledge quiz called Melange and the second rendition of LIT-AF.

NEPATHYA

Nepathya, the cultural cell at NMIMS brings colors of joy and memories of happiness to a hectic life full of lectures and work. It ensures that the students display their talent amidst the entire Mba hullabaloo and gives everybody opportunities to enjoy and encourage them. Nepathya brings bliss and with panache. It believes in discovering what one is capable of doing. Up keeping the cultural hype in the campus, Nepathya conducted some of the most awaited events in the year.

With all excitement and enthusiasm, this year Nepathya initiated its fun filled activities with Acoustic night 1.0. The new students brimming with talent performed along with Treblemakers, the music club at NMIMS. The evening was filled with ecstasy and created soothing atmosphere. After filling the room full of beautiful songs, there came the poetry slam, that brought together various poets from different regions, to express their heart out in the form of poetry. The performances, one that highlighted the repercussions of rape, created quite an impact in the room.

Nepathya welcomed the month of August with Aaghaz, an exciting blend of singing, dancing and the most prominent event of the year, Mr. and Miss NMIMS. The enthusiasts participated in huge numbers for the neck-to-neck battle, and were shortlisted for the final round. Thereby the judge,

Arun Mandola who is an Indian Film and Television actor, and debuted as 'Laxman' in Sony TV's "Sankat Mochan Mahabali Hanuman" in his kitty, asked several questions to the participants and declared Mr. and Miss NMIMS, 2019-20.

Then there came the time of the month where all the students were keen to wear traditional outfits and perform Garba. Hence, Nepathya organised a Garba workshop in collaboration with Zephyr, the dance club at NMIMS, just before Navratri, where the teachers also performed and enjoyed.

During Paragana, Nepathya hosted "Shortcut'19", an inter college short movie making competition in association with Wipro, where some topics on the theme of women empowerment were to be chosen by the teams and portray their vision as a video.

Nearing the end of October, the whole college could be seen in an entirely different attire, the Ethnic Day, with a PhotoBooth session along with it. The PhotoBooth was set up for the whole day where every student in their ethnic attire clicked many photos with different props and expressions.

The cell even organized the Thanksgiving Day to express emotions through messages where Nepathya team was the mediator between the one sending and receiving the message. After thanksgiving, a Bollywood dance workshop was conducted that continued for two days. It witnessed various students performing the hook step of "ghunghroo" song with all excitement to learn.

As the students were excited for their "We Care" internship, to add to their zing of excitement, "Nepathya week" was organized which included salsa dance workshop in collaboration with Zephyr, Acoustic night 2.0 plus poetry slam in collaboration with treblemakers and mantavya and the biggest event of the week "Beg Borrow Steal". The week was filled with joy for the first year students as well as the emotions of the second year students who were going to witness their last acoustic night.

After a bunch of events, it was time for the final showdown "Euphoria" which was organized on 2nd March 2020. It is the biggest cultural fest at NMIMS.

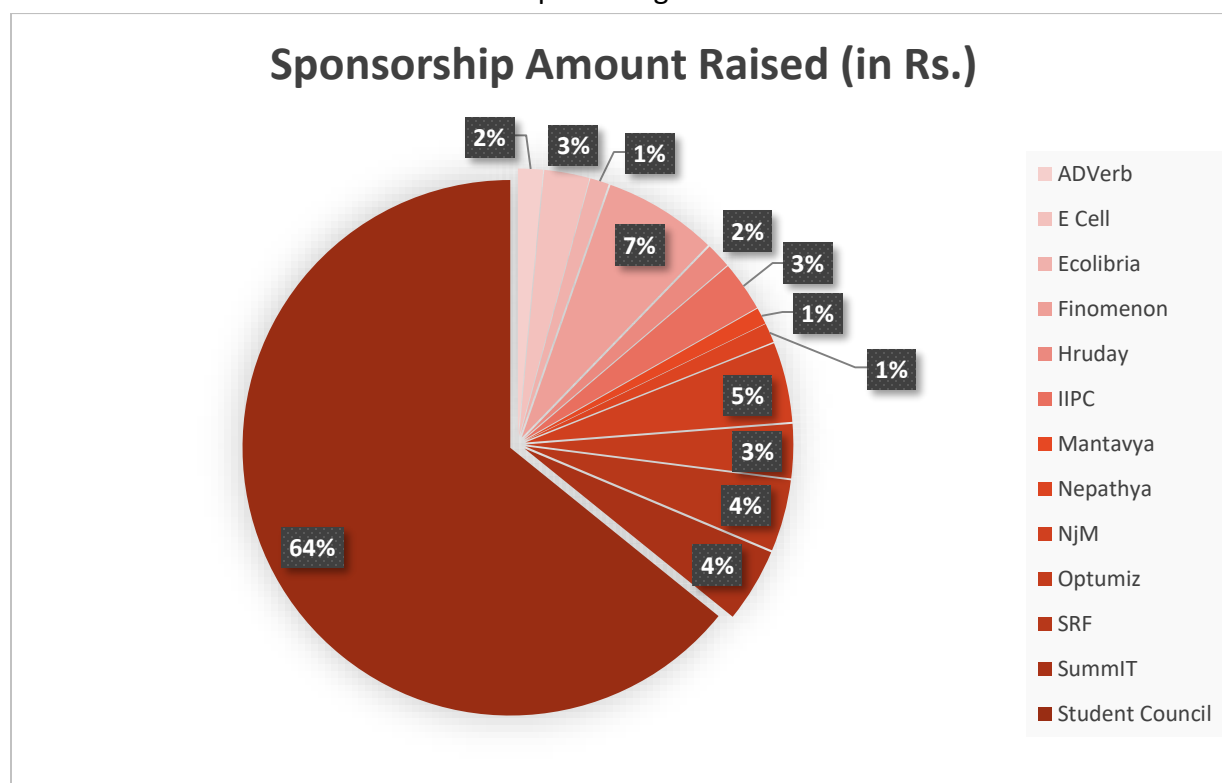
There were a number of intercollege events of fashion, singing and dance judged by various prominent judges like Naveen Kasturia, who is well known for his show "TVF Pitchers". Many colleges participated and displayed their talent and the winners were awarded with wholesome prizes.

The year witnessed a plethora of emotions, joy and pain for those who were witnessing their last year of college. Nepathya magnified fun and happiness all throughout the year with their various events. It was an eventful journey 2019-2020.

SPONSORSHIP DETAILS

The student bodies actively engaged with corporates to raise sponsorship to fund their various activities. The student bodies in the college have raised a total sponsorship of INR 43 Lakh in the academic year 2019-2020. Student Council led the committees with a total sponsorship of INR 27.6 Lakh.

The contribution of each cell in terms of percentages is:



Committee	Sponsorship Amount Raised (in Rs.)
ADVerb	64,915
Alumni Relations	-
E Cell	1,17,500
Ecolibria	49,000
Finomenon	2,95,000
Hruday	65,714
IIPC	1,30,000
Mantavya	43,000
Nepathya	50,000
NjM	2,07,000
Optumiz	1,40,000
SRF	1,85,766
SummIT	1,92,420
Student Council	27,60,000
Total	43,00,315

PUBLIC RELATIONS

Brand Awareness and Brand recall are all dependant on the kind of publicity that a brand does so that it catches the attention of the audience and hence has the top of mind recall when the audience is asked questions related to the sector they serve in. Similarly, it is important for B-Schools also to have an association with the media in order to increase their awareness levels with the public. In today's competitive scenario, out of sight is out of mind and hence it is all the more important to have various PR activities focused on intermittent reinforcements.

Print Media and Radio

The following were the activities performed for building association with Print Media to gain presence in this domain of media interactions:

Business Standard/Mint: Association with Business Standard to promote Paragana'19 the flagship business festival and Euphoria'20 Cultural Festival of SBM, NMIMS.

Magic 106.4 FM: Association with Magic FM to promote Euphoria '20 festivals through radio coverage for 7 days.

Social Media / Online Presence

Following were the initiatives taken to increase the online presence of NMIMS:

Facebook (FB): The FB pages of Paragana'19 and Euphoria'20 – the flagship annual business and cultural fest provided great visibility to the fests and SBM, NMIMS. The FB group was created for the junior batch right from the time they got calls after their NMAT result and a separate group for the admission candidates which had over 800 members each. This was done to bring all of them on the same platform and resolve the queries of everyone. This year, we also created Facebook pages for all the sports events. NMCL, NMSL, NMTTL and Samarthyia and we saw live coverage and huge publicity due to this initiative.

Customised filter for 'MANAN' Ice breaker event for junior batch and Euphoria'20 were made for Display picture

Youtube: A welcome video was curated for the upcoming batch by Student Council alongwith the clubs of NMIMS. The video was shared on our youtube and instagram platforms, which attracted a lot of appreciation and followers

Instagram: This year, we continued promoting our events on the social networking platform, Instagram. This was done for our flagship events like Paragana, Euphoria, University Day, etc. Sporting events saw high engagement on Instagram for sporting events like NMCL, NMSL, NMTTL and Samarthyia.

This year official Instagram page for the Sports Committee of NMIMS Mumbai, has been formed which will be used to promote all of the sporting events.

Twitter: Twitter was connected to the posts that were put on Facebook and was used to promote our events – Paragana, Illuminar and Euphoria.

PagalGuy (PG): This is an important forum, for a plethora of B-school information, where we were active throughout the year, right from the time the NMAT exam window began till the final admissions, helping students with their queries related to SBM, NMIMS, Mumbai

InsideIIM & Shiksha: These are forums for MBA aspirants and have a wide reach amongst prospective students. This year, we wrote several articles for both forums to make these aspirants aware of NMIMS, including the admission process, journey to NMIMS, life at NMIMS, competitions won by our students, and placements.

Quora: The community-based online question-answer forum, Quora, was tapped into this year. It was particularly helpful to address queries about NMIMS. Additionally, it was also used to create awareness about NMIMS in a forum with multiple companies and MBA aspirants.

PEOPLE YOU SHOULD KNOW

Officiating Vice Chancellor, Provost (Management Education) and Dean, SBM: Dr. Ramesh Bhat
Email Id: Ramesh.bhat@nmims.edu

Faculty in Charge		
STUDENT ACTIVITIES	Harikumar Iyer	harikumar.iyer@nmims.edu
PLACECOM	Shobha Pai	shobha.pai@nmims.edu
ALUMNI	Hitesh Kalro	hitesh.kalro@nmims.edu
SRF	Meena Galliara	meena.galliara@sbm.nmims.edu
IIPC	Bala Krishnamurthy	balak@nmims.edu
NJM	Sreeram Sivaramakrishnan	sreeram.s@nmims.edu
FINOMENON	Mayank Joshipura	mayank.joshipura@nmims.edu
HRUDAY	Seema Rawat	seema.rawat@nmims.edu
OPTUMIZ	T. Kachwala	tkachwala@nmims.edu
SUMMIT	Vikas Gadre	vikas.gadre@nmims.edu
ECELL	Seema Mahajan	seemam@nmims.edu
ECOLIBRIA	Chandrima Sikdar	chandrima.sikdar@nmims.edu
NEPATHYA	Madhavi Gokhale	madhavi.gokhale@nmims.edu
ADVERB	Amit Bhadra	amit.bhadra@nmims.edu
MANTAVYA	Manjari Srivastava	manjari.srivastava@nmims.edu
TOASTMASTERS CLUB	Gayathri Sampath	gayathri.sampath@nmims.edu
PARAGANA	Harikumar Iyer	harikumar.iyer@nmims.edu
SPORTS COMMITTEE	Harikumar Iyer	harikumar.iyer@nmims.edu

Academic Administration		
Deputy Registrar (Academics)	Vandana Kushte	Vandana.kushte@nmims.edu
Course Coordinator Student Activities & MIS	Ashwini Dighe	ashwini.dighe@nmims.edu

Finance		
Finance Officer	Karuna Bhavya	karunab@nmims.edu
Chief Accountant	Gilda Goes	accountant@nmims.edu

PR RELATED ACTIVITIES

Every organization or institution, no matter how large or small, ultimately depends on its reputation for survival and success. Customers, suppliers, employees, investors, journalists and regulators can have a powerful impact. They all have an opinion about the institutions they come in contact with - good or bad, right or wrong. These perceptions will drive their decisions about whether they want to work with and support these institutions or not. Effective PR can help manage reputation by communicating and building good relationships with all stakeholders.

Public relations is all about reputation - the result of what you do, what you say and what others say about you. Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. Public relations involves more than drafting press releases and building relationships with key media representatives. They must also be familiar with the attitudes and concerns of all the stakeholders in order to establish and maintain cooperative working relationships. In addition to fulfilling their traditional role of getting an institution's message out to its audience, it is also important to develop and run programs designed to keep the lines of communication open between corporate and institution representatives and their various audiences. Public relations revolves around this universal truth: people act based upon their perception of facts. By managing, controlling, or influencing people's perceptions, public relations professionals hope to initiate a sequence of behaviours that will lead to the achievement of an organization's objectives.

1. PR is all about building relationships to advance, promote, and benefit your own reputation as well as the reputation of your department and institution.
2. PR is about communicating your message to gain allies, advocates, supporters, etc. in the community and the institution.
3. It aids in marketing the department for recruitment purposes and can lead to improved quality of student applicants
4. It demonstrates to funding agencies that we are making a difference and actually have results
5. It can improve the reputation of an individual department
6. It can also serve the greater physics community by convincing the public that "quarks, quantum dots, and nanostructures are cool"
7. It can lead to strong community and industrial partnerships, and even financial support. Other PR examples include: Special Events, Special Promotions, Public Affairs, Internal Relations, Community Relations, High Tech PR: blogging, social networking. This is the responsibility of the Marketing and Public Relations Head of the Student Council but it cannot be done without the support of Mr. Manish Dalmia, Director(Marketing) and we sincerely thank them for their constant support and guidance.