

SVKM'S NMIMS UNIVERSITY
SCHOOL OF Business Management
Student Council & Various Cells Details – 2020-21

Student Council

1. Functionality of the cell

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

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

2. Differentiating Factor of the Cell

The Student Council is responsible for the activities of 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
- Augustus: Intra-college cell activities under the Council's banner
- Paragana: Annual B-School Fest
- Seminars: TEDxNMIMS, Corporate Seminars and Illuminar
- Euphoria: Annual Cultural Fest
- Sports: Arcadia, NM Soccer League, NM Cricket League and NM Table Tennis League (Intra-college) & Samarthya (Intercollege)

Core Cells

Placement Committee

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

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

Director (Placements): Ms. Shobha Pai

The Placement committee for the academic year 2020-21 is as follows:

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Industry Institute Partnership Cell (IIPC)

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

Our aim is to 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 collaboration with the industry to publish white papers and provide a platform to ideate and share original ideas.

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
- Cognora: A guesstimate event to help students understand the consulting process
- Concentric: A 3-day Consulting event aimed at providing business insights of the consulting industry to the management students, via workshops and speaker sessions
- Concentric: A national level case study competition
- Management Consulting Conclave: The flagship national level consultancy convention on current and emerging fields attended by various eminent CXO's of the industry
- Convisage: An all India case study challenge in the field of strategy consulting
- Mantrana: The bi-annual consulting magazine highlighting consulting trends and developments.

Social Responsibility Forum (SRF)

1. Functionality of Cell

The Social Responsibility Forum (SRF) is the student body of NMIMS that strives to promote social sensitivity among MBA students by executing various short-term and long-term civic engagement activities. The activities 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

Social Consultancy Projects: Short- term and long-term projects where students apply their learnings from the classroom, to provide solutions to various social organizations for the live business problems they face. SRF has associated with many organizations like SOS and I-Volunteer.

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

Alumni Relations Cell

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 with the main event being the Grand Alumni Meet. The objective of the cell is to strengthen the connection of the alumni with the institute and deliver value to stakeholders in the process.

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.

Team Member Details

Faculty In -Charge - Prof. Seema Rawat

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List of Major Events

- Grand Alumni Meet, Mumbai
- 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

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

- Happy Hour – An intra college division war to test the sense of humor of the first-year students and give them a break from the plethora of case study competitions.
- 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’.
- Rant It Out- A unique series wherein students can rant out their thoughts and feelings anonymously to an anonymous listener without the fear of being judged, advised or misled. It is conducted through one-on-one Zoom meetings with anonymous names and no videos.
- Monthly Mindfulness Meets– An interactive session every month by guest speakers that cater to various aspects and facets of wellbeing.
- The Bodhi- A Quest for Wellness is the yearly magazine of Prabodhan. Article writing and Creative Art Competitions are held and the winning entries are incorporated in the magazine.

Functional Cells

Finomenon

1. Functionality of the Cell

Finomenon, the finance cell of NMIMS, is the knowledge centre providing dedicated support to the students on all matters related to Finance. From conducting various special sessions focusing on explaining different career choices available in the field of finance to seminars on in-depth equity research; wherein the whole investment analysis and rationale is explained. Finomenon continues to contribute actively in Finance, for the students, by the students.

2. Differentiating Factor of the Cell

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

3. Team Member Details

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4. List of Major Events

- **Illuminar:** a business conclave where top leaders from the industry and students congregate for panel discussion and speaker sessions to discuss events making a mark in the global financial world. It gives the budding business leaders a glimpse into the business scenario.
- **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. Saurabh Mukherjea and Mr Anupam Gupta to share their views and impart knowledge on the world of finance.
- **Finshodhan:** Conducted exclusively for Finomenon Juniors, it provided a great opportunity

to witness a competition close to CFA-RC. It was judged by Finomenon alumns.

- **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. It was a melting pot of excitement, enthusiasm, victory and smiles.
- **Walk the stock:** It is a new event by Finomenon which involved a virtual trading competition and was conducted over three rounds. The first round was virtual trading which was followed by portfolio construction and ultimately a stock pitch in the end.
- **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.
- **Bean Counter:** Bean counter was organized as a part of the Intra college fest, Parichay. It has an online quiz. Followed by a 2nd round which involves activities based on gamification of risk and return concept.
- **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 organised. Last year we conducted a session on Industrial Sickness and The Insolvency and Bankruptcy Code, 2016, an interactive session with Leap Up founders on decoding finance and an Equity Research, CFA Research Challenge and Financial Modelling Workshop in collaboration with Atticus Advisors LLP. Guest sessions on Indian private equity and venture capital markets in association with Edelweiss Financial Services Ltd, and other workshops on ethics and the rising importance of analytics 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.

4. 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 Asian Paints and Bharti Airtel, three Market Impact Reports (MIRs), three Samriddhi Intelligence Reports (SIR) providing an in depth analysis of the FMCG, IT and the Insurance sectors. We also conducted an investor meet to convey important information about the fund.

Articles, Magazine and Interview Feedback

'The Financial', the bi-annual newsletter is published in October and January.

We send monthly articles via mail to the batch and it is based on important topics related to Finance. Our instagram initiative, the Finsights are posted every week so as to keep the readers updated on the current financial world and help them develop an opinion around finance. We also started an initiative for the final year students in which placed students shared their interview experiences with the batch.

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 Ford, Unilever, Mondelez, Mahindra ICICI Bank 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 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

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4. List of Major Events

- Symposium Series
- Workshops (FMCG and other)
- Pitchfork
- Augustus
- 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 generation of useful insights.

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

The various operations and supply chain monthly connects 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

Faculty in charge – Dr. Ashu Sharma

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4. List of major events:

- Optitude: Flagship event of Optumiz, "Optitude"- the Operations Conclave, boasts of the industry stalwarts from 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 Vicar of Heists, The Chocolate Factory etc.
- Opera: 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 programme that spans across 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 operations' terms 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 the industries around the world.
- Company analysis: Social media posts giving brief analysis about different companies visiting 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 learnt during curriculum.
- R Workshop- An intense workshop designed with a focus of 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 with an objective of offering 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

Faculty In -charge – Prof Vikas Gadre

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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 media platform.

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

Faculty in – Charge: Dr. Hema Bajaj

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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 17 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 four major heads that being Literary and Debating, Magazine Committee, Social Media Engagements Committee, Corporate Engagement Committee. Each committee is responsible for its own work.

Literary and debating committee deals with organization of events at a national level and have done so for the past year with various competitions which involved both law and management students. The corporate Engagement committee deals with holding of leadership talks for the MBA (Law) students, they invite such dignitaries to spread awareness about our course and these leaders share their insights and motivate our students. Magazine committee is given the responsibility of issuing newsletter as well as magazine. The social media committee brings everything together where we interact with possible future students as well as promote what we do and all the events hosted by us.

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

Faculty In- Charge: Dr. Parithosh Basu

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4. List of Major Events

- ❖ Leadership Talk- Leaders from various corporates are invited to provide insights and motivate the students.
- ❖ Samvidhan Divas- Celebrated the National Constitution to commemorate the adoption of the Indian Constitution.
- ❖ National Essay Writing competition- An essay writing competition inviting students from both MBA and Legal field.
- ❖ National Quiz Competition- A quiz competition that brainstorms both management and legal knowledge.
- ❖ National Arbitration Moot- An arbitration moot court competition for law students from across the country.

Interest-Based Cells

ADverb

1. Functionality of the cell

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

2. Differentiating Factor of the Cell

Established in 2005, ADverb is primarily the creative nerve of NMIMS. The core idea of ADverb is to engage with students with concepts and cases of media marketing and advertising. Various events, case studies, speaker sessions and workshops are organised based on this. The event calendar is replete with names of the big shots from the industry. A dedicated week for ADverb, Adweek, and Adverb's flagship event, Indian Advertising League, sees participation from top brands and top B Schools of the country. Not just events, ADverb has exclusive tie-ups with the most 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

Faculty In Charge: Prof. Neha Sadhotra

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4. List of Major Events

- IAL (Indian Advertising League): ADverb's flagship event, that sees participation from Top Indian B-schools, is an event that tests one's advertising, branding and media communication acumen all at once!
- AD-Times: A summer prep initiative for first-year students which involves posting presentations and other communications about the various companies which come for marketing profiles across sectors.
- ADweek: A week comprising of workshops and seminars by eminent personalities from the industry, national level online competitions and case studies which revolve around live business problems from the top brands of the country.
- ADvention: Industry Expert seminars on Media marketing and current topics related to Advertising
- Brand Housie: A fun and engaging way to test brand knowledge.
- Notepad: A pan India article writing competition which then get recognised on ADvent-ADverb's social media.

Entrepreneurship Cell

1. Functionality of the Cell

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

2. Differentiating Factor 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 a complete support to all students.

3. Team member details

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4. List of major events:

- Sahasik - Annual Summit
- Ranneeti - National Level B-Plan Competition
- Pioneer Garage - Series of guest lectures by CEO's of various company
- Game of Tycoon - Fun + Negotiation Skills + Analytical Ability + Case Study
- Pucca Baniya

Ecolibria

1. Functionality of the Cell

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

2. Differentiating factor of the Cell

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

3. Team Member Details

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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 event
 - Corporate Chanakya – Budget-based competition
 - Speaker Session
- Release of Bi-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, debates, public speaking events and extempore on a regular basis. If you wish to learn while having fun, then Mantavya is the place to be!

2. Differentiating Factor of the Cell

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

National level competitions like Model United Nations & Business of Brands attract crowd from across the country

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

3. Team Member Details

Faculty In Charge – NA

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4. List of Major Events

- Business of Brands: National Level Corporate Quiz
- Melange: Inter-college general quiz
- Lit as Fun: Pot pourri of various Literary events
- 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 Rock Band of NMIMS
- Verve - Fashion Show Team
- Xplore – The Photography Club of NMIMS

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

2. Differentiating Factor of the Cell

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

3. Team Member Details

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4. List of Major Events

- **Aaghaz** - Intra Collegiate Cultural event / Mr. and Ms. NMIMS- under Parichay for junior batch
- **Rubaroo** – A musical night where we invite some dynamic Artists to showcase their talent
- **Salsa Workshop** - Dance workshop organized in association with Salsa India
- **Ecstasy**- Garba workshop, Photobooth and Shortcut (intercollege movie making competition) are organized
- **Farmaish-e-Diwali**: A fun packed Diwali evening in collaboration with the cells of NMIMS
- **Euphoria** - Flagship Intercollege Cultural Fest
- **Nepathya week**- fun filled events like acoustic night, Open Mic, Reminiscence, poetry slam and Beg-borrow-steal