

SVKM'S NMIMS UNIVERSITY
School of Business Management
Student Council & Various Cells Details- 2022-23

Student Council

1. Functionality of the cell

The Student Council is the apex student body at NMIMS and represents the batch of the full- time students at the campus. A team of 14 Executive members supports the Administration with responsibility for each student body or activity on campus. Additionally, the Student Council Representatives (SCRs) and Class Representatives (CRs) are required to co-ordinate with the body. The raison d'etre of the Student Council is to be a formal communication channel between the students, faculties and the administration.

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

2. Differentiating Factor of the Cell

The Student Council is responsible for the activities of 16 other student bodies in the college. Being the apex body, they act as the common link between them all and ensure smooth functioning.

3. Team Member Details

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4. List of Major Events

- **MANAN:** Traditional welcome for the first-year students
- **Parichay:** Intra-college B plan competition. 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.
- **Paragana:** It is the flagship annual business festival of NMIMS. It is a four-day, inter-college event, conducted on campus. The event is graced by stalwarts of the industry and representatives from the finest B-Schools across the country
- **Corporate Seminars**
- **Illuminar:** 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 is a joint initiative of Student Council, the marketing cell - Not Just Marketing and the finance cell- Finomenon.
- **Euphoria:** Annual Cultural Fest of SBM, NMIMS Mumbai
- **Sports:** Arcadia, NM Soccer League, NM Cricket League and NM Table Tennis League (Intra-college) & Samarthya (Intercollege)

Core Cells

Placement Committee

Placement Committee at SBM, NMIMS Mumbai is a team of ebullient individuals who are well acquainted with the industry know-how and synergizes well on cross-functional skills to serve the varied interests of the batch.

They are cognizant of the market trends and focus on transferring the knowledge to the batch to aid them in delivering to the best of their abilities, during placements. They pivot their energy to contact companies of diverse domains and conduct a seamless placement process. The team puts in all the efforts in amplifying the reputation of the brand SBM, NMIMS Mumbai in the corporate fraternity, through their rigor, during the Summers and Final Placements of MBA Core & MBA HR batch.

Major events of the Placement Committee include Final Placements, Summer Internships, Pre-Placement Talks, Corporate Visits, Guest Lectures and Industry Interactions with Alumni.

Director (Placements): Ms. Shobha Pai

The Placement Committee of the academic year 2022-23 is as follows:

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Alumni Relations Cell

1. Functionality of the Cell

ARC acts as a linkage between the institute, alumni base of the college and the student body. The cell works on creating avenues for student-alumni interaction through its forums such as Lead the Way, Round Table Conference, and Summer connect to name a few. The cell works by coordinating and setting up forums for alumni networking and interactions. The objective of the cell is to strengthen the connection of the alumni with the institute and deliver value to stakeholders in the process.

2. Differentiating Factor of the Cell

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

3. Team Member Details

Faculty In -Charge - Prof. Seema Rawat

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4. List of Major Events

- All Alumni Business Conclave (AABC)
- CXO meets
- Domestic Chapter Meets (Delhi, Kolkata, Chennai, Hyderabad, Bangalore)
- International Alumni Meets (London, San Francisco, Dubai, New York)
- Coffee Meets (Pune, Ahmedabad, Delhi, Kolkata, Chandigarh, Mumbai)
- Monthly Alumni Newsletter – ‘Aluminous’
- ‘Déjà Vu’, Annual Magazine Launch
- Lead the Way Mentorship Program
- Engagement with alumni through our Portal, E-mail, Social Networking sites (Facebook, Instagram, Twitter, LinkedIn)
- Alumni Round Table Conferences for students
- Orientation Week Sessions for first year students
- Batch Reunions
- Book Launches
- Summer Connect

Industry Institute Partnership Cell (IIPC)

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

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

- **Practical approach to learning:** IIPC brings in corporate projects to provide an opportunity to the students to apply their classroom learning and experience the functioning of a corporate.
- **Industrial trends:** Guest sessions and workshops are organized regularly to introduce the students to emerging trends and arm them with the skills required to succeed.
- **Consultancy:** The consultancy arm of IIPC introduces, coaches and develops the skills of the students who are interested in pursuing a career in consulting.
- **Research:** The research division works in tandem with the industry to publish white papers and research papers. IIPC aims to build synergy with student objectives by providing a platform for collaboration and driving institutional research output.

3. Team Member Details

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4. List of Major Events

- **Meet the iCONs:** An interactive session with the star performers at various corporate competitions who have represented NMIMS on multiple such coveted platforms
- **Cognition:** A Guesstimate event to help students learn and understand it's application in the consulting process
- **Management Consulting Conclave:** The flagship national level consultancy convention attended by various eminent CXO's of the industry, with multiple panels to discuss the current and emerging fields of consulting
- **Convisage:** A pan India case study challenge in the field of strategy consulting
- **Publications**
 - **Mantrana:** The annual consulting magazine highlighting consulting trends and developments
 - **IIPC Casebook:** An annual publication to help students learn and get up to date with consulting
 - **Concised:** Social-media focused snippets of industry insights and guesstimate frameworks for easy consumption

Social Responsibility Forum (SRF)

1. Functionality of Cell

The Social Responsibility Forum (SRF) is the student body of NMIMS that strives to promote social sensitivity among MBA students by executing various short-term and long-term civic engagement activities. The activities that are undertaken range from conducting events like ‘Marathon’, ‘Project Roshni’ ‘Joy of Giving Week’, etc. to handling long-term projects like the ‘Fireflies Program’, wherein MBA students volunteer to mentor children from underprivileged backgrounds, through non-profit organizations. We provide a marketplace to various social organizations and conduct events like ‘NGO Mela’ to promote social causes amongst the students as well as the academic community and raise funds.

We put an impetus on students to learn, understand and solve the most pressing challenges of our society by providing them with various opportunities like volunteering work, special projects, and research-driven activities. Through such activities students are able to use their design thinking tools to facilitate the functioning of social enterprises and NGOs.

2. Differentiating Factor

SRF is a forum for proactive and ambitious student leaders who want to contribute and make an impact on society. Our activities are aligned with the Sustainable Development Goals and we strive to create a better and more sustainable future. In addition to providing social initiatives and projects, SRF also offers the students a platform to participate in social research projects and interact with Change-makers. The values that unite the forum to be **an initiator of social change** are:

- Purpose
- Drive
- Commitment

To attain the mission of socially sensitizing FT MBA students, SRF partners with the Jasani Center for Social Entrepreneurship and Sustainability Management, SBM, NMIMS for executing ‘We Care’: **Civic Engagement Internship** at pan India level.

3. Team Member Details

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4. List of Major Events

Social Campaigns: Short-Term Events

NGO Mela: Social Marketing Campaign to promote NGO products and causes and develop social engagement of the students.

Save Life: Donate Blood: Campaign for Blood Donation & Thalassemia Checkup

Project Roshni: Campaign to acknowledge and appreciate the efforts of Indian Army

NGO Sports Day: Campaign to spot sports talent and promote sportsman spirit among children belonging to economically constrained class.

Splash: Campaign to promote students dedication for a social cause through Art

Medium Term Social Projects

- **Sadbhavna:** The annual flagship festival of SRF
- **Vagyuddha:** Parliamentary debate competition on topics of social sensitivity
- **Samadhaan:** Case Study competition on social causes.
- **Anugoonj:** Skit and Dance competition for children of different NGOs
- **We Innovate:** A social B-plan competition based on students' experiences during their We Care internship.
- **We Care Photography and Documentary Workshop and Competition**

Marathon: To support a social cause.

Joy of Giving Week: Festival of philanthropy to promote the act and joy of 'Giving' in the form of tangible and intangible resources to support the resource deficient groups of the society.

Long Term Social Projects

We Care Civic Internship: Facilitation of the activities related to the 3-week We Care Civic Engagement Internship in association with the Jasani Center for Social Entrepreneurship and Sustainability Management, SBM, NMIMS

Fireflies: Initiative to connect MBA students and solicit their support to provide one to one mentorship to needy school going students belonging to resource deficient communities.

Social Conclave: Confluence where dignitaries from social sectors and corporates debate and discuss on social issues.

Prabodhan

1. Functionality of Cell

Prabodhan is the Wellness Cell of NMIMS that helps students understand the importance of mental, emotional and physical well-being. The cell strives to help students in addressing all kinds of wellbeing issues, that may arise during the course of their MBA journey. The cell conducts light hearted, fun-filled activities along with learning sessions that aim towards helping students grow from within and balance academics, work and personal life. It aims at enabling people to lead a happy and healthy life by assisting them on their path towards personal wellbeing. It aims to provide any and all required help to students for their mental health by acting as a facilitator and getting them in touch with professionals.

2. Differentiating Factor of the Cell

Prabodhan acts as a safe haven for the students to come and speak their hearts out and get the required help, to be able to optimally perform in their MBA journey. What differentiates Prabodhan is its sole aim to keep student wellbeing at the center of all its functions. It conducts competitions that help students develop in aspects that may not be included in academics. It conducts sessions and workshops that help them pave their way towards attaining a healthy mind and body. Winning and losing do not play a core role in the activities of Prabodhan. It is about self-growth, attaining a higher understanding of self and finding happiness amidst the busy MBA journey. Prabodhan helps in instilling the importance of wellness in students, which they can carry forward in the corporate world and help in making a difference in the lives of people around them.

3. Team Member Details

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4. List of Major Events

- **Enigma** - An event that tests the mental cognitive skills and facilitates improved emotional intelligence, recognition of incorrect and inappropriate behavior, and at the same time, promoted interaction, networking, and a stress-busting opportunity to students.
- **Just Not Laughs!** – An intra-college division war to test the sense of humor of the first-year students, help them have a hearty laugh and provide the much-needed relief from the daily hustle-bustle of MBA life.
- **Conquistador** - A 3-day event that entails multiple activities and rounds which aim to test the overall wellness (physical, mental, emotional, and self-awareness) of the participants.
- **The Coolest Mind** – A National level competition where we look to test the patience, calmness and composure of students across various B-schools and find ‘The Coolest Mind’.
- **Monthly Mindfulness Meets** – Interactive sessions every month by guest speakers that cater to the various aspects and facets of wellbeing.
- **The Bodhi: A Quest for Wellness** – It is the annual magazine of Prabodhan which includes articles across multiple themes. Article writing and Creative Art Competitions are held and the winning entries are also incorporated in the magazine.

Functional Cells

Finomenon

1. Functionality of the Cell

Finomenon, the finance cell of NMIMS, Mumbai is the knowledge hub providing dedicated support to students on all matters related to Finance and investments. From hosting speaker sessions with eminent stalwarts of the finance industry, conducting intense competitions comprising real-world finance problems, to publishing industry-standard equity research reports, we actively strive to contribute to the field of finance, for the students, by the students.

2. Differentiating Factor of the Cell

Finomenon is not just a cell but the 'Mecca of Finance' at NMIMS, bustling with activities throughout the year. The cell is committed to promoting financial literacy and increasing awareness and understanding of financial events among its students so as to empower them for the rest of their lives.

3. Team Member Details

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4. List of Major Events

- **Illuminar:** A business conclave where top leaders from the industry and students congregate for panel discussion and speaker sessions to discuss events making a mark in the global financial world. It gives the budding business leaders a glimpse into the business scenario. This year the theme for Illuminar was “How is India Galloping Towards New-Age Finance”.
- **Moolyankan:** The flagship Pan-India Equity Research competition which is conducted in the month of October. One gets an opportunity to compete with the budding analysts from other B-Schools.
- **The Finance Mogul:** It is an Inter B-school Finance case study competition. This year it was conducted in collaboration with SBI Mutual Fund. The competition was phased across three rounds which started with the quiz, followed by a case study submission and virtual presentation.
- **Samriddhi Day:** The day is celebrated on the anniversary of Finomenon’s Student Led Investment Fund- Samriddhi. We conducted a virtual session wherein we invited Mr. Harish Krishnan, Senior Executive Vice President, Kotak Mahindra AMC to share his views and impart knowledge on the world of finance.
- **Finshodhan:** Conducted exclusively for Finomenon Juniors, it provided great opportunity to witness a competition close to CFA-RC. It was judged by Finomenon Alums.
- **Summerthan:** To help with Summer placements, Finomenon created the Finance dossier which comprised all fundamentals of finance, Summerthan articles, based on current happenings in the world, and Company information handouts with the entire batch.
- **Fin-Fiesta:** It was a fun-filled event where Finomenon conducted exciting games in offline mode. It was a melting pot of excitement, enthusiasm, victory and smiles.
- **Portfolio Simulation:** This was an event organized by Finomenon which was different than usual stock trading games. Teams were involved in real time trading activity where they rebalanced their portfolios thrice in three different rounds. After every round, portfolio value was found out using latest share prices based on demand and supply economics. Team with maximum portfolio value at the end of round 3 won the event.
- **Winterthan:** In order to help the senior batch with their Final Placement preparation, Finomenon shared with them the Finance Dossier covering fundamentals of Finance, a series of articles on global affairs and financial concepts and interview experiences for Finance roles and daily news updates.
- **Bean Counter:** Bean Counters’2021 was an intra-college fun-filled event organized under Parichay. There were 3 rounds. The event started with online quiz followed by Finoquence (Sequence game with a touch of finance) and then the grand finale Stock Charades in which teams participated in virtual bidding.
- **B-Talks:** It is an initiative exclusively for Finomenon Juniors to help them prepare for the Summer Placements. Teams of 4 are formed, and each team is allocated a company from NIFTY 100. The MD&A report is to be analyzed and presented.

- **Workshops and seminars:** Throughout the year various events, seminars and workshops are organized. Last year we conducted a series of podcasts “Investing with the Masterminds”, an interactive session with Leap Up founders on decoding finance and an Equity Research, CFA Research Challenge. In collaboration with ForeVision, we also conducted financial modelling workshop and Python for finance workshop. Guest session on Fintech and other workshops on trending topics in the field of finance were also conducted. All these play a major role in guiding students in taking steps towards their dream finance roles. It is really helpful for the summer and final placement of students.
- **Samriddhi:** It is a student managed investment fund under whose umbrella we conduct Investment Research sessions, provide periodic in-depth understanding of the global financial markets so that students are updated with the happenings in the always changing financial world. Throughout the year, Samriddhi published SERRs on Jubilant Foodworks and Indigo, two Market Impact Reports (MIRs), two Samriddhi Intelligence Reports (SIR) providing an in depth analysis of the Fintech and Cement sectors. We also started a new initiative of IPO analysis for our investors.

Articles, Magazine and Interview Feedback

'The Financial', our bi-annual magazine is published in the month of October and January. We also publish monthly articles covering an in-depth analysis of various finance-based events. Our Instagram initiative called Finsights is posted every week so as to keep the readers well-versed with the recent happenings in the finance world. We also provide assistance to the final year students via our dossiers which include interview experiences of placed students.

Not Just Marketing (NiM)

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

NJM's initiative 'ConQuest' offers disguised market research insights in the form of corporate projects to reputed companies. The cell has a 15-year long history of conducting this program with giants like Unilever, Mondelez, ITC, Pepsico and many more.

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

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

3. Team Member Details

Faculty In-charge – Dr Arun Sharma

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4. List of Major Events

- Symposium Series
- Workshops (FMCG and other)
- Pitchfork
- ConQuest – Disguised Market Research
- Last Marketeer Standing (LMS)
- Buzz – The Markazine (Half-Yearly/Yearly) & Buzz Podcasts
- Illuminar
- NJM Week
- Case Study Competitions
- Guest Sessions
- SummerIce' - Batch Preparation

Optumiz

1. Functionality of the cell

Optumiz is the operations and supply chain management cell of NMIMS Mumbai. Founded in 2007, Optumiz has established itself by actively conducting a plethora of events namely guest sessions, panel discussions, TEDx, seminars, case study competitions, business simulation events, industry visits, workshops, etc. which strive to enlighten and acquaint the students with the entire gamut of current and emerging trends in the field of operations management ranging from Logistics to Analytics and Automatization of the supply chain.

2. Differentiating factor of the cell

Operations management is an integral part and a driving force behind any successful company culminating in it being a popular choice of specialization among today's budding managers. To foster this mindset, Optumiz conducts various national-level events and competitions year on year attracting active participation from celebrated B-schools like the IIMs, IITs, SP Jain, and NITIE to name a few.

Leading all these activities is Optitude, the annual flagship event of Optumiz. It begins with a keynote address by an industry expert followed by a panel discussion involving industry stalwarts, experienced faculty, and interested students making it an enriching experience involving knowledge sharing and the generation of useful insights.

The floating of corporate/live projects leads to the students inculcating an experiential learning approach that has an added value over and above the classroom pedagogy.

The various operations and supply chain monthly connect provide an open forum for discussion with the NMIMS Alumni. These interactions provide our upcoming managers with useful ideas about how to proceed and carve a niche for themselves in a career in operations management.

3. Team members

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4. List of major events:

- **Optitude:** The flagship event of Optumiz, "Optitude"- the Operations Conclave, boasts of the industry stalwarts from the operations domain who gather on one platform to discuss the latest trends in the industry and challenges faced in the domain of Operations and Supply Chain management.
- **TEDx NMIMS** – Organized in collaboration with the Student Council. The event involves eight speakers from diverse backgrounds sharing inspirational ideas on a common theme. The theme is designed with a view of offering value addition to the students' perspectives while maintaining a rich quality of speeches on the college platform.
- **Simulation Games** - Organized for both intra-college and inter-college events. Simulation games are designed to offer the students an opportunity to employ various operational strategies to resolve the challenges faced by the companies. Some simulation games organized so far include Third Innings: Cricket beyond 22 yards, The Chocolate Factory, etc.
- **Op-Era** - The National Level Inter B-School Case study competition. In this competition, a business problem is presented by our industry partners as a case to B-school students. The teams get a chance to brainstorm and submit their business solution to a live problem for the event. The winners of this competition are then selected by our industry partners to deploy the solution suggested by them in the real world.
- **ISCEA Ptak Global Supply Chain Case Competition (Asia Qualifier-India)** - Optumiz in association with ISCEA and Ptak prize hosts the Asia Qualifier-India of ISCEA Ptak - Optumiz - Global Supply Chain Case Competition.
- **KPMG Six-Sigma Certification** - An annual event conducted in collaboration with KPMG which provides students with an opportunity to gain a Six Sigma Green Belt certification. It is a 30 hours classroom program that spans 2 phases, 3 days per phase. An in-depth understanding session is held explaining: Statistical tools demonstrations, Concepts and techniques to make fact-based decisions, How to analyze accurate trends, metrics for practical use, How to use data to draw business conclusions, Depth causes analysis, and much more.
- **Operations Term of the Day (OTOTD)** - It is a daily mailer-capsule of the terms of the operation that management students should understand irrespective of their background and specialization. It has been subscribed by students of more than 20 top b-schools of India including IIMs, IIFT, NITIE, etc. Along with the email, OTOTD is also published on the Facebook page of Optumiz.
- **XploringOps** - Weekly dose of articles relevant to the Operations and Supply Chain domain, posted on the official LinkedIn page and sent via email to all the students. The objective of this initiative is to keep the students updated with the latest news from industries around the world.
- **Company analysis** - Social media posts designed to provide a brief analysis of different companies visiting the NMIMS campus. This is to add value to students' general knowledge

about different industries, which in turn, can help them during their placement process.

- **Industrial visits** - For students who intend to specialize in Operations. It gives them practical experience of theories learned during the curriculum.
- **Software Workshop** - An intense workshop designed with a focus on giving the students valuable insights about business analytics just before their internships and final placements begin.
- **Bi-Annual Magazine (CATENA AUREA)** - Students from NMIMS as well as from other B-Schools are invited to write articles on a decided theme for the magazine. The theme selection is made to offer new perspectives about both contemporary and modern concepts in operations management to the students.

SummIT

1. Functionality of the cell

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

2. Differentiating Factor of the Cell

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

3. Team members

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4. List of major events

- CIO/Leader Connect: Leadership session series where industry stalwarts come and interact with students about technological impacts on businesses and sectors.
- Tech Forum: A national open case challenge for participants to showcase techno-biz startup ideas to the panelists comprising industry experts.
- Kickstart: A techno-strategic simulation event which challenges the problem-solving skills of

students, conducted during Parichay.

- Inter'n'Act: A platform for first-year students to be exposed to cracking the process and comprehending learning of summer Internship from second year students.
- MindIT: The event has technology as its theme but the nuanced idea keeps changing thus fostering creativity and innovation.
- Ace the Case: A national level case study competition, conducted during Paragana.
- Zero Respect: An exhilarating LAN gaming event including Age of Empires, Counter Strike, FIFA and Call of Duty: Mobile conducted during Euphoria.
- Article Writing and Infographics competitions for SummIT's annual magazine, 'Manthan'
- Workshops: Advanced Excel and Tableau Workshop
- Editorial: Techshots – Brief techno business articles published on social mediaplatform.

HRuday

1. Functionality of the Cell

As the HR cell of NMIMS, Mumbai, HRuday aims to strike a chord at the ‘heart’ of all businesses – the businesses’ Human Resources. True to its name, HRuday seeks to catalyze the Rise (uday) of the HR function as a specialization at NMIMS. This, we do by organizing various events, workshops and by publishing a biannual online newsletter called “ensHRine”. Thus, it helps in spreading knowledge about the functionalities of HR and also helps the students to get insights into the various latest happenings in the field of HR. HR is the heart of every organization and an organization cannot thrive without its HR. HR connects each business department and acts as an integrator for an organization by binding together the various business units and holding them as one. Thus, HRuday tries to foster similar learning among the students of HR.

2. Differentiating Factor of the Cell

- Batch Prep for the 1st year: HRuday exclusively organizes Batch Prep sessions for the students of First Year, MBA HR. This helps them prepare well in advance for the forthcoming placement season. While such sessions give the students a flavor of Group Discussions and Interviews, they also help drive away any fears and apprehensions of the students. Thus, it in turn helps them to equip themselves completely for the forthcoming summer internship placements.
- Association with SHRM and NHRD: HRuday has collaborated with the HR Cell of various B-schools across the country. This would help in exchange of ideas and learnings among the students of HR across the different colleges. HRuday also intends to strengthen this collaboration further.
- Strong Industry Interaction: While MBA is all about exposure, HRuday vows to make sure that the students have access to the much-needed industry exposure. Apart from organizing various guest sessions, wherein students can directly interact with industry experts, HRuday also fosters learning among the students by inculcating Industry visits in the curriculum. Such an industry exposure allows students to break free from a cocoon-like experience and gain hands-on experience and knowledge from great industry experts.

3. Team Member Details

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4. List of Major Events

- PANKH: National Level Summer Project Competition, Pankh provides a platform where students can showcase their summer internship projects in the presence of industry experts. This gives students a chance to learn and also present what they have learnt during their internships.
- HRECTIFY: National Level Flagship Event: A Case Study Competition wherein real-time case studies from different organizations are provided to the students. They have to put their thinking skills to task and work out the solutions for such problems.
- SAMAVESH: Debate Competition. This competition is organized for HR students to gain the knowledge and know their perspectives on various situations related to the domain of HR. This competition exposes students to a multitude of ad-hoc situations that can arise in the field of HR and how they intend to deal with such situations.
- COLLOQUIUM: It is a quarterly seminar wherein a combination of industry experts and alums are invited to talk about various buzzing topics, which are not just limited to the field of HR but also cover topics of various other fields.
- NETRATVA: A game of bidding, pitching and negotiation, this event truly tests the skills of a B-school student. It puts to task a student's business acumen and helps in garnering the much needed skills in the domain of business. Held under the umbrella of Parichay, it helps students discover the 'leader' in them.
- HRticle: HRticle, an article writing competition is conducted to satiate the hunger of all HR Folks whose 'writing' art 'tickles' them each day. A couple of HR centric topics are provided to the participants and they are asked to pen down their thoughts on the same. These articles are subsequently evaluated and the top three are published in the EnSHRine Magazine.
- AAKAR: With **Aakar**, HRuday bring to life a competition which is 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 are kept on their toes during the entire event. The Final round of Aakar puts to test the participants' presence of mind, wit and teamwork.

LEI IPSUM

1. Functionality of the cell

Lei Ipsum is a part of student council at SBM NMIMS and represents MBA (LAW). The committee consist of 19 members divided into senior and junior committee. This cell was recently established to promote the course and make students as well as corporate entities aware of the course. We are additionally divided into various committees. Each committee is responsible for supporting the event and functions of the cell in their own way.

2. Differentiating Factor of the Cell

Lei Ipsum is a unique cell which was established to promote a unique course, this cell helps students discover this new field in law. We engage in such activities which includes both law and management to fuse the two fields together.

3. Team Member Details

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4. List of Major Events

- Leadership Talk- Leaders from corporates are invited to provide insights and motivate the students.
- National Essay Writing Competition (BSE associated events)
- National Debate Competition (BSE associated events)
- Moot Court Competition (BSE associated events)

Interest-Based Cells

ADverb

1. Functionality of the cell

ADverb is the Media Marketing and Advertising Cell of SBM, NMIMS. It focuses on the creative side of marketing by conducting activities related to Branding, Advertising, Media Communications and more. The cell thrives on the motto: Ideate, Create and Communicate.

2. Differentiating Factor of the Cell

Established in 2005, ADverb is the creative nerve of NMIMS. The core idea of ADverb is to engage students with concepts and cases of media marketing and advertising. Various events, case studies, speaker sessions and workshops are organized based on the same. The event calendar is replete with names of influential personalities from the industry. A dedicated week for ADverb — ADweek, and the cell's flagship event — Indian Advertising League, sees participation from top brands and top B-Schools of the country. Besides events, ADverb also has exclusive tie-ups with renowned ad agencies in the form of corporate projects.

ADverb plays a crucial role in the summer placement preparation through ADtimes, which gives key insights about companies that come on campus with marketing profiles, across sectors, on one platform.

3. Team Member Details

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4. List of Major Events

- **IAL (Indian Advertising League):** ADverb's flagship event sees participation from top Indian B-schools across the country, testing one's advertising, branding and media communication acumen all at once!

- **ADweek:** A weeklong intra-college event where the world of advertisement, media and communication is celebrated by playing games and applying all the knowledge acquired on media marketing and communications till date through the MBA program.
- **ADTimes:** A summer prep initiative for first-year students which involves creating presentations and fact files about companies across various sectors that visit the campus for marketing profiles.
- **ADhyayan:** Part of the Parichay umbrella, ADhyayan is the cell's first major event of the year. Students across batches come together to take part in this intra-college event.
- **ADvention:** Seminars on media marketing and current topics related to advertising conducted by eminent personalities from the industry.
- **Brand Housie:** A fun and engaging way to test brand knowledge.
- **Notepad:** A Pan-India article writing competition where participants discuss prevalent social/technical themes based on the audio/visual and descriptive cues provided by ADverb.
- **ADios:** Part of the cultural fest Euphoria, this event is ADverb's way of saying goodbye to the seniors as we all come together for an exciting day of fun and games.

Entrepreneurship Cell

1. Functionality of the Cell

Entrepreneurs are gradually yet steadily becoming the backbone of the Indian economy. Promoting the entrepreneurial spirit may perhaps be one of the best methods to develop the young generation. Seeds of Leadership are implanted among students of SBM, NMIMS through various events and activities such as guest lectures. Workshops and seminars are organized to allow the student's opportunities to interact with industry experts. E-cell's programs like Finlatics Investment Banking Experience Program and Finlatics Financial Markets Experience Program where students gain work experience in financial markets, whether they are a beginner, intermediate, or an expert. Students with innovative ideas are readily provided with Mentorship, guidance, and support to go ahead with implementation along with access to a wide network of Venture Capitalists through our coveted association with the National Entrepreneurship Network and Mumbai Angels. E-Cell also hosts the Indian Biz League where rounds like Kaun Banega Pucca Baniya and Leader of Wolves give a platform to budding entrepreneurs to showcase their ideas to venture capitalists and gain funding for their business plans. You also get the chance to work with the ATAL Incubation center and a chance to build a network with a lot of venture capitalists.

Dolphin Tank was a first-of-its-kind event conducted by the E-Cell in collaboration with Salaam Bombay Foundation where ten teenage entrepreneurs from lower strata were given mentorship by E-Cell to pitch their ideas to the jury members and eventually were given funding from different investors.

2. Differentiating Factors of the Cell

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

3. Team member details

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4. List of major events:

- VC Circle - Solving Business Problems
- Indian Biz League - Fun + Negotiation Skills + Analytical Ability + Case Study
- The Dolphin Tank
- Finlatics Program

Ecolibria

1. Functionality of the Cell

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

2. Differentiating factor of the Cell

Ecolibria is one of the young cells on campus. Though we are a young cell, we deal with the mother of all social sciences – Economics! The cell nurtures the economics and strategy enthusiasts to become future leaders, competent consultants, great marketer, and erudite finance professional. We provide students platform to conduct research on key sectors driving Indian Economy. Ecolibria is also a platform to interact with the top officials in the Finance and Consulting domains. Leveraging on the strong bonds with the professional world, Ecolibria has opened door to the possibility of interning with many Fortune 500 companies by enhancing analytical skills, strategic thinking, and technical knowledge.

3. Team Member Details

Faculty in Charge - Prof. Souvik Dhar

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4. List of Major Events

- Eco-Week – A week where we celebrate economics and strategy, filled with seminars, budget sessions and strategy-based events. It consists of:
 - CricBid – Auction-based strategy event
 - Corporate Chanakya – Union Budget-based competition

- Tradeoffs – Business simulation competition

- Release of Annual magazine on major economic events all around the world, “Eco Shastra”
- Corporate Connect sessions with leading industry stalwarts
- Case study competition, “The Consigliere” under Paragana
- Fun-filled event, “Bizcraft” under Parichay

Mantavya

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

We hold theme-based quizzes & national level corporate quizzes to pique one's curiosity and knowledge.

National level competition- Business of Brands attracts crowds from across the country.

Renowned Quizmasters from the Bombay Quiz Club like Mr. Amit Pandya (National Level Tata Crucible Winner), Mr. Souvik Basu and Mr. Alekhya Chakrabarty come to conduct our flagship quizzes.

3. Team Member Details

Faculty in-Charge – Dr. Varun Rijhwani

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4. List of Major Events

- Business of Brands: National Level Corporate Quiz
- Lit Quiz: Theme based quiz with the theme changing every year
- Manthan Week: Lit Fest (MELA quiz, Author Connect, Article Writing Competition)
- Author Connect: Guest speaking session by published authors

Nepathya

1. Functionality of the Cell

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

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

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

2. Differentiating Factor of the Cell

The key differentiator is the scale and the number of events. Nepathya's cultural events draw large crowds from not just NMIMS but also from other colleges. Moreover, it is the only cell that supports five cultural clubs (Dance, Drama, Fashion, Music, Photography). All our events are backed by celebrity judges from the Entertainment Industry. Nepathya's events also serve as stress relievers, ensuring that students do not burn out due to academic strain. Our major goal is to encourage students to discover their hidden cultural talents while also relaxing and having fun.

3. Team Member Details

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4. List of Major Events:

- **Rubaroo** – An event aimed at welcoming the new batch and showcasing the talent of college students as well as bringing in interesting and dynamic artists.
- **Aaghaz** - Intra Collegiate Cultural event / Mr. and Ms. NMIMS (under Parichay) for the junior batch
- **Open Mic** – It brings together various poets, storytellers, and other hidden talents to express their hearts out in various forms.
- **Ecstasy**- Garba workshop, Photobooth and Shortcut (inter-college movie-making competition under the banner of Paragana) are organized
- **Farmaish-e-Diwali**: A fun-packed Diwali evening in collaboration with the cells of NMIMS
- **Nepathya week**- Fun-filled events like musical night, games, stand-up comedy, poetry, magic shows, etc.
- **Euphoria** - Flagship Intercollege Cultural Fest