



SCHOOL OF
BUSINESS MANAGEMENT



PRATIBIMBH

STUDENT ACTIVITY DOSSIER

VOLUME X | 2022-23

MESSAGE FROM THE HONORABLE CHANCELLOR

As we move further into the 21st century, the world is becoming increasingly volatile, uncertain, complex and ambiguous. In this dynamic environment, it is imperative that we prepare ourselves for the challenges and opportunities of the future. Education has a crucial role to play in this preparation. However, to ensure that we are suitably equipped to navigate an ever-changing world, we need to re-imagine education and embrace a more innovative and adaptive approach.

After a challenging couple years of the COVID-19 pandemic, we at NMIMS University were excited to welcome our students back to campus and provide them with a more immersive learning experience. The switch from offline to online learning and then back to offline wasn't easy, but our faculty, staff and students demonstrated remarkable strength of character and spirit of collaboration in coping with the numerous changes.

With the return to in-person learning, we did not forget the lessons we learned during the pandemic. Our experience taught us the importance of embracing technology in education and how it can enhance the learning experience. While continuing to integrate technology into our classrooms and leveraging it to augment student learning, we also recognized that priority must be given to the holistic development of our students, with a focus on their physical, mental, and emotional well-being.

The future of education requires a commitment to innovation, adaptability, and lifelong learning and as students embark on their journey, I encourage you to embrace this mindset and prepare yourselves for the infinite possibilities and challenges ahead.

I wish each and every one of you the very best in all your future endeavours. Remember, at NMIMS, we are here to support you every step of the way.



Shri Amrishbhai Patel
Chancellor
SVKM's NMIMS University

MESSAGE FROM THE HONORABLE VICE CHANCELLOR

2022-23 has been a promising year for SBM NMIMS. With the pandemic behind us and a full-fledged return to offline campus activities, we can all take pride in the fact that we persevered, adapted and rose to the occasion. Our positive attitude and unstinted commitment to excellence helped us garner several accolades such as a place in the top 100 Financial Times Masters in Management 2022 Rankings.

Recognizing the importance of staying relevant in a rapidly-evolving digital landscape, NMIMS University spearheaded several digital initiatives to strengthen our academic processes so that they can create tangible value and stay on the cutting edge of innovation. Simultaneously, our commitment to our students' holistic development helped us forge new paths in the area of sustainability and social responsibility. Throughout the year, we witnessed countless examples of students going above and beyond to make a difference in their communities, demonstrating the true spirit of leadership and management. From mentoring young individuals, particularly those from underprivileged backgrounds to spearheading multiple social initiatives, our students have shown that they are not just here to earn a degree, but to make a positive impact in the world.

Looking forward, as we navigate a rapidly changing world, it is more important than ever to stay focused on our core values and support activities of knowledge creation and socially responsible application of knowledge. As you embark on your journey after graduation, remember that your education does not end here. Rather, it is just the beginning of a lifelong journey of learning, growth and impact. I encourage you to continue to seek out opportunities to learn, grow and serve, and to stay connected to our community.



Dr. Ramesh Bhat
Vice Chancellor
SVKM's NMIMS University

MESSAGE FROM THE DEAN

The year 2022-23 began with our School back to our pre-pandemic routine with in-person classes, full attendance in classrooms and a campus buzzing with academic life. Our students embraced this new-found freedom with great excitement leading to many successful events that engaged the talents of students within NMIMS as well as from other B-Schools.

I take immense pride in presenting Pratibimbh 2022-23, the Tenth Annual Report of student activities at the School of Business Management. The report provides a comprehensive overview of the many accomplishments of our students and reflects the spirit of excellence and innovation that defines SBM, NMIMS.

I am extremely proud to share that our students have continued to excel in their academic pursuits as well as in co-curricular and extra-curricular activities. Over the past year, our students participated in several prestigious competitions, both national and international, and demonstrated their exceptional skills and abilities, resulting in successful outcomes, accolades and honors for themselves as well as their school.

The Business School receives tremendous support for various student activities from all quarters and particularly from NMIMS University Officials. I express my deep gratitude to Shri. Amrishbhai Patel, Chancellor, NMIMS University, Shri Shalin S. Divatia, Mentor, SBM, NMIMS, Dr. Ramesh Bhat, Vice Chancellor, NMIMS University, Dr. Sharad Y. Mhaskar, Pro Vice Chancellor, NMIMS University and Dr. Meena Chintamaneni, Pro Vice Chancellor, NMIMS University for their continued guidance and support.

I encourage you to read this report and join me in congratulating the efforts of our students.



Dr. Prashant Mishra

Dean

School of Business Management

SVKM's NMIMS University

MESSAGE FROM THE CHAIRPERSON, STUDENT ACTIVITIES

Throughout the year 2022-23, we have witnessed our students' relentless commitment to their professional and personal growth as they effectively pursued their academic goals, whilst simultaneously taking on additional engagements in co-curricular and extra-curricular activities.

I have been truly impressed by the enthusiasm, creativity and passion that students have demonstrated in finding ways to engage their talents, enhance their skills and stay connected with their peers. Throughout the year, the Student Council and its sister cells and committees organized a wide range of activities and events from corporate projects, workshops, conclaves involving industry leaders, to cultural events, sports competitions, and community service projects. Through their zealous efforts, they strived to create a vibrant campus community that caters to diverse needs and interests.

This year, a total of 157 events were organized by Core, Functional and Interest-based cells of the Student Council and prominent events such as Paragana and Euphoria continued to draw crowds in large numbers. Students brought laurels to the School of Business Management by successfully participating in 248 national and international competitions. The student cells and committees exceeded their budgetary expectations by raising cash sponsorships of INR 86 lakhs, 42% of which was brought in by the Student Council.

As we end this academic year on a positive note, I would like to sincerely thank Shri. Amrishbhai Patel, Chancellor, NMIMS University, Shri Shalin S. Divatia, Mentor, SBM, NMIMS, Dr. Ramesh Bhat, Vice Chancellor, NMIMS University, Dr. Sharad Y. Mhaiskar, Pro Vice Chancellor, NMIMS University, Dr. Meena Chintamaneni, Pro Vice Chancellor, NMIMS University and Dr. Prashant Mishra, Dean, SBM, NMIMS for their continued guidance and support. I would also like to thank the Associate Deans, Faculty-In-Charge of various student cells and the administrative staff of SBM NMIMS for their tireless contributions, mentorships and dedicated support to our students. Finally, I applaud the efforts of the Student Council, its sister cells and the entire student body for working collaboratively to elevate the School of Business Management to greater heights.

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



Dr. Geeta D'Souza
Chairperson, Student Activities
School of Business Management
SVKM's NMIMS University

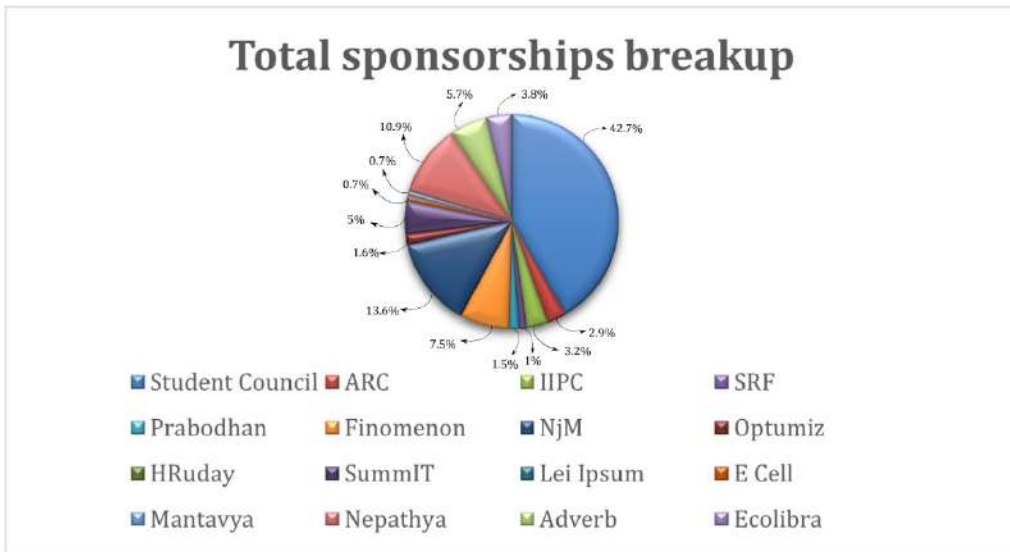
EXECUTIVE SUMMARY

At SBM NMIMS, we strongly believe in the idea that learning is not confined to classrooms, but extends beyond them. This motto has been the driving force behind the initiatives of the Council and all other Student Bodies throughout the year. We have always strived to provide our students with a platform to enhance their skills and knowledge, enabling them to reach their full potential.

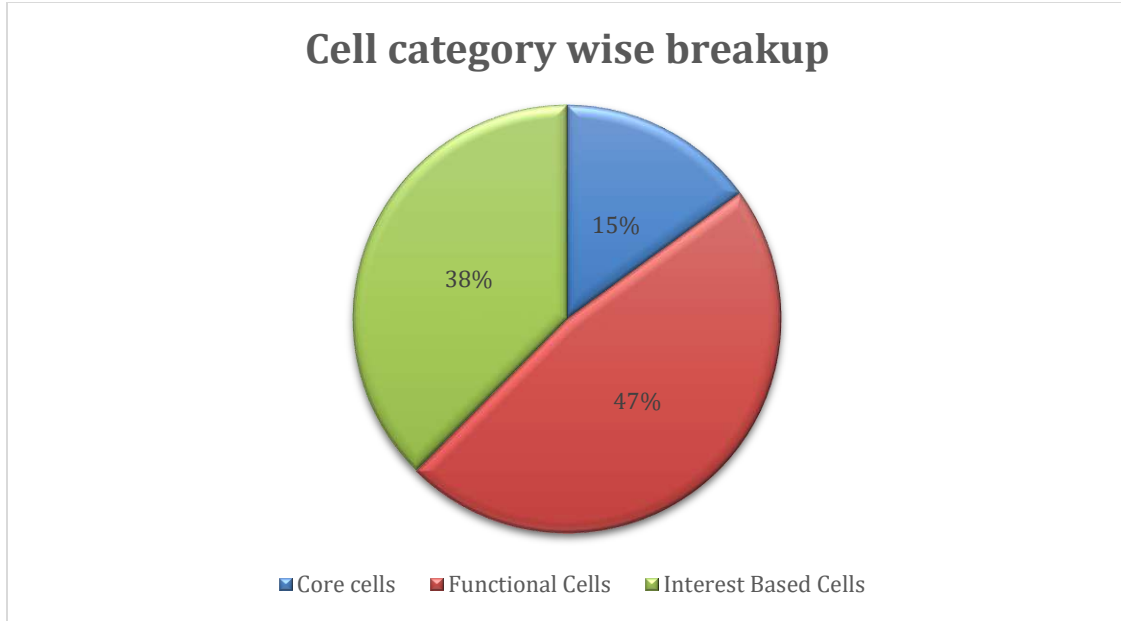
We are proud of the diverse range of activities and events that were organized throughout the year, enabling our students to learn and develop skills beyond the classroom. At SBM NMIMS, we remain committed to providing our students with the best possible learning experience and preparing them to be leaders in their respective fields.

SPONSORSHIP

The School of Business Management teaches its students how to plan and execute events in all areas. Sponsorship is essential to the size and success of any event organised by student committees. The institute also plays an important role in assisting students with their activities. This year, total sponsorship raised by student bodies was INR 86.44 lakh, with the Student Council raising INR 36.02 lakh. Figures 1 and 2 show a snapshot of sponsorship raised by various student bodies in the academic year 2022-23, as well as cell category wise the total sponsorship raised during the year.

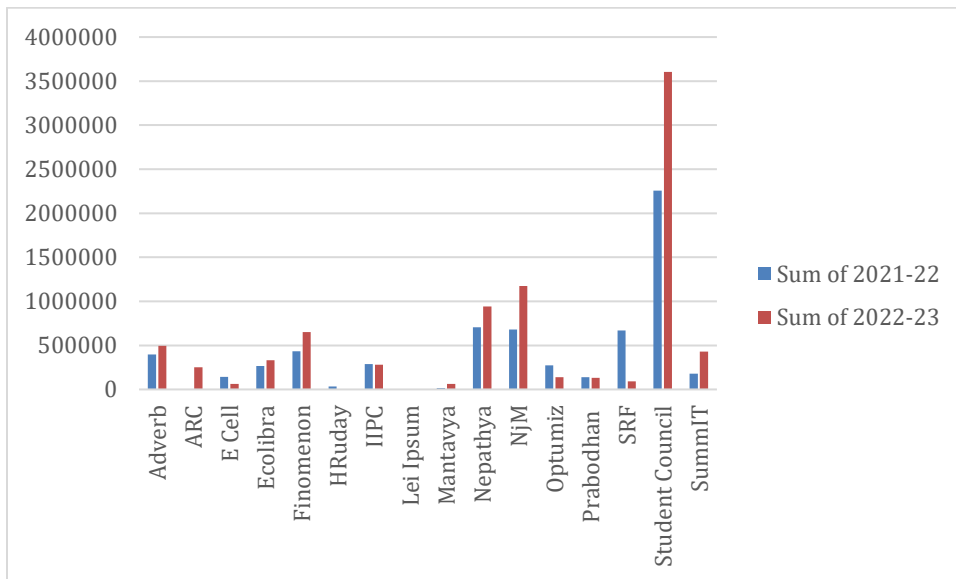


Cell category wise breakup



The growth in sponsorship collected by the cells from 2021-22 to 2022-23 is can be seen in the graph below:

Sponsorships raised in 2021-22 and 2022-23



EVENTS AT SBM

List of Major events organized by Student Council in the Academic Year 2022-2023

List of Major Events organized by Student Council in Academic Year 2022-23
MUMBAI DARSHAN (Introduction to the new batch to the City of Dreams)
MANAN (A chance for new batch to showcase their acting, singing and dancing skills)
PARICHAY (Introduction to the cells and committees for the new batch)
ARCADIA (Intra College Sports Fest) with Sports Committee
PARAGANA (Flagship Annual Business Fest)
SAMARTHYA (Flagship Inter B-School Sports Fest) with Sports Committee
BUSINESS CONCLAVE (Marketing, Finance, Strategy/Consulting, Social Responsibility & Operations Conclave) with IIPC, NjM, Finomenon, SRF & Optumiz
EUPHORIA (Flagship Annual Cultural Fest) with Nepathya

The academic year 2022-23 began on a promising note. We welcomed our new batch with Mumbai Darshan, a visit to the City of Dreams and its iconic landmarks. This was followed by Parichay, an introduction to the various Cells and Committees and the activities under their purview. Our interdepartmental and interdivisional sports fest, Arcadia, was next on the agenda. We also hosted the flagship business fest of SBM NMIMS, "Paragana," where students from different B-schools participated in a variety of events to showcase their skills.

Our Corporate Seminar provided an opportunity for industry leaders from various domains to share current industry trends and patterns with our entire batch. We also hosted Samarthya, an inter-B School sports tournament. The 3-day Business Conclave, conducted by the Student Council in collaboration with IIPC, NjM, Finomenon, SRF and Optumiz, provided students with the opportunity to hear from industry leaders from specific domains. Finally, the year was brought to a close with Euphoria, the annual cultural fest of SBM NMIMS.

Summary of events:

Consolidated number of events organized	Number of Events	Percentage increase from 2021-22
Core Cells	36	-30.56%
Functional	75	-8.00%
Interest Based Cells	46	10.87%

NEW INITIATIVES TAKEN BY STUDENT COMMITTEES IN THE ACADEMIC YEAR 2022-23

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

NEW INITIATIVE	DESCRIPTION	STUDENT BODY
Opening of Floor Canteen	To facilitate convenience, increased productivity, improved health, social interaction, revenue and enhance the overall campus experience for students and faculty.	Student Council
Inter-Cultural Hub Inauguration	To promote diversity and cultural awareness, fostering intercultural communication and collaboration, and providing a platform for cultural exchange and learning between and among foreign exchange students batch	Student Council
Ice-Breaking Activities	To promote interaction between foreign exchange students and Student Council through various engagement activities.	Student Council
Gym membership (exclusively for NMIMS Students)	To cater to the fitness and physical well-being of the students at SBM, we partnered with gyms in the nearby areas to offer our students the best plans specially customized to their requirements.	Prabodhan
Wellness Board	Prabodhan set up Wellness Boards in the atrium at our campus to engage the students of our college. This was a monthly activity, where we posted self-reflective questions for the students to answer. With these boards, we aimed to not only increase the students' self-awareness and impact them positively, but also enable students to engage better with Prabodhan, bringing more visibility to the cell.	Prabodhan

Suicide Prevention Week Awareness-Street Play	As part of our efforts to throw some light on the importance and sensitivity of this issue, we conducted a street play on Suicide Prevention in our college campus, in collaboration with RangPunch and Sneh Aangan (A Suicide Prevention Initiative)	Prabodhan
Mad over markets	Finomenon releases a monthly report providing the readers a snapshot of the month's market performance and news in focus. It also shows the performance of various global, Indian and sectoral indices for the month and in addition to this, it presents the monthly change in forex rates and macroeconomic indicators	Finomenon
Fin chronicles	It is a series of financial articles where we covered topics like Decoding the Rise'N'Shine of Adani Group. The article covered some overarching themes such as factors leading to the rise of Adani, the latest mergers and acquisitions, concerns and risks, economic and market ramifications and the future outlook	Finomenon
CFA Institute Ethics Challenge	It is a competition by the CFAI that is designed to increase students' awareness of the ethical dilemmas which they may face once they enter the corporate world. It incorporates common ethical issues and the application of the CFA Institute Code of Ethics and Standards of Professional Conduct. CFA ESG competition with prizes worth US\$675 each was conducted by CFAI to provide a platform for students to express their interest in the topic	Finomenon
Samriddhi Daily News	It is a 100-day initiative by Finomenon to keep the batch abreast of the current news in focus relating to the financial markets in a short and crisp format every day. The 100-day initiative helped students quickly run through the global financial and economic highlights	Finomenon
Research Reports	Samriddhi research reports such as financial analysis report on FIFA World Cup, will Credit Suisse trigger another global financial crisis to ensure awareness regarding the trending topics in the financial world.	Finomenon

<p>Summer Series – Social Media Activity</p>	<p>The idea behind this activity is to provide students with theoretical knowledge of the latest Operations, Supply Chain & Logistics concepts that are applied practically in industries, Team Optumiz launched its new social media initiative to post a crisp & engaging analysis of these selected concepts. A series of 9 topics were posted through Optumiz’s official social media handles. The series attracted significant appreciation from the students of both the first year & second years</p>	<p>Optumiz</p>
<p>Business Conclave</p>	<p>It is the annual business conclave of SBM NMIMS Mumbai that provides a common platform for CXOs/ Directors/ Heads of global companies in the field of Operations and Supply Chain, Marketing, Finance, Social Responsibility, and Strategy/Consulting domain to share their experiences & knowledge with over 1500+ students. The Theme for the conclave was “India @ 2030”. Under the umbrella of the same, Optumiz conducted the Operations and Supply Chain conclave with the theme “Reinventing India’s Logistics and Supply Chain To Fulfill the \$10 Trillion Dream”</p>	<p>Optumiz</p>
<p>Fresher’s Party</p>	<p>It was an exciting contest conducted to welcome the batch of First years of MBA on 23rd July 2022 in the Auditorium of SBM, NMIMS Mumbai. The participants competed for the title of Mr. and Miss NMIMS and the competition comprised three rounds Ramp Walk, Talent Round, and QnA round where they were judged according to their personality, attitude, aptitude, and general wit.</p>	<p>Nepathya</p>
<p>Garba Night</p>	<p>This event was conducted on 1st October 2022 It was a cultural evening of Dandiya Raas and Garba conducted to provide a refreshing break from the hullabaloo of MBA and celebrate the festive period of Navratri along with some fun games and DJ night. This was a great way to celebrate diversity on campus and expose students to different cultures and traditions</p>	<p>Nepathya</p>

ADMix	<p>One of the first initiatives of the year, ADMix took place in July 2022. Junior Committee members were divided into teams of 3 members each, as they went up against each other in the pursuit to create the best advertisement. All teams were given a product, and were required to create a 90 second video clip promoting the same. All the advertisements were screened in front of the committee, with a round of voting thereafter deciding the top 3 teams. These top 3 ads were posted on ADverb's Instagram handle, with a view to maximizing engagement on the page. Winners would be decided on the basis of likes, shares and comments on the post.</p>	ADverb
ADjective	<p>ADverb did not have a property or media output of its own, which signaled the need for one. ADjective: Your Objective View on Advertisements is a quarterly digital magazine that covers the latest and greatest ad campaigns as well as all things ADverb. Featuring sections that covered ad campaigns (Spotlight, The Unskippables), student perspectives (The ADjective View), faculty opinions (The Expert View) and recaps of ADverb activities (What's Happening). A total of three editions were published over the course of the year (#1: Genesis, #2: Illuminate, #3: Midnight)</p>	ADverb
Box of Chocolates BookSwap	<p>Students across the college were encouraged to give a book and receive a book in exchange, also helping them network with someone from the college in return.</p>	Mantavya
IIPC Industry Partnered White Papers	<p>Set up a research platform for students in the committee to collaborate amongst each other, faculty members and industry partners for conducting formal research through a structured methodology. This year the initiative was started with a target of partnering with 3 prestigious consulting firms for conducting</p>	IIPC

	<p>research on topics of common interest to the students and industry representatives. Teams of 3 members per paper were formed to carry out this research while following the methodology outlined by the Research Head of IIPC. The final papers were published in IIPC's annual consulting publication Mantrana.</p>	
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INTRODUCTION TO SVKM'S NMIMS UNIVERSITY AND SBM

NMIMS University's parent organization, Shri Vile Parle Kelavani Mandal (SVKM), is a Public Charity Trust registered under the Society's Registration Act and the Bombay Public Trust Act. The 1934-formed Mandal began its activities by assuming control of the Rashtriya Shala, a school founded in 1921 in response to the National Movement. Since then, the Trust has endeavored to become an educational foundation that promotes global thinking congruent with national interests and values, professionalism, social awareness, and dynamic entrepreneurship. The Mandal ethos is characterized by patriotic passion, selfless service, and a local entrepreneurial mentality. These beliefs permeate all institutions established by the Mandal and serve as their guiding principles.

All SVKM institutes, including NMIMS University, are renowned for their significant contributions to the education industry due to their strong vision and commitment to being the pioneers of the contemporary education system. Situated in Mumbai, the financial hub of India, SVKM's Narsee Monjee Institute of Management Studies is one of the country's foremost educational and research institutions. NMIMS has become one of the top-20 B-schools in India and one of the top-10 Private B-schools in the country. It has grown to a multi-disciplinary university with campuses in Mumbai, Navi Mumbai, Shirpur, Bengaluru, Hyderabad, and Indore. Management, Engineering, Pharmacy, Architecture, Commerce, Business Economics, Science, Law, Healthcare and Continuing Education are among its 18 member schools (Distance Learning).

SCHOOL OF BUSINESS MANAGEMENT

The School of Business Management (SBM) at SVKM's NMIMS (Deemed-to-be University) is one of India's most prestigious business schools, located in Mumbai. In addition to offering a variety of cutting-edge programs for students, it also offers executive education programs for professionals seeking to make significant career moves. The SBM educational experience seeks to educate students with a solid foundation of management skills to aid them in navigating today's complicated business environment. A program established in collaboration with academicians and industry professionals affords students the opportunity to acquire new skills and explore diverse viewpoints. The School of Business Management uses the case study technique as its primary instructional tool to bring real-world business scenarios with compelling prospects in tough environments into the classroom. Emphasis is placed on practical knowledge and individualized instruction.

STUDENT BODIES

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, faculty 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 25 other student bodies in the college. Being the apex body, it acts as a common link and ensures smooth functioning among them all.

3. Team Member Details

Chairperson, Student Activities: Dr. Geeta D’Souza

Official Email Id: studentcouncil@nmims.edu.in

Student Council 2022-23

Name	Designation	Email ID	Contact
Simran Ajitsaria	President	simran.ajitsaria014@nmims.edu.in	8638373887
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Pratim Saha	Seminars Head	pratim.saha127@nmims.edu.in	8013917515

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. The event also has an entertainment event “Jokes Apart” towards the end. This year artists Sumit Sourav and Raunaq Rajani graced the event.

Paragana's Corporate Seminar: 'Paragana,' Sanskrit for pollination, means the beginning of new life. Paragana aims to pollinate young minds with seeds of knowledge and ideas and to stimulate an independent, holistic thought process that is unrestrained, imaginative and effective. Paragana's Corporate Seminar exemplifies this philosophy. This year, the theme for Paragana's Corporate Seminar 2022 was- 'Chrysalis - Transforming Our Future, India @ Beyond 75.' The keynote speakers were Mr Nitin Mehta – President, Marsh McLennan India, Mr Anshul Arzare, Executive Director & Chief Business Officer, Yes Securities, Mr Mahesh Koppad, Category Head, Tata Consumer Products, Mr Raajnish Desai, Partner, KPMG, Ms Megha Goel, Senior Business Leader, Godrej.

Business Conclave: The 1st edition of Business Conclave was organized by SBM's Student Council and hosted by its Core and Functional Cells: Industry Institute Partnership Cell, Social Responsibility Forum, Not just Marketing, Finomenon and Optumiz.

Scheduled between January 20th-22nd, 2023, this was the first time, six different student bodies came together to create a confluence of ideas, inspirations and new-age topic discussions. With an overarching theme of "India @ 2030," Business Conclave 2023 aimed to provide a platform for insightful discussions and multiple perspectives on the opportunities and challenges for Indian Business as the country remains poised to become the world's third largest economy by 2030.

Euphoria: The flagship annual cultural event of SBM NMIMS, Euphoria is an entertainment filled evening with a glorious line up of artists every year. This year, SBM hosted SABALI - the band, Papon and DJ Ravator for Euphoria '23.

Sports: The sports at NMIMS Mumbai includes all sporting events and activities within the university. The sports committee under the guidance of the Student Council is involved in organizing various intra-university and inter-university sports events and tournaments, including basketball, football, cricket, badminton, table tennis, and other indoor sports. Arcadia marks the beginning of the sporting events at NMIMS and ends with Samarthya which includes Intra and Inter NMIMS participation.

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.

Team Member Details

Director (Placements): Ms. Shobha Pai

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

PLACEMENT COMMITTEE

Name	Designation	Email ID	Contact
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Alumni Relations Cell

1. Functionality of the Cell

ARC acts as a linkage between the institute, the 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. Amrita Bansal

Official Email Id: alumnirelations@nmims.edu.in

ARC

Name	Designation	Email ID	Contact
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Amber Goel	Vice President and Head of Sponsorship	amber.goel735@nmims.edu.in	9087860640
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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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IIPC

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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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SRF

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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: Parliamentarydebate competition on topics of social sensitivity
- Samadhaan: Case Study competition on socialcauses.
- 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 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 well-being 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 happy and healthy life by assisting them on their path towards personal well-being. 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 well-being 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 does 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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PRABODHAN

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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

- 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. The team with the 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'2022 was an intra-college fun-filled event organized under Parichay, consisting of 3 rounds. The event started with an 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 sessions on Fintech and other workshops on trending topics in the field of finance were also conducted. All these play a significant 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, providing a 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), and 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 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 to keep the readers well-versed with the recent happenings in the finance world. We also assist the final year students via our dossiers which include interview experiences of placed students.

Not Just Marketing (NjM)

1. Functionality of the Cell

Not Just Marketing (NJM) is the Marketing Cell of NMIMS. It is a congregation of creative minds 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 every quarter, 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 every year.

3. Team Member Details

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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
- 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 after 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 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 students an opportunity to employ various operational strategies to resolve the challenges faced by 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 for 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, analyzing accurate trends and metrics for practical use, using 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 corporates 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 the 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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SUMMIT

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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 of 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 internships 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 platforms.

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 the 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 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 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 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 brings to life a competition that 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

As a functional aim, Lei Ipsum's vision is to promote MBA Law in the realms of business, law, and management. 'Enhancement of Knowledge' of our avid readers is what Lei Ipsum truly believes in and we believe it as an emergence of a platform to showcase the embedded talent of our students.

Lei Ipsum functions through two committees:

- Core Committee: The core committee consists of the President, Vice President and the Treasurer.
- Executive Committee: The executive committee consists of the following four committees:
 - Social Media Committee
 - Publications Committee
 - Corporate Relations Committee
 - Competitions Committee

2. Differentiating Factor of the Cell

Lei Ipsum is a unique cell that was established to promote a unique course, this cell helps students discover this new field in law. We engage in such activities which include both law and management to fuse the two fields. Through the activities conducted by our four committees, we focus on providing the exposure the students require and on exploration of diversified sectors which would pique their favorable areas of interest and prepare them across all aspects of life.

3. Team Member Details

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LEI IPSUM

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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

Faculty In-Charge: Dr. Jacqueline Mundkur

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ADVERB

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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 to date through the MBA program.
- ADTimes: A summer prep initiative for first-year students that 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 senior batch 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 students opportunities to interact with industry experts. Programs such as Finlatics Investment Banking Experience Program and Finlatics Financial Markets Experience Program are conducted, 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 platform 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

Faculty in Charge – Dr. Sujata Mukherjee

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E-CELL

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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 strategical thinking among the students along the lines of economics – the 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 economics and strategy enthusiasts to become future leaders, competent consultants, great marketers, and erudite finance professionals. We provide students platform to research 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, strategical thinking, and technical knowledge.

3. Team Member Details

Faculty in Charge – Dr. Souvik Dhar

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ECOLIBRIA

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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 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

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MANTAVYA

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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. Nepathya aims to conduct cultural events of the highest standards, bring out the hidden talent of the students, and 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, and 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

Faculty in Charge: Dr. Amrita Bansal

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NEPATHYA

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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

Clubs at SBM NMIMS

The Treblemakers

The music band of SBM, NMIMS Mumbai. The club houses musically talented people across all courses in the institute.

THE TREBLEMAKERS

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Zephyr

Zephyr is the dance club of SBM-NMIMS, Mumbai, which allows its students to take a break from the routine they are required to follow to get into their dream careers. Zephyr is a one-stop solution to all the dancers who believe that the best way to enjoy music is when you add steps to it.

ZEPHYR

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RangPunch

RangPunch is the dramatics club of SBM, NMIMS Mumbai. It is the perfect collaboration of expression and creativity in terms of writing, enacting, direction, screenplay and editing. It has shown over the last two years that ideation and execution can go well beyond street plays and stage performances to magic created through Laptop screens. The club has had several short films, monologues, etc that have been made on the lines of humour, satire and issues of social and practical relevance.

RANGPUNCH

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Verve

Verve is the fashion show team of SBM NMIMS.

VERVE

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Xplore

Xplore is the photography club of SBM NMIMS.

XPLORE

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Toastmasters

Toastmasters club is part of Toastmasters International which operates clubs worldwide for the purpose of promoting communication, public speaking, and leadership.

TOASTMASTERS

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ISR

ISR is International Student Relations Club of SBM NMIMS.

Faculty in Charge: Dr. Amita Shivhare

ISR

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SPORTS AT NMIMS

Sports Committee under the leadership of Sports Secretary has remained a part of Student Council has worked throughout the year to organize events for various indoor, outdoor and online games.

Faculty in Charge: Dr. Akshay Khanzode

SPORTS COMMITTEE

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Arcadia 2022

As the campus life at NMIMS Mumbai was transitioned from online mode to offline mode, the sporting events witnessed all the enthusiasm, fun and sporting spirit on the field as well. Arcadia 2022 marked the beginning of the sporting events for the year 2022 which was conducted in the span of 3 days from 20th - 22nd of August 2022. Arcadia is considered as the ultimate battle of divisions with every team consisting of players from the senior as well as junior batches. This year, the games that were conducted as a part of the event were Field Sports: Football, Basketball, and Cricket; E-sports: BGMI, DotA 2, Valorant, COD Mobile, FIFA 22; Indoor Sports: Table tennis, Carrom and Chess. Arcadia turned out to be a great success, wherein it acted as the perfect platform for the first years to interact with their seniors as well as within themselves. Participants were seen flaunting their talent and enjoying themselves on the field. It was Division B lifting the rolling trophy and winning the title of the ultimate sports division of NMIMS.

Samarthya 2023

The annual sports festival of SBM, NMIMS, Samarthya was held offline this year from January 21st to 23rd, 2023. Many students from the B-schools like SPJIMR, NITIE, BITSOM, SDA Bocconi, TISS, KJ Somaiya and other B-schools have participated enthusiastically. Samarthya witnessed a huge rise in the number of participants this year where most of the B-schools have registered with multiple teams such as Team A and Team B.

The others have gathered at the venues to support their respective teams as well. Samarthyia was divided into five sports: Cricket, Football, Basketball, Table Tennis and Chess each with its own format. The fact that the event was graced by the participation of roughly sixteen premier B-schools attests to NMIMS's dedication to sports and this festival. NMIMS competed in certain sports with two teams: NMIMS A and NMIMS B.

Samarthyia Inter-NMIMS 2023

For the first time ever, the Inter NMIMS Sports Fest has been hosted by NMIMS Mumbai from February 10th to 12th, 2023. Many students who are part of different schools of NMIMS have participated in this event to witness an exhilarating and nerve-wracking experience. Different schools of NMIMS have registered where they get to showcase their athletic skills, team spirit, and sportsmanship while competing with other schools in various sports creating a sense of pride among their peers, and potentially earning recognition and trophies for their school. Cricket, Football, Basketball, Table Tennis and Chess each with its own format have been organized as a part of Inter NMIMS - Samarthyia 2023.

STUDENT ACHIEVEMENTS

Competition/Contest participated in:	Event Category	Organizing Body:	Participant(s) Name:	Year	Award received:
Short Film Competitions	Cultural	FMS Delhi, IMI Delhi, IIT Ropar, SIBM, K Ramakrishnan College of Technology, IFMR GSB,	Siddhartha Tibrewala, Akash Shukla, Shubham Aggarwal, Mehak Chhabra	II	Inter- College Winner
1 Slider Contest held by UPL (SIP Company)	Case study/Paper Writing/Presentations	UPL	Sukanya Paul	II	Winner among Summer Interns
Mumbai Darshan	Cultural	Student council	Saumya Gupta	I	First runners-up
Cognizant Brandmaster	Case study/Paper Writing/Presentations	Cognizant	Dheeraj Kariwala, Shashank Kumar, Kautuk Thakur	II	National Winner
Britannia Case Challenge: BritCreate	Case study/Paper Writing/Presentations	Briatannia	Aayush Sinha,Saniya Mehta,Rishabh Bhargava,Arnav Mishra	II	Campus 2nd Runner Up
Poster/Slogan Designing Challenge	Cultural	BGLAD, Bain & Company	Sukanya Paul	II	Campus Winner
National Case Study Challenge	Case Study/ Paper Writing/ Presentation	Business Hub	Spandan Garg, Saumitra Bhargava	I	AIR 30
National Case Study Challenge 2021	Case Study/ Paper Writing/ Presentation	Business Hub	Maanik Narayanan, Udit Karwasra	I	National Top-50

National Case Study Challenge 2021	Case Study/ Paper Writing/ Presentation	Business Hub	Mahima Agarwal	I	Rank 11/ 1124
MANAN - Cultural Competition 2021	Cultural	Student Council	Aditi Sinha	I	Winner (1st Prize) - Certificate of Appreciation
B-Talks	Case Study/ Paper Writing/ Presentation	Finomenon, NMIMS	Spandan Garg, Disha Ghosh, Kushal Sood, Deven Sethi, Rohin Satija	I	First Runners Up
MANAN - Make A Name At NMIMS	Icebreaker event	Student Council	Dahir Sharma	I	Winner (First Prize)
Manan - Make a name at NMIMS	Ice-breaker event	Student Council	Rishika Jotwani	I	Winner
Sector Study Competition	Case Study/ Paper Writing/ Presentation	IIPC, NMIMS	Shivam Doda, Ritika Goyal, Rituja Tripathi, Shivi Gitey, Aparna Ranapalli	I	Winner
ECON 101 - Call for Articles	Article Writing	IIM Rohtak	Mahima Agarwal	I	Second Runners up
		CFA community	Abhishek Aggarwal,	II	Campus Finalist

CFA Research Challenge 2021-22	Case study/Paper Writing/Presentations		Souvik Biswas, Soubhik Rakshit Preeti Batra		
CFA Research Challenge	Case study/Paper Writing/Presentations	CFA Institute	Nishit Betala, Ambuj Agarwal, Rishika Saraff, Falak Gupta	II	Campus Winner
2 FIT 2 QUIT	Sports	PHARMA SPORTS COMMITTEE	DR. ANTRA MAHAJAN	I	WINNER
CFA Ethics Challenge	Case study/Paper Writing/Presentations	CFA	Dr. Arpita Sen, Santhosh M, Deepansh Jagotra	II	Campus Finalist
Matter Mind	Parichay Event	Student council	Dhruv Sood, Jay Maradiya, Tushar Khera	I	First position
Matter Mind	Parichay Event	Student Council	Pragati Bhar and Nabhya Gupta	I	Coupons received, cash prize is pending
BizCraft 2021	Parichay Event	Ecolibria	Renuka Savle and Vinita Das	I	First Prize, Winners
Kickstart	Parichay Event	SummIT	Rhea Bansal, Muskan Bhatia, Mohit Kumar	I	Winners
Bean Counters	Parichay Event	Finomenon	Praful Singh, Aman More	I	Winners
VC Circle - Parichay	Parichay Event	E Cell NMIMS	Maanik Narayanan	I	Runners-Up
Kaizen-Call for Articles	Article Writing	IIM Rohtak	Mahima Agarwal	I	Second Runner Up
Finvalley 5.0 by Indus Partner Valley	Technical	Indus Valley Partner	Soham Joshi,Sree Vishnuram K.,Siddhant Daga	II	Campus Winner

Xiaomi Young Mi-nds Program	Video Essay	Xiaomi	Prakriti Tiwari	I	6 Months Training by Xiaomi's leadership
Monologue Chronicles, Season 2	Cultural	Abhivyakti, IIM Lucknow	Sanyam Khare	II	Inter-College 2nd Runners up
Dell hackathon	Technical	Placement committee	Praful Singh dhanashree jatar	I	Winner
HCCB Case Study Challenge, Season 1	Case study/Paper Writing/Presentations	Hindustan Coca-Cola Beverages	Shikhar Goel,Abhijith Shankar,Rahul Seth	II	National Finalist
Battle of Minds	Extempore and Debate Competition	Pravin Dalal School of Entrepreneurship and Family Business Management	Dr. Arpita Sen	II	National Second Runner Up
Battle of Minds 2.0	Extempore and Debate Competition	Pravin Dalal School of Entrepreneurship and Family Business Management	Dr. Arpita Sen	II	Best Tackle
HCCB Case Challenge	Case study/Paper Writing/Presentations	Hindustan Coca Cola Beverages	Saniya Mehta,Aayush Sinha,Rishabh Bhargava	II	National Second Runner Up

SAMVAD- Article Writing Competition	Case study/Paper Writing/Presenta tions	WeSchool Welingkar Education and FinQuest Institute	Dr. Arpita Sen	II	National Finalist
aHRticate- National Level Article Writing Competition	Case study/Paper Writing/Presenta tions	Vitarka- HR and IR Cell, SIBM Pune	Dr. Arpita Sen	II	National Winner
Thoucentric Bottoms Up Season 2	Case study/Paper Writing/Presenta tions	Thoucentric	Dr. Arpita Sen, Nirmay Desai , Deepansh Jagotra	II	Campus Winner
In-Quiz-ition	Quiz	D2c(Asian Paints)	Jayash Kaushal	II	Inter- College Winner
ABGLP	Case Study/ Paper Writing/ Presentation	Aditya Birla Group	Dhruvin Patel	I	Campus finalists
SANKALAN- AGROVON- National Level Article Writing Competition	Case study/Paper Writing/Presenta tions	National Institute of Agricultural Management, Jaipur	Dr. Arpita Sen	II	National Winner
Sankalan- Agrovon Article Writing Competition	Case study/Paper Writing/Presenta tions	National Institute of Agricultural Management, Jaipur	Dr. Arpita Sen	II	National Winner

Bond with Pidilite	Case Study/ Paper Writing/ Presentation	Pidilite	Shivi Gitey, Cherishma R, Sachet Rao	I	National Semifinalist
Business Frenzy	Case study/Paper Writing/Presentations	SIMSREE	Dr. Arpita Sen	II	National Winner
1. Flipkart Wired 2021	Case study/Paper Writing/Presentations	Flipkart	Dheeraj Kariwala,Saurabh Bakre,Akanksha Gupta	II	National Semi finalist
Inquizitive	Quiz	IIM Rohtak	Aishwarya Nair	I	3rd Position
Johnson & Johnson Quest Season 9	Case study/Paper Writing/Presentations	Johnson & Johnson	Vishwam Sanghvi,Aayush Sinha,Saniya Mehta,Na	II	National Winner
Ramblers - Be Scavenging, DELVE	Quiz	Aryabhata College	Aishwarya Nair	I	3rd
Arcadia'21	Sports	Student Council	Pragati Bhar and Shikhar Sachdev	I	No awards
Flipkart Wired 5.0	Case study/Paper Writing/Presentations	Flipkart	Pallavi Singhal ,Vishal,Nikhil	II	National Finalist
Shikhar 2021	Case study/Paper Writing/Presentations	N.L.Dalmia Institute of Management Studies and Research	Dr. Arpita Sen,Deepansh Jagotra	II	National Runner Up

HRidaya 6.0	HR Tresure Hunt	Manthan - HR Club of IIM Visakhapatnam	Sukanya Paul, Malvika Srivastava, Na	II	Inter-College Runner Up
Canvas 2021	Case study/Paper Writing/Presentations	Asian Paints	Shikhar Goel, Abhijith Shankar, Rahul Seth	II	Campus Second Runner Up
Google Case Challenge	Case study/Paper Writing/Presentations	Google	Dr. Arpita Sen, Orisha Bansal, Arjun Ahluwalia	I	Campus Winner
Alpha	Case study/Paper Writing/Presentations	Finomenon, NMIMS	Nishit Betala, Chirag Kinger	II	Inter-College Runner Up
Microsoft AI-900 Exam- Microsoft Azure Fundamentals	Technical	Microsoft	Dr. Arpita Sen	II	Scored 910/1000 in Microsoft AI-900 Exam
Mental health quiz	General awareness/mental health	Lissun (D2C platform)	Nivesh Thepade	I	First Runner up
Technovation	Cultural	K. Ramakrishnan College of Technology	Akash Shukla, Astha Chandodwala, Ananya Mishra, Shubham Agarwal, Mehak Chhabra, Siddharth Tibrewala, Sanyam Khare	II	National Winner
Asian Paints Chain Reaction 2021	Case study/Paper Writing/Presentations	Asian Paints / Dare2compete	Pankaj Palwe, Kalpesh Sontakke, Sumedh Choudhary	II	Campus Winner

Vitta Artha Call for Articles	Article Writing	IIM Amritsar	Mahima Agarwal	I	Second Runner Up
HSBC IB League	Case study/Paper Writing/Presentations	Industry	Parminder Singh,Dwaipayana Kar,Aman Raj	II	Campus Winner
HSBC IB League 2021	Case study/Paper Writing/Presentations	HSBC	Abhishek Aggarwal,Souvik Biswas,Kalpesh Pradeep Sontakke	II	Campus Runner-Up
HSBC STG IB League 2022	Mergers & Acquisitions (M&A Challenge)	HSBC	Ambuj Agrawal, Rishika Saraff, Rishav Khaitan	II	Campus Finalists
Battle it out	Case Study/Paper Writing/Presentation	HRuday (HR cell of NMIMS Mumbai)	Shubhangi Shubhadarshini and Maheswar Panda	I	Second runner's up
Leagile , Supply Chain Management Case Study Competition	Case Study/Paper Writing/Presentation	IIT Bombay	Pratik Sawant, Sudipta Ghosh, Dhruvin Patel	I	National 1st Runner-up
Last Marketeer Standing 2021	Paragana Event	NjM Paragana - 2021 II NMIMS Mumbai	Aditya Periwal	II	National Winner
Leagile	Case Study/Paper Writing/Presentation	Shailesh J. Mehta School of Management (SJMSOM), Indian Institute of Technology (IIT), Bombay	Dhruvin Patel, Pratik Sawant, Sudipta Ghosh	I	First runner up
Consigliere 8.0	Case Study/Paper Writing/Presentation	Ecolibria, NMIMS	Spandan Garg, Disha Ghosh, Mahima Agarwal	I	Winner
Consigliere 8.0 - Flagship Case Study Competition	Case Study/Paper Writing/Presentation	NMIMS Mumbai	Mahima Agarwal	I	National Winners

Tata Imagination Challenge 2021	Case Study/ Paper Writing/ Presentation	TATA (TAS)	Vishesh Goel	I	National Semifinalist
Tata Imagination Challenge	Case Study/ Paper Writing/ Presentation	TAS	Shashank Sharma	I	National Semi Finalist
Beat the Street - Finance Challenge	Case study/Paper Writing/Presentations	NITIE	Nishit Betala, Varnika Bagaria, Vanshika Bagaria	II	Inter-College Winner
HSBC IB league 2021	Case Study/ Paper Writing/ Presentation	HSBC bank	Kalpesh Sontakke	II	Campus Runners up
Equiquest	Equity Research Pitch	University of Delhi	Shubham Aggarwal, Jayash Kaushal	II	National Winner
Vitt-Sangram	Case study/Paper Writing/Presentations	IIM Udaipur	Nishit Betala, Varnika Bagaria, Vanshika Bagaria	II	Inter-College Winner
India's 50 Most Employable MBA Graduate Competition	Case study/Paper Writing/Presentations	InsideIIM.com AltUni.in Kampus App	Pranesh Naresh Bhavnani	II	Awarded the title of India's Top 50 Most Employable MBA Graduate Batch of 2022
Finotomy - Call for Articles	Article Writing	Shaheed Rajguru College, University of Delhi	Mahima Agarwal	I	Winner
Bond with Pidilite	Case Study/ Paper Writing/ Presentation	Pidilite	Vipul Agrawal, Baneet Pal Singh, Varsha Praburam	I	Campus Finalists
CFA Research Challenge	Case study/Paper Writing/Presentations	CFA Institute	Nishit Betala, Ambuj Agrawal, Rishika Saraff, Falak Gupta	II	Zonal Finalist
Myntra Stylbiz 2021	Product Management	Myntra	Shubhangi Kale, Kratika Totlani, Tanvi Maheshwari, Na	II	National Semi-Finalist

Asian Paints Canvas	Case study/Paper Writing/Presentations	Asian Paints	Neil Shah, Poorva Punjabi, Malavika S Pillai	II	National Finalist
Nomura Nav-Nirmaan'21	Case Study/Paper Writing/Presentation	Nomura	Pooja Khandelwal	I	Winner
1. Sargam (IIT Bombay) 2. Antargini (IIM Shillong) 3. Encore (FMS) 4. Raagalaya (XLRI) 5. Chord Battle (IMT Nagpur) 6. Chant (IIM Udaipur) 7. Voice of Iris (IIM Indore) 8. Raagmala (SSCBS) 9. Talent Hunt (Christ) 10. Euphony (IIIT Bhagalpur)	Cultural	1. IIT Bombay 2. IIM Shillong 3. FMS Delhi 4. XLRI 5. IMT Nagpur 6. IIM Udaipur 7. IIM Indore 8. SSCBS 9. Christ 10. IIIT Bhagalpur	Savnee Savarkar	II	Inter-College Winner
Opniscient'21, Operations and Supply Chain Case Study Competition	Case Study/Paper Writing/Presentation	MDI Gurgaon	Pratik Sawant, Sudipta Ghosh, Akshay Arora	I	National Winner
Finance League 2021	Equity Research/Valuation Competition	IIM Indore	Mahima Agarwal	I	National Second Runners Up
Asian Paints Chain Reaction	Case Study/Paper Writing/Presentation	Asian Paints	Kalpesh Sontakke, Sumedh Choudhari, Pankaj Palwe	II	National Finalists and Campus Winners
Tata Imagination Challenge 2021	Case Study/Paper Writing/Presentation	Tata Sons	Maanik Narayanan	I	National Semi-Finalist
Diageo Bespirited	Case Study/Paper Writing/Presentation	Diageo	Shashank Sharma, Deeksha Yadav, Kapil Tahilyani	I	National Semifinalist

Level-Up	Case Study/ Paper Writing/ Presentation	IIM Ahmedabad (PGPX)	Spandan Garg, Mahima Agarwal, Disha Ghosh	I	Winner
Level Up: An Annual Case Competition	Case Study/ Paper Writing/ Presentation	IIM Ahmedabad PGPX	Mahima Agarwal	I	National Winners
Gyanodaya 2.0, HRace, Enshrine,	Case Study/ Paper Writing/ Presentation	IIM Bodh Gaya, IIM Indore, IMI Kolkata	(Kaushal Bhowmik, Nikita Nathrani), (Kaushal Bhowmik, Nikita Nathrani, Adithyaram K S), (Kaushal Bhowmik, Nikita Nathrani, Saketh Gorti, Saurabh Patil)	I	3rd, 1st,1st
Prastuti	Case study/Paper Writing/Presenta tions	Jindal School of Banking and Finance, O.P Jindal Global University, ESCP Business School and Dr. Pritam Singh Foundation	Dr. Arpita Sen,Deepansh Jagotra	II	National Runner Up
Nomura - Nav Nirman	Case Study/ Paper Writing/ Presentation	Nomura	Soumya Bhatnagar Pooja Khandelwal	I	National Winners (1st)
OpStakes 2021	Article Writing	MDI Gurgaon	Mahima Agarwal	I	Winner
Back To Basics	Case Study/ Paper Writing/ Presentation	MICA	Nihaal Gajaria, Ananya Pahuja, Priyanshi Tomar	I	Winners
Valorant, Samarthya	Sports	Student Council	Kalle Vishnu vamsi	I	1st prize
Incredible Hulk, Samarthya	Sports	Student Council	Kalle Vishnu Vamsi	I	1st
Operazioni, Operations and Supply Chain Management	Case Study/ Paper Writing/ Presentation	IIM Sirmaur	Pratik Sawant, Sudipta Ghosh, Dhruvin Patel	I	National Winner

Case Study Competition					
Operazioni	Case Study/ Paper Writing/ Presentation	Indian Institute of Management (IIM), Sirmaur	Dhrumin Patel, Pratik Sawant, Sudipta Ghosh	I	National winner
Ignite 3.0- The Recruitment Bidding Competition	Technical	HRhythm-The HR Club of IIM Kashipur	Anshara Siddiqui	I	Second Runner-up
Incubate 2.0	Case Study/ Paper Writing/ Presentation	IIFT Kolkata	Shatabdi Shrivastava, Akshat Jain, Alkesh Kumrawat	I	Winner
Titan Elevate 7.0	Case study/Paper Writing/Presenta tions	Titan	Aayush Sinha, Maanik Narayanan	II	National Runner Up
Amazon ACE Challenge 2021	Case Study/ Paper Writing/ Presentation	Amazon	Kalpesh Sontakke, Sumedh Choudhari, Nitin Jaitly, Megha Gupta	II	National Campus Round Runners up
Titan Elevate 8.0	Case Study/ Paper Writing/ Presentation	Titan Company Ltd.	Maanik Narayanan, Aayush Sinha	I	National 1st Runner Up
Colgate Transcend 2021	Case Study/ Paper Writing/ Presentation	Colgate	Simran Raina, Srijita Paul	II	National Semi Finalists
Finnacle	Case study/Paper Writing/Presenta tions	IMT Ghaziabad	Harshal Rao, Tushar Singla, Devansh Chhabria	II	National Winner
ITC Interrobang, Season 11	Case study/Paper Writing/Presenta tions	ITC	Sanyam Khare, Smridhi Arya, Anisha Agarwal, Prasha m Goel, Anshul Sharma	II	Campus Second Runners Up

ITC Interrobang	Case study/Paper Writing/Presentations	ITC	Aayush Sinha,Saniya Mehta,Vishwam Sanghvi,Rishabh Bhargava, Vijay Malik	II	Campus Winner
HUL Tech Fest 2021	Case Study/Paper Writing/Presentation	Hindustan Unilever Limited	Maanik Narayanan, Udit Karwasra, Himadri Mishra	I	National Finalists
Finshodhan	Equity Research/Valuation Competition	Finomenon	Priyanshi Jain, Sakshi Jain,Ayush Jain, Disha Goswami	I	1st Runner Up
Sanrachana'21 , Supply Chain and Operations Management Case Study Competition	Case Study/Paper Writing/Presentation	KJ Somaiya Institute of Management	Pratik Sawant, Sudipta Ghosh,Dhruvin Patel	I	National Winner
Ops-Strat: Operations Case Study Challenge	Case Study/Paper Writing/Presentation	IIM Raipur	Dhruvin Patel, Pratik Sawant, Dhruv Sood	I	National finalists
Airtel iCreate 2021	Case Study/Paper Writing/Presentation	Airtel	Maanik Narayanan, Udit Karwasra, Vartika Srivastava	I	National Semi-Finalists
Microsoft PM Engage 2021	Case Study/Paper Writing/Presentation	Microsoft	Siddharth Dixit, Billakurthi Rama Shourya Reddy	I	Campus Winner
PMI-Make Reality Challenge	Case study/Paper Writing/Presentations	Project Management Institute	Dr. Arpita Sen,Arjun Ahluwalia	II	National Finalist
Reliance TUP 7.0	Case Study/Paper Writing/Presentation	Reliance Industries Ltd.	Vasu Maheshwari	I	1st campus runner up
Reliance TUP 7.0	Case Study/Paper Writing/Presentation	Reliance Industries Limited	Maanik Narayanan, Aayush Sinha, Saniya Mehta, Niharika Bist	I	Campus Finalists

Reliance TUP 7.0	Case Study/ Paper Writing/ Presentation	Reliance Industries Limited	Dhruvin Patel, Pratik Sawant, Kumar Pallav, Devashish Sharma	I	Campus finalists
Popcorn-2021	Cultural	DRAMA CLUB SIMSR	Akash Shukla	II	National Winner
Trilogy 2021-22	Case Study/ Paper Writing/ Presentation	IIM Lucknow	Dhruvin Patel, Pratik Sawant, Vihari Bollishetty	I	National finalist
Popcorn- Short film making	Cultural	KJ Somaiya Institute of management	Priyanshi Jain, Chetna, Suruchi Masih, Ashutosh jha,Akash Shukla	I	Winner
VIP Gear	Case Study/ Paper Writing/ Presentation	VIP	Shashank Sharma	I	National Semi Finalist
Optimus 21.1	Quiz	IIM Shillong	Dhruvin Patel, Pratik Sawant, Dhruv Sood	I	national Finalist
Inventum-Ace the Case	Case study/Paper Writing/Presentations	IIM Indore	Dr. Arpita Sen,Deepansh Jagotra	II	National Finalist
Vishleshan , Operations Simulation Competition	Case Study/ Paper Writing/ Presentation	SIOM Nashik	Pratik Sawant, Dhruvin Patel	I	National 1st Runner UP
Vishleshan-Keep on Thinking (Operations Simulation)	Case Study/ Paper Writing/ Presentation	SIOM, Nashik	Dhruvin Patel, Pratik Sawant, Sudipta Ghosh	I	First Runners-up
Buzz Article Writing Competition	Article Writing	NJM	Ishi Mahajan	II	Winner
R-Street Investment Challenge	Equity Research/Valuation Competition	IIT Roorkee	Ambuj Agrawal, Rishav Khaitan, Falak Gupta	II	1st Runners Up
Airtel iCreate	Case Study/ Paper Writing/ Presentation	Airtel	Vishesh Goel, Shashank	I	National Finalist

			Sharma, Devesh Gupta		
UXO 2.0	Technical	MBA Trek	Chirag Khatri, Shashank Sharma, Udit Karwasra	I	National Runner Up - II
Finertia 5.0	Case Study/ Paper Writing/ Presentation	The Finance Club, IMI Delhi	Pragati Bhar, Sanil Desai and Pradyut Ganesh	I	Cash Prize and certificate
Supply Chain Excellerator 1.0	Case Study/ Paper Writing/ Presentation	NITIE Mumbai	Dhruvin Patel, Pratik Sawant, Sudipta Ghosh	I	National Winner
HUL TechFest, Mondelez Maestros, MBATrek UXO 2.0	Case Study/ Paper Writing/ Presentation	HUL, Mondelez India, MBATrek	Udit Karwasra	I	National Finalist: HUL Tech Fest 2021 Campus Winner: Mondelez Maestros National 2nd Runner- Up: MBATrek UXO 2.0
Space Palooza	Cultural	ICFAI business school Hyderabad	Ammar Lightwala, Shivam Doda	I	WINNER S (cash prize worth 2k)
MBA Trek UXO 2.0	Case Study/ Paper Writing/ Presentation	MBA Trek	Shashank Sharma , Chirag Khatri , Udit Karwasra	I	National Second runner Up
UXO 2.0	Case Study/ Paper Writing/ Presentation	MBATrek	Siddharth kedarnath , shoumitra Gupta , Mohit Agarwal	I	National 2nd runner up
Cyc-Ops , Operations quiz & Simulation Competition	Case Study/ Paper Writing/ Presentation	IIM Raipur	Pratik Sawant, TD Sadanand , Vihari Bolisetty	I	National Winner
Space Palooza	Case Study/ Paper Writing/ Presentation	IBS Hyderabad	Shivam Doda , Ammar Lightwala	I	Winner

College Stock Xchange, UXO 2.0.	Case Study/ Paper Writing/ Presentation	MBATrek	Shoumitra Gupta	I	National II Runner Up
CelestiX	Case Study/ Paper Writing/ Presentation	IBS Hyderabad	Shivam Doda	I	Winner
OpMach , Operations and Supply Chain Management Case Study Competition	Case Study/ Paper Writing/ Presentation	IIM Nagpur	Pratik Sawant, Rupal Mittal , Dhruvin Patel	I	National 1st Runner Up
OP-Era National Case study Competition	Case Study/ Paper Writing/ Presentation	Optimuz in partnership with UPS	Nimisha Parashar, Divya Panchal, Sumit Valecha	I	National Winners
Shake it up(solo)	Cultural	Tejomaya, NMIMS	Ridhima Batra	I	1st prize
PARISTUTI	Cultural	TEJOMAYA	TANVI DALVI	I	2ND PLACE
Opera'21 - National Case Study Competition	Case Study/ Paper Writing/ Presentation	NMIMS, Mumbai	Dhruvin Patel, Dhruv Sood, Shrey Agarwal, Rupal Mittal	I	First Runners- up
OPERA - National Case Study Competition	Case Study/ Paper Writing/ Presentation	Optumiz, NMIMS Mumbai	Divya Panchal, Sumit Valecha, Nimisha Parashar	I	1st position
Entrée- preneurship 4.0	Case Study/ Paper Writing/ Presentation	IIM Nagpur	Aashi, Trishal Arora, Manoj Gali	I	2nd Runner up
Megistanos 11.0 - Hunt for the best manager	Cultural	ICFAI business school Hyderabad	Ammar Lightwala	I	Cash prize for 1st Runner up
Breaking Case 5.0	Case Study/ Paper Writing/ Presentation	IIM Trichi	Aashi, Trishal Arora, Manoj Gali	I	Runners Up
Biscuits Bakery Sweets & Snacks Marketing Plan Contest	Case Study/ Paper Writing/ Presentation	Akshanova bakery	Ammar Lightwala	I	National Finalist certificate as part of top 5
India's Most Employable MBA Graduate 2022	All rounded personality assessment competition	InsideIIM	Surabhi Agrawal	II	National Winner

Tata imagination challenge, VMware case competition	Case Study/ Paper Writing/ Presentation	Tata Administrative Services, VMware	Attish jain	I	Popular choice award TIC, VMware case challenge National Winners
HR-QUIZTOPHER	Quiz	HumaneR, IIM Rohtak	Shubhangi Shubhadarshini	I	Runner-up
Launcher marketing Case competition	Case Study/ Paper Writing/ Presentation	IIT Madras	Rituja Tripathi, Shivangi Agrawal	I	National first runner up
CFA Research Challenge	Equity Research/Valuation Competition	CFA Institute	Rishika Saraff, Ambuj Agrawal, Nishit Betala, Falak Gupta	II	National Winners
Encore 22 (D2C platform)	Case Study/ Paper Writing/ Presentation	Jaipuria Institute of Management, Indore	Nivesh Thepade	I	First Runner up
Optimus	Case Study/ Paper Writing/ Presentation	IIM Kozhikode	Dhruvin Patel, Pratik Sawant	I	National Finalist
KPMG Ideation Challenge (KIC) 2022	Case Study/ Paper Writing/ Presentation	KPMG	Dhruvin Patel, Pratik Sawant, Devashish Sharma, Kumar Pallav, Shreya Ishani, Saumya Aggarwal	I	Round 1 : Prelims finalists (Next round result awaited)
Conquistador	Cultural	Prabodhan	Pragati Bhar	I	Cash Prize and others yet to be received
Brand meraki	Parichay Event	Great lakes institute of management, Gurgaon	Taher zuzer saleh, Arjun Chawla	I	2nd runners up
This house wants to know	Debate	XLRI	Nivesh Thepade	I	Certificate of excellence (4th rank)
Policy Challenge'22	Policy Making Competition	SVKM'S NMIMS SAMSOE	Spandan Garg, Shrey Agarwal, Sahil Garg	I	National Finalist (Top 8)

SIBM Pune Proelio Case Study	Case Study/ Paper Writing/ Presentation	SIBM Pune	Shubhangi Agarwal, Kunal Arora, Srishti Tyagi	I	National Finalist
Backwaters By IIMK	Case Study/ Paper Writing/ Presentation	IIM KOZHIKODE	Priyanka Rai, Vaibhav Shah, Darpan Aggaarwal	I	Special Mention from the brand Walkaroo for creating the advertisement
SBI Business Challenge	Case Study/ Paper Writing/ Presentation	IMT Ghaziabad (D2C)	Vishesh Goel, Shashank Sharma, Anmol Bhatia	I	National Semifinalist
Insight Out	Equity Research/Valuation Competition	IIM Amritsar	Nishit Betala, Rishika Saraff, Ambuj Agarwal	II	Second Runners Up
Trade offs	Equity Research/Valuation Competition	Ecolibria	Praful singh, Sanil Desai	I	Runners Up
EQT	Equity Research/Valuation Competition	IMT Ghaziabad	Nishit Betala, Varnika Bagaria, Vanshika Bagaria	II	Runners Up
Adweek	Cultural	Adverb	Sukriti Saxena, Dhruv Sood, Rishika Jotwani	I	First Runner-up
CricBid	Sports	Ecolibria	Sai Surya Gunda, Amit kumar Singh, Hritik jain	I	1
Bears n Bulls	Equity Research/Valuation Competition	IIM VISAKHAPAT NAM	Ambuj Agrawal, Rishika Saraff, Vanshika Bothra	II	National 2nd Runners Up
Vridhhi - The Finance Event	Case Study/ Paper Writing/ Presentation	NIT Trichy	Arkajit Mitra, Disha Ghosh, Ronak Jain	I	First Runner Up - ₹20,000

Bajaj ATOM	Case Study/ Paper Writing/ Presentation	Bajaj Finserv	Spandan Garg, Rohit Wadhwa, Sahil Garg, Viraj Baswana	I	Campus Winner
Corporate Chanakya	Budget Analysis	Ecolibria,NMIMS	Raunaq Jain,Priyanshi Jain	I	2nd Runner Up
Tech-Forum 5.0	Case Study/ Paper Writing/ Presentation	SummIT, NMIMS Mumbai	K Preethi, Narenther MS, Aswin Ramnath B	I	National Finalist
Adweek	Adweek by Adverb	Adverb	Dhruv Sood, Rishika Jotwani, Sukriti Saxena	I	First Runners up
Mondelēz Maestros	Case Study/ Paper Writing/ Presentation	Mondelez International	Maanik Narayanan, Udit Karwasra	I	National Semi- Finalists
Adweek	Quiz	Adverb, NMIMS Mumbai	Kush Trivedi	I	First rank
ADweek	Quiz	Adverb, SBM NMIMS	Snehi Ambadkar	I	3rd position
SummIT Tech Forum 5.0	Case Study/ Paper Writing/ Presentation	NMIMS Mumbai SummIT	Rituja Tripathi, Shivangi Agrawal, Chirag Jha	I	National Winner
Arbitrage- Call for Articles	Article Writing	IIM Rohtak	Mahima Agarwal	I	Winner
Binge 7.0	Article Writing	SIBM, Pune	Aashi	I	Winner
Tata Imagination Challenge 2021	Business Plan Competition	Tata Sons	Aditya Periwal	II	National Winner of #SettleFor More Idea Award
The Tata FNB Challenge	Case Study/ Paper Writing/ Presentation	Tata Consumers Product	Ritika Goyal, Ammar Lightwala, Shivam Doda	I	National Finalists
Alpha Cue (8 ball pool)	Sports	Sports Committee of NMIMS Pharmaceutical Management	Abdulhameed Khan	I	First Place

Opstimum 5.0	Case Study/ Paper Writing/ Presentation	IMI Kolkata	Dhrumin Patel, Pratik Sawant, Monica Mishra	I	national Finalist
Accuracy Business Cup	Case Study/ Paper Writing/ Presentation	Accuracy Group	Spandan Garg, Sahil Garg, Rohit Wadhwa	I	National Finalist
EnsHRine	Case Study/ Paper Writing/ Presentation	IMI, Kolkata	Saketh Gorti, Kaushal Bhowmik, Nikita Nathrani, Saurabh Patil	I	Winner (1st place)
Plutus 7.0	Equity Research/Valuati on Competition	IIM Ranchi	Ambuj Agrawal, Rishika Saraff	II	National Winners
Modus Operandi	Case Study/ Paper Writing/ Presentation	VGSOM, IIT Kharagpur	Dhrumin Patel, Pratik Sawant, Sudipta Ghosh	I	National Finalist
Nirvachan Debate Competition	Debate	IIT Jodhpur	Shubhangi Agarwal	I	National Finalist
Magazion	Designing Competition	Supply chain and operations management club. IIM Rohtak	Priyanshi Jain	I	1st Runner Up
Crack the Case 7.0 , Operations and Supply Chain Management Case Study Competition	Case Study/ Paper Writing/ Presentation	IIM Ranchi	Pratik Sawant, Sudipta Ghosh, Dhrumin Patel	I	National 2nd Runner UP
Modus Operandi	Case Study/ Paper Writing/ Presentation	SCOpe- Supply Chain and Operations club of VGSoM	Kamesh Peri, Amit Sah	I	Second Runner-Up
Finanza	Case Study/ Paper Writing/ Presentation	IIM Lucknow	Forum Choksey, Amogh Darshan, Pranav Furia	I	Winner
Finopoly	Equity Research/Valuati on Competition	IIM Indore	Priyanshi Jain, Ayush Jain, Sakshi Jain	I	National Finalists

Article of the Month for Niveshak	Article Writing	IIM Shillong	Mahima Agarwal	I	Winner
Bajaj Finserv Atom	Case Study/ Paper Writing/ Presentation	Bajaj Finserv (D2C)	Vishesh Goel, Shashank Sharma, Anshara Siddiqui, Pradyut Ganesh	I	National Finalist
Case Study Challenge	Case Study/ Paper Writing/ Presentation	VMWare	Nishant Patil	I	National Winner
Operace , Operations and Supply Chain Management Case Study Competition	Case Study/ Paper Writing/ Presentation	SPJIMR	Pratik Sawant, Sudipta Ghosh, Dhruvin Patel	I	National 1st Runner Up
Strategist	Technical	IIM Lucknow	Amber Goel, Kunal Arora, Rakhi Panpalia	I	2nd Runner up
Insight Out (Aarunya 6.0)	Equity Research/Valuation Competition	IIM Amritsar	Ambuj Agrawal, Rishika Saraff, Nishit Betala	II	National 2nd Runners Up
Ops-Samadhan	Case Study/ Paper Writing/ Presentation	IIM Amritsar	Dhruvin Patel, Pratik Sawant, Sudipta Ghosh	I	national Finalist
mulyankan 2022: national level b-school paper presentation competition	Case Study/ Paper Writing/ Presentation	NL Dalmia (NLDIMSR)	Kartikay Sharma, Priyanshi Jain	I	1st Runner Up
Stock N Roll	Equity Research/Valuation Competition	SPJIMR	Nishit Betala, Varnika Bagaria, Vanshika Bagaria	II	Winners
Stock N Roll-Ojas SPJain	Case Study/ Paper Writing/ Presentation	Ojas- SPJain	Tanmay Sinha, Falak Gupta, Spandan Garg	I	National Runners Up
Mulyankan	Equity Research/Valuation Competition	IIM Raipur	Ambuj Agrawal, Rishika Saraff	II	National 1st Runners Up

Stock N Roll	Equity Research/Valuation Competition	SP Jain Institute of Management Research	Spandan Garg, Tanmay Sinha, Falak Gupta	I	First Runner Up
Khlurthma, The Ultimate PM, Finvest	Case Study/Paper Writing/Presentation	IIM Shillong , IIM Sambalpur , IIM Trichy	Shivam Thakur, Shyam Balaji, Sushruta Dey	I	3
War of Wits of Ensemble Valhalla 2021 by XLRI Jamsedpur	Case study/Paper Writing/Presentations	XLRI Jamsedpur	Sukanya Paul, Vidhi Talwar, Arpita Sen	II	National Winner
Brand Master Competition	Case study/Paper Writing/Presentations	Cognizant Business Consulting	Dr. Arpita Sen	I	National Second Runner Up
Xiaomi Young Minds Program	Video Essay	Xiaomi	Ann Varghese	I	Campus Winner
Panel Discussion on 'Future of Work' at 9th Awanish Dev Memorial Lecture	Case study/Paper Writing/Presentations	Maruti Suzuki	Dr. Arpita Sen	II	National Winner
Astropoetry, Space-tREC	Cultural	Student for the exploration and Development of Space- REC chapter	Akash Shukla	II	National Runner Up

CORPORATE PROJECTS

Company Name	Project Title	Domain
Jade Global	Marketing Intern	Marketing
GoInfluencer	Social Media Marketing Intern	Marketing
YouTooCanRun	Financial Modeling Intern	Finance
Edelweiss Wealth Management	Digital Marketing and Consumer Life Cycle Intern	Marketing
Dr. Pal's Wellness	Social Media Marketing, Business Development	Social Media Marketing and Business Development
Lissun	Strategy and Operations, Sales and Marketing	Marketing, Strategy & Operations
Bicycle	Strategic Initiatives and GTM	Strategic Initiatives and Business Development
UmRani Farms	Social Media Marketing Intern	Marketing
BizzSetu	Marketing Intern	Marketing
Syum	Digital Marketing	Marketing
Xetgo	Business Development, Operations and Sourcing	Marketing and Operations
Dyson India	Data Analytics and Insights Driven Dashboarding	Data Analytics
Future Group - Future Consumer Ltd.	Marketing Intern	Marketing

Marico	Marketing	Marketing
Medirich Infusions	FTQ Drinks	Marketing and Brand Strategy
OnePlay	OnePlay Cloud Gaming	Marketing
Takshashila Consulting	NA	Management Consulting
Medev Plus	Financial Modeling Intern, Project Management Intern	Finance and Project Management
Senior Experts	Business Development Executive, Market Research	Marketing
Tsaaro	Digital Marketing Intern, Business Development Intern, Data Protection Intern	Digital Marketing, Business Development and Data Protection
Golden Petal Technologies	Strategies for School/Colleges	Business Development
Paramone Advisory	Corporate Finance Intern	Corporate Finance
Syum	Business Intelligence Development	Business Intelligence Development
Edufir Pvt. Ltd.	Business Development, Digital Marketing	Business Development and Digital Marketing
JRF Global	Digital Marketing	Digital Marketing
Boostly	Sales Intern	Sales
Micheal Page	Business Development/ Sales	Business Development
Keva	Market Research on Beverage Industry in India, Market Research on Oral Care Products for New Product Development in India, Sales	Marketing Intern - Beverage Industry, Marketing Intern - Oral Care Industry, Sales Intern - Indian Sweets and Namkeen Market, Sales

	Research on Indian Sweets and Namkeen Market in India, Sales Research on Unorganized Bakery Market in India	Intern - Unorganized Bakery Market
CSS Corp	B2B eCommerce Product Analytics	Product Management
Everwell Health Solutions	New Product Market Research	Marketing
Isano	Retreat Coordinator, Digital Media Coordinator	Operations and Marketing
Turnstone Hospitality	Market Research	Marketing
Nivoda	Supplier Side Sales Team	Marketing & Supply Chain
PyraMed Telemedicine LLP	Health Tech Awareness Amongst Doctors	Marketing
Home LLC	Improve Hoom's Investor Outreach via Social Media Marketing & Data Visualizations	Social Media Marketing and Data Visualization
The Tech Destiny	Sales & Marketing	Marketing
Titan Company Ltd.	Tapping business owners/ CEO's of South Bombay for Solitaire sales	Marketing
Tradeshala	Finance Intern	Finance
TrustIn	Project associate	General Management
HMSA Consultancy	Work from Home model across countries and its features, Digital Marketing	Digital Marketing and HR
Sumith	Digital Marketing	Marketing

Electronics		
Reliance Securities	HR	HR
Infra Market	Lead Qualification & Nurturing Process	Marketing
Fintastic Health	Sales & Marketing Executive	Sales and Marketing
Jodo	Digital Acquisition	Marketing
Expertons	Sales	Sales
Zielhoch	Marketing, Finance	Marketing, Finance
Stanverse Technologies	Product Management Intern (Reporting to CEO)	Product Management
AIM India	Live Project with AIM India Group	Dual Specialization Role (Marketing+HR)
Petzzco	Sales Service Provider	Marketing
Edu4Sure	BD, Research & Strategy, DM, HR consulting	Marketing, General Management, HR
BINC	Community Manager	Marketing
RankSecure	Marketing: Conceptualisation, Planning and Implementing	Marketing
Protrainy	Marketing and Sales	Marketing and Sales
ServOn Solution LLP	Content Delivery Manager (CDM)	Operations
Edufir Pvt Ltd.	Business Development	Marketing

Payspoon	Growth & Acquisitions Lead	Marketing and General Management
Think9	Business Strategy & Marketing	Marketing
Educanve	Market Research	Marketing and General Management
TCPL	GTM for Tata Simply Better in HoReCa/Insti/Alternate channels,	Marketing and Sales
Zydu Lifesciences Ltd	Trends, Reasons and Solution to Infancy Attrition in Organizations	Human Resources
MarketXLs	Product Intern	Product Management
Mozo Hunt	Marketing, Human Resources	Marketing & HR
Elem Consumer Tech	Investment Banking Division	Finance
Slick Global	Equity Research, Algo Trading	Finance
Tips & Tales Ltd.	Marketing	Marketing
Maths Academy	Marketing	Marketing
Jiny Money	Marketing	Marketing
Think9	Market Research	Marketing
Infirmatrix Technologies	Market Research	Marketing
Reliance Securities	Finance Analyst	Finance
Mauka	Sales	Marketing
Avean Foods	Sales & Marketing	Marketing

Options Group	Mapping & Analysing buy-side fund structures for Executive Search	Leadership Advisory
Aditya Birla Capital Limited	Learning & Development	General Management
Catalyst	Pharma Ops Interns	Pharma
Nexus Malls	HR Management	HR
LearnTube by CareerNinja	Partnerships Intern	Marketing
ITC Ltd.	Consumer Research	Marketing
Bigpie Helmets	Marketing & Business Development	Marketing and Sales

ABOUT CELL EVENTS

Events by Core Cells

Events by Alumni Relations

Panel Discussion

The speakers shared insights based on their experience which will be helping students to start their MBA journey.

- Number of registrations and participants or attendees: Batch of 2024
- Speakers – Mr. Mihir Mehta, COO – AltUni.in InsideIIM
- Mr. Sachin Seth, MD & CEO – BSE Ebix Insurance Broking Pvt. Ltd.
- Ms. Bhagyashree S Navare, VP- Innovation Packaged Foods, Brand Equity Lead- Tata Salt

Lead the Way

'Lead The Way' is a mentorship program conducted for a period of eight weeks. This initiative serves as a direct interface between students and our distinguished alumni, by providing a platform for second-year students of the Full-Time MBA programs to seek guidance and insights from them.

The Silver Jubilee Meet

Interacted with the Alumni of batch '97 on a one-on-one basis and learnt about their journeys working in different industries across a plethora of domains. The Alumni provided a clear roadmap of the MBA journey and gave away insights to safely traverse the path without losing focus on the bigger picture. The event was held on 31st July 2022. 9 alumni participated in the event and it was held on the college campus.

Hyderabad CXO Meet

CXO conference meet conducted with Dr. Prashant Mishra, Dean- SBM NMIMS Mumbai and Prof. Seema Rawat, Chair of Industry and Alumni Relations. The event was held on 7th August 2022. The event took place in Hyderabad and was attended by 5 alumni.

Dr. Nikunj Desai (Head Global Supply Chain-ACG Group) conducted a great session on Handling Supply Chain of Essential commodities during the pandemic and its impact on the future of Supply Chain Management. The alumni shared his own journey and professional experiences, which immensely inspired the students. The event was held on 15th August, 2022 at the SBM NMIMS, Mumbai Campus. Around 100 students attended the session.

Mr. Shadab Khan (FMCG professional, Advisor, Start-up Mentor) spoke about his personal journey and his corporate experiences. The students were thrilled to learn about his freelancing business and hear insights about the FMCG sector of India. The event was held on 19th August, 2022 at the SBM NMIMS, Mumbai Campus. Around 100 students attended the session.

With almost two decades of industry experience, Mr. Pratik Jagdishwala, an alumnus of the Batch of 2011, currently serves as the Director of Product Management at NewFold Digital. The learnings during the session revolved around Product Management - a crucial organizational function directing each phase of the lifespan of a product, from development to positioning and pricing, by placing the customer and the product first. The students could visualize the importance of a Product Manager who represents the customer interests in the organization and acts as a miniature CEO, being the defender of the customer and a Jack of all Trades. The event was held on 23rd August 2022 at the SBM NMIMS, Mumbai Campus. Around 100 students attended the session.

Round Table Conferences

Ms. Neetu S Srivastava, Group Product Manager of Glenmark Pharmaceuticals has over 15 years of marketing experience in the field of Nutraceuticals, Respiratory & Dermatology therapy area. The Alumni shared her journey and professional experiences which immensely inspired the students. Her expertise in the marketing and branding segment was very insightful. The event was held on 18th October, 2022 at the SBM NMIMS, Mumbai Campus and around 50 students attended the session.

Ms Shruti Saran, Assistant Manager – Treasury at Nomura has over 5 years of experience in the finance domain and has also worked with organizations like Axis Bank and Bank of America Merrill Lynch. The Alumni shared her journey and professional experiences which immensely inspired the students. She gave insights about the finance industry and clarified the doubts of the students regarding roles of Investment Banking, Corporate Finance, Wealth and Portfolio Management, Risk and Compliance, and many more. The event was held on 18th October, 2022 at the SBM NMIMS, Mumbai Campus and around 50 students attended the session.

Up Close and Personal

Mr Arindam Bose who is a Strategy Consultant at Deloitte USI was our guest for the then ‘Up Close and Personal’ session. During the session, Mr. Bose shared his experience of joining Deloitte after his MBA and how it was tumultuous due to Covid restrictions. He also shared some advice for aspirants looking for Consulting roles after their MBA. He discussed some important lessons he learnt from his mentors through zoom sessions.

Niketshyam Agrawal (at Deutsche Bank handling Product Control) was the guest for our experience-sharing session, where he shared excitement about the then-upcoming Grand Alumni Meet 2022. He also shared the reasons why one must come to such events hosted by one’s Alma Mater. The event was held on 11th December 2022 on ARC Instagram Live and around 344 students as well as alumni attended the session.

Yaadien- Silver Jubilee Meet

In-person felicitation of Alumni who have completed 25 years in association with the Institute. Alumni from Full-time batches of 1998 and 1999 and from Executive batches of 1995, 96, and 97 were invited and the Vice Chancellor, Pro Vice-Chancellor, and Alumni Association’s Associate Chairman presented plaques to the alumni. ARC Annual Report was also launched during this event.

A campus tour was arranged for the alumni to view the campus with updated infrastructure. A Mock Classroom was also arranged for the alumni to relive the old days, the mock classroom was conducted by Dr Aneeta Madhok. The event was held on 17th December, 2022 at the SBM NMIMS, Mumbai Campus and around 70+ alumni attended the session.

Grand Alumni Meet

A networking event for all Alumni. The event included performances by famous comedian Abhijit Ganguly and by Treblemakers, Zephyr, and Rang Punch. A Business Conclave was also organized for the attendees and esteemed speakers like Vijay Chandok, Aseem Srivastav, Geetanjali Bhattacharji, Kapil Gupta and Rohan Jha spoke upon 'Rising India: marching into the next decade'. The event was held on 17th December, 2022 at the SBM NMIMS, Mumbai Campus and around 250+ alumni attended the session.

Events by Social Responsibility Forum (SRF)

Ek Sang

The goal of the event was to help MBA students become more aware of social issues by getting them involved in short-term activities and team-building exercises. The seven tasks included - yoga, creative video on pride, creative expression on any social issue, satirical memes, plant a sapling, exercise challenge, and best out of waste. The entire batch had been divided into 60 teams with 14-15 participants in each group from divisions of Core, HR, Pharma, and DSA. The teams had to finish the tasks and upload the photo/video (as required per task) on Google Drive at the end of the day. The event was held on 15th June, 2022 at the SBM NMIMS, Mumbai Campus and around 600+ registered for the event and 200 participated.

Splash

SPLASH, “Your Belief, Our Canvas!” is a competition where students depict their connection with a social cause in the form of creative artwork. The theme for this year was “Child Empowerment”. The event was held on 18th July, 2022 at the SBM NMIMS, Mumbai Campus and around 286+ students participated in it.

Joy of Giving Week

SRF organized in partnership with Rotary Club of Bombay West the much-awaited Blood Donation Drive & Thalassemia Test. This year’s theme was “15 minutes for you, a lifetime for someone”. This initiative was aimed at spreading awareness regarding the pressing need for blood donation, busting myths regarding it and providing everyone with a platform to make a positive change and save lives. The event was held on 10th August, 2022 at the SBM NMIMS, Mumbai Campus and we received a total of 375 registrations from the batch, out of which 261 arrived at the site and 181 donated blood for a good cause.

Prayatna

Prayatna is a quarterly magazine of SRF that aims to cover multifarious social issues and tries to engage everyone in a dialogue regarding the pressing societal crisis at hand. It acts as a bridge of communication between students, faculty and alumni regarding all the activities that SRF undertakes throughout the year. Thematically, the magazine sets a premise for discussion regarding the context, current scenario (both national and global) and role of various stakeholders given the chosen theme and even attempts to connect with various changemakers running NGOs and civil society organizations. Prayatna receives entries for articles from the students. This year, the competition was rolled out to NMIMS students with some suggested topics around the theme ‘Sustainability in the corporate world’. The event was held from 30th August-17th September 2022 at the SBM NMIMS, Mumbai Campus and around 19 students participated in it.

NGO Mela

NGO Mela is a place for non-governmental organizations (NGOs) to sell their goods and raise awareness about their causes. Through sales, this event empowers the NGO and provides thoughtful gifts for those who support the NGOs through purchases. We had 20 participating NGOs this year. The first day was conducted offline and the rest of the days were conducted on our website.

Conversation for change

Members of the committee interacted with eminent leaders of the social and corporate world to learn from their experiences and talk about what they have envisioned. This year we interacted with Shaheen Mistri, Founder & CEO, of Teach For India. The event took place on Google Meet on November 11, 2022.

Wish Tree- Secret Santa

Wish Tree is an event where we gave a chance to all the students of NMIMS to become Secret Santa to 70 children from Ashadeep Association. Wishes were fulfilled and gifts were distributed to the children aging between 4 to 18. The gifts varied from items like footballs, dolls, to coloring supplies, wrist watches. The event took place at the NGO on December 23.

Social Conclave- Ek Prayaas

The Social Conclave was a confluence of industry stalwarts from multifarious fields like finance, technology and entrepreneurship grace the occasion and share their insights on how leaders of tomorrow have the capability of enabling social change through channelizing their business aspirations towards a more wholesome and grounded direction. They covered diverse topics and shared insights on why we should focus on sustainable development and also how sustainability is driven throughout by integrating it into the company's core strategy, and giving a brief glimpse of work they have done in their industry and how it has an impact on the environment. The speakers included Mr.Samir Shah, Mr. Mahesh Chandak, Ms.Foram Nagori, Ms. Ambalika Gupta and Ms. Shrutika Jadhav. The event was held 22th September 2023 at the SBM NMIMS, Mumbai Campus, and around 150 students participated in it.

Events by Industry Institute Partnership Cell (IIPC)

Meet the icons

The event aims to impart key insights on major corporate case study competitions from the champions themselves! Witness the best teams of NMIMS who have represented at National stages and grabbed exciting PPO/PPI opportunities.

The activity was a 3-hour event where corporate case study winners addressed and guided the junior batch on the nuances of each competition. Solutions of winning teams were discussed along with the methodology followed by teams to solve cases.

Sector Study Competition

Number of rounds & details of each round sequentially

It was an offline competition held on 23rd July 2022 with 60 participants. Judges were Narayanan A, Financial Controller, India and Head of Financial Accounting - Asia & MENAT, HSBC and Sameep Rehlan, Product Manager, Mosaic Wellness, (Alumnus - 2019)

Concised

Keeping up with the initiative by IIPCs iCON team from the previous year, we have thrived to improve Concised in both its content and its presentation. The goal of the Concised series is to equip our readers with the latest on various industries by offering current trends, insights and frameworks for guesstimates. Moreover, the series provides the readers with valuable information which prepares them better for their summer and final placements. This year we have done research on three industries, “Semiconductors”, “Esports” and “Crypto” based on readers’ requests. In our snippets, we discussed the industry overview and drew comparisons and parallels between Indian and Global markets, existing and emerging players, challenges, future prospects and trends in the industry.

Research involving the Semiconductors industry revealed that major players like TSMC and Samsung, who produce more than 70% of the world’s chips, were not able to meet the demand of automobile manufacturers due to Covid-19 led supply chain disruptions and excessive demand from the IT industry. This prompted the Indian government to formulate PLI schemes with a budget of roughly \$10 billion in order to attract investments for building capabilities and make India self-reliant in the semiconductor space. However, stiff challenges like continued government support, high investments and technological capabilities must be overcome to achieve self-reliance. As per the research, the E-Sports or professional gaming industry is one of the fastest emerging industries within India at a CAGR of 46% in the next 4 years. With the Digital India revolution acting as a catalyst for the Esports industry, various revenue streams in the form of sponsorships, merchandising, advertising and media rights have emerged. Consequently, revenues from streaming Esports are booming and Jio GamesWatch is becoming one of the key players in the Indian landscape by building partnerships with tournament organizers and associated brands.

During the research, the Crypto industry has been in the buzz for the past decade due to the nature of volatility associated with its value. Originating in 2009, the crypto market came a long way, with an

all-time high market in 2020 due to the pandemic and inflationary pressures. Cryptocurrencies, based on blockchain technology, found their way into trading through exchanges and CFDs. Firms like Microsoft and Paypal, have not only begun to invest in crypto markets but also started accepting cryptocurrencies as a form of payment. However, post-pandemic, crypto has seen a downward trend due to factors like regulations and heavy taxes(as high as 30%) in countries like India, geopolitical tensions, and negative investor sentiment due to high fluctuations.

Concentric 7.0

The seventh edition of Concentric, one of the highlight events of IIPC, was held on October 1, 2022. IIPC brought together colossal minds of the industry to provide insights into the dynamics of the different sectors in India and their relevance in the global economy. The event was graced by the speakers - Mr. Manish Aggarwal (Partner, KPMG), Mr. Paresh Parekh (Partner, EY) and Mr. Naveen Bachwani (Senior Director, Microsoft).

The event was conducted at SBM, NMIMS where the students got an opportunity to learn from the experiences and anecdotes of our speakers. The theme of Concentric 7.0 was "Resilience of Indian Industries in the Global Economy" and addressed how even in these uncertain times the Indian economy is showing signs of resilience and unwavering growth. The attendees gained immense knowledge by interacting with the speakers on contemporary topics in the Consulting Industry and beyond. The following are details of the rich experience that our guests had:

Mr. Manish Aggarwal (Partner, KPMG): An Industry Stalwart, Partner and Head of Infrastructure, Privatizations and Special Situations for KPMG in India. He has more than 25+ years of transaction and consulting experience in the Infrastructure and financial services space. His areas of expertise include corporate and project finance, divestments, deal negotiations, regulatory reforms and Public Private Partnerships.

Mr. Paresh Parekh (Partner, EY): He is an industry Pioneer, Partner and National Leader in Retail & Consumer, and tax & regulatory Leader at EY in India. He has over 23 years of experience in advising various large multinational companies/Funds on International Tax, Transfer Pricing, Corporate Tax and regulatory matters. He has also advised major Indian companies/business houses in restructuring their operations and structuring their expansion and funding plans / Mergers and Acquisitions.

Mr. Naveen Bachwani (Senior Director, Microsoft): Mr. Bachwani is a Senior Director and Industry Advisor at Microsoft with 24+ years of experience in Digital Transformation and Customer Engagement. A cross-functional Business Leader who has always focused on bridging the gap between Business and Customer, through solutions based in Technology, Process and Communication Design.

Management Consulting Conclave

Keeping up with the initiative by IIPC's iCON team from the previous year, we have thrived to improve Management Consulting Conclave 10.0 as part of the three-day Business Conclave which convened as one of the biggest Management events of the year. MCC is the flagship event of IIPC where leaders from top consulting companies and industry stalwarts share their knowledge and

experiences with students and provide guidance about the current industry trends and standards. IIPC kicked off the Business Conclave with Lighting of the Lamp and Welcome Address by Dr. Prashant Mishra, Dean, SBM NMIMS. This was followed by the theme introduction and unveiling of the magazine Mantrana by Dr. Bala Krishnamoorthy, Associate Dean, SBM NMIMS and Mr. Sandeep Kumar Mohanty – Partner, PwC delivering the Keynote Speech at the event. The event concluded by Vote of Thanks by Ms. Shivi Gitey, iCON Head, IIPC, SBM NMIMS

This edition of MCC we took it up a notch and had esteemed speakers from Deloitte, EY, Microsoft, PWC and Community. A new addition this year was the research presentations from the Junior Committee members of IIPC. We also had a fun event in store for the winners of the class activities this week.

"Building data capabilities for the future as a source of sustained competitive advantage"

The nature of doing business is an ever-evolving phenomenon. Through decades and centuries in the agricultural era, the industrial era and now the digital era, businesses have strived to create sources of differentiation to attract interest and stand out in a crowded market. These sources of differentiation have led to companies developing competitive advantage. This ranged from localized product salience, process leadership, distribution prowess and customer relationship management and attaining the highest level of product-market fit. All these factors only lead to 2 things, maximizing revenue centers or reducing cost centers.

The new nature of business and development in technology brings about fresh sources of competitive advantage. Companies now pay great attention to such developing indicators in order to build a favorable position for them. A key source of advantage in the contemporary world is "Data" which is fueling growth allowing companies to cater superior value to customers while saving on costs. Deriving insight by observing key data points has helped companies streamline both downstream and upstream activities. For MCC 10.0 we explore the use of Data in the context of multiple industries and how it is proving to be the next pillar of growth for India Inc. in the years to come.

Theme for Panel Discussion was: The shifting source of competitive advantage this decade: From Process Leadership to Customer centricity In the past, companies have focused on maintaining superiority in internal processes such as manufacturing efficiency and productivity. This gave them significant savings in cost which translated to them unlocking economies of scale. As we move into a digitized future, this focus is now shifting downstream where the emphasis is being put on developing customer affinity in order to increase stickiness. The event this year happened at The Mukesh Patel Auditorium at NMIMS, Mumbai and saw a footfall of 300+ students across the entire batch from varied concentrations.

The new edition of our Journal Mantrana was also unveiled by our faculty mentor Dr. Bala Krishnamoorthy which covers an in-depth analysis of different sectors. This was one of the biggest research efforts taken up by any cell at NMIMS which was industry partnered. 3 teams consisting of our junior committee members, under the mentorship of Partners, associate Directors from Big 4 Consulting firms published 3 white papers in the journal and presented their effort at the Conclave.

The event also saw the conclusion of the week-long inter-division competition which constituted a Business Quiz with an interesting twist. The finale saw an amazing response from the participants and the audience supporting their favorite team.

Mantrana 13.0

This edition marks the redefinition of what Mantrana represents. The journal has evolved from an industry magazine to a publication that includes formal pieces of research undertaken through a structured methodology. This year marks the debut of Industry Partnered White Papers in Mantrana. Research teams from IIPC have undertaken research with reputed firms like PwC, EY and Deloitte. Mantrana also features insights from industry experts from a wide range of sectors while informing its readers about contemporary industry trends like digital transformation, data and its applications. The journal contains the foreword by our faculty mentor Dr. Bala Krishnamoorthy and a note by the Editor in chief Maanik Narayanan, iCON Research Head. The journal also contains different sections like Sector Review, Industry Partnered white papers and expert interviews.

Events by Prabodhan

Pride Month Celebration

This was one of the offline activation activities that we conducted to show support for the LGBTQ community and bring awareness about the Pride month of June in the campus. A rainbow cake was cut by the Prabodhan senior committee members in the centre of the college at the atrium. It was followed by social media posts with celebration pictures and the following caption: “Be who you are and say what you feel, because those who mind don’t matter and those who matter don’t mind.” — Dr. Seuss Team Prabodhan wishes everyone, Happy Pride month.

Monthly Mindfulness Meet: Navigating MBA: Distressing to De-stressing

The session was conducted in collaboration with ‘GoodLives’ and ‘Mantavya’ - the quizzing club of NMIMS. It opened with a stress-buster fun quiz hosted by Mantavya for the participants. Post this, the invited speaker held the rest of the session.

The Speaker, Ms Puja Roy, is an experienced Mental Health Counselor at GoodLives. She shared her experience on how she dealt with distressing times in her past. Through the various interactions with the juniors, it was quite clear that there was a lot of apprehension, fear, and stress that comes along with an MBA. The majority of it was rooted in uncertainty prevailing all around. The speaker focused on clearing these misgivings while assuaging their fears. She also conducted activities with the audience on how to get de-stressed, and how to make the most out of an MBA, or any opportunity in life. Furthermore, she suggested various methods and ways in which students can cope with MBA-related stress and anxiety, and not get lost while feeling overwhelmed with so much happening around them.

Enigma 2.0

Enigma was conducted in 3 rounds in 3 different rooms. This event tested the mental cognitive skills and facilitated improved emotional intelligence, recognition of incorrect and inappropriate behavior, and at the same time, promoted interaction, networking, and a stress-busting opportunity.

Wellness Board

Prabodhan set up a Wellness Board in the atrium at our campus to engage the students of our college. This would be a monthly activity, where we would post self-reflective questions, positive & motivational quotes/learnings/thoughts, and positive affirmations on the board. This would not only increase the students' self-awareness and impact them positively but would also enable students to engage better with Prabodhan, bringing more visibility to the cell.

Question for the month: “What does freedom mean to you?”

Suicide Prevention Week – Street Play

According to The World Health Organization, suicide is an emerging and serious public health issue in India and young adults accounted for over 67% of the total cases in the country.

As part of our efforts to throw some light on the importance and sensitivity of this issue, we conducted a street play on Suicide Prevention in our college campus, in collaboration with RangPunch and Sneh Aangan (A Suicide Prevention Initiative).

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Question for the month: "Write a note to someone you are grateful for".

Magazine Release – Eudaimonia 3rd Edition

Eudaimonia is the Quarterly magazine of the cell, which includes articles on a chosen theme. This edition's theme was "Embracing Imperfections".

Just Not Laughs!

Just Not Laughs is an inter-division competition, to test the sense of humor of first-year students, help them have a hearty laugh and provide the much-needed relief from the daily hustle-bustle of MBA life.

Number of rounds & details of each round sequentially:

The event was conducted in 3 rounds:

War of Words - Two teams comprising 3 members each had to converse in the form of questions, within a time frame of 2 minutes and were rewarded points accordingly for it. In this round, we focussed on the mental aspect by making them think beyond the ordinary but not to the extent of racking their brain, in a jovial manner.

Unspoken - The teams play "Taboo" where the main word was given in a cue card, along with three sub words. Every team member was given an opportunity to make their team members guess the main word without uttering the sub-words. In this round, we focussed on the emotional aspect by making them produce positive emotions, moods, thoughts, and feelings by selecting the main words accordingly.

Trip to Jerusalem - The participants played musical chairs, which focused on the physical aspect by making them do some basic activities involving physical exertion without causing undue fatigue or physical stress.

Breaking Away from Anxiety (MMM x Author Connect)

This MMM was conducted in collaboration with Mantavya, which provided a forum for our students to connect with Ms. Sonali Gupta, a psychologist with over 17 years of experience, who also authored a book on Anxiety. Questions were collated from the participants, which were then used to drive the

session. The aim was to aid students in understanding various stressful situations related to MBA and get insights on how to deal with them.

Conquistador

The event was conducted in 3 rounds, which tested the participants' mental, emotional and physical capabilities.

Number of rounds & details of each round sequentially:

Round 1: The Intelligente – This round consisted of a series of activities that tested the focus, memory and aptitude of students, all at once.

Round 2: The Battle of Emotions – This round focused on judging the EQ level of students and how well they are able to control their emotions.

Round 3: The Final Showdown – This round tested the physical ability of the students by making them perform exercises.

Events by Functional Cells

Events by Finomenon

Decoding Finance

We conducted Decoding Finance wherein we invited our alums as the speakers for the session who are in different fields such as Investment Banking, Equity Research, Risk Management, Corporate Treasury. There were more than 80 attendees and the session received some amazing feedback from the junior batch.

The event was conducted offline on 2nd July, 2022. Following is the list of speakers

Darshil Shah - <https://www.linkedin.com/in/darshil-shah-729a22124/>

Ronit Pitale - <https://www.linkedin.com/in/ronit-pitale-4301b2100/>

Harshvardhan Shah - <https://www.linkedin.com/in/harshvardhan-shah-455621103/>

Nishit Betala - <https://www.linkedin.com/in/nishit-betala-555973134/>

B-Talks

Industry and company analysis competition for finomenon junior committee members

The event was conducted on 9th July in offline mode and was judged by the Finomenon senior committee

Mr. Mohnish Pabrai speaker session

This was an online session on the topic ‘Value Investing’.

It was conducted on 16th June and was 60+ participants

Workshops – Equity research and company analysis workshop and Buyouts, acquisitions and deal analysis workshop by forevision

The workshops were conducted from 4th July, 2022 to 23rd July, 2022

The turnout was 150+ candidates for both the workshops combined. The workshops were guided by

Mr. Abhishek Salecha -<https://www.linkedin.com/in/abhisek-salecha/>

Workshop on technical analysis by Aniket Bhatia

The event was conducted online on 16th July, 2022 with 50+ participants.

1 Book – A – Month

This was a book review activity on the books ‘Psychology of money’ and ‘The Intelligent Investor’ on cell’s Instagram Handle.

2 Pick of the Week

Stock guessing activity carried out on the Instagram page of finomenon.

Finsights

Brief write-ups on the topics on cell's Instagram page

- Why is INR at an all-time low?
- Fall of cryptocurrencies
- The man with Midas Touch – Late Mr. Rakesh Jhunjhunwala
- Gearing up for CBDC – Central Bank Digital Currency
- Energy Emergency Engulfing EUROPE!
- Algo trading Saga
- Diamonds are forever a scam?
- Missing Santa Rally: Market Report Card for 2022

Bean Counters

Ice breaking event for the junior batch held under Parichay 2022. It was conducted from 15th-7th August, 2022 with 3 rounds – 1 round on each day. Turnout was 120+ candidates (40+ teams). Sponsors were Forevision, Stock wizard academy, Foodwalas, GrabOn supporting prize money of 1.5 lakh.

Samriddhi Initiative – Mad Over Markets (MoM)

We cover market highlights once every month in a 1 pager document which was sent on mail to the students

Summerthan

Writing articles on various topics which gets circulated in the whole batch later on. The event was conducted from July 2022 to August 2022.

Facilitated the end-to-end procedure for CFA RC and CFA Institute Ethics Challenge

Seeking alpha – A Portfolio Management Competition

The event was conducted on 25th September 2022 via zoom meet online. The event sponsors were Finshots and Upsurge, supporting Prize money of 1.25 Lakhs.

Moolyankan: An Equity Research Competition

The event was conducted offline on 15th October 2022.

Prize money worth Rs. 1.25 Lakhs was awarded. The event was graced by the guest speaker- Mr. Vishal Shah- <https://www.linkedin.com/in/vishalshahtresvista>

Article writing competition

The event was conducted on 14th October, 2022. Prizes worth Rs. 6,000 were awarded.

Theme of the competition was India's Resilience amidst the Global Recession Paranoia: Truth or Illusion?

The Financial

Released our Bi-Annual Magazine in November 2022 and January 2023 with the topics 'India's Resilience amidst the Global Recession Paranoia: Truth or Illusion?' and 'Envisioning the Future of Finance for India @2030 and Beyond'

Samriddhi Investor Relations

This was a series for investors in Samriddhi Fund with following activities:

- Samriddhi Equity Research Reports (SERRs) – Titan Company Limited
- Samriddhi Intelligent Reports (SIRs)
- IPO Analysis Series on Syrma SGS Technology, Electronics Mart India Limited
- Report on Credit Suisse: What's the latest Buzz?
- Samriddhi Research Report – Financial Analysis on FC Barcelona
- Market Impact Reports (MIRs)
- Samriddhi Fund Fact Sheet for the Samriddhi investors
- Samriddhi Day'22- Interactive sessions with guest speakers and investors on 22nd December, 2022

Business Conclave, 2023

A platform for confluence of ideas, inspirations and new-age topic discussions organized on 22nd January 2023 in the Mini Auditorium of NMIMS. Keynote Speakers were Mr. Vijay Kedia (MD, Kedia Securities). Panel discussion included speakers: Mr. Vaibhav Sanghavi (Co-CEO, Avendus Capital), Mr. Siddhartha Rastogi (MD, Ambit Investments), Mr. Jitendra Attra (CFO, Edelweiss General Insurance) and moderator: Mr. Mudit Yadav (Founder, My Success Coach).

There was Fireside Chat with Mr. Maneesh Dangi (Founder, Macro Mosaic Investing & Research) and Mr. Anant Ladha (Finance Influencer & Founder, Invest Aaj for Kal)

The Finance Mogul

It was an inter-college finance case study competition conducted on 3rd February, 2023 via an online Session' with over 787 registrations.

Article writing competition

The competition was organized on 18th December, 2022 with the theme – 'Envisioning the Future of Finance for India @2030 and Beyond'. Prizes worth Rs. 6,000 were awarded.

Events by Not Just Marketing

Symposium Series

Leaders with different marketing backgrounds and working in prominent brands undertook sessions on Brand building for the students of NMIMS Mumbai. Speakers from Himalaya and L'Oréal attended on July 2nd 2022. The event was conducted at SBM NMIMS Mumbai campus only and 106 people participated in the event.

FMCG Workshop

Workshop conducted by ForeVision, an online training platform, spanning around 8 hours on various aspects of the FMCG industry. This workshop was open to both 1st year and 2nd year students. The workshop intended to give the students an overview about the industry and various other marketing initiatives in the segment.

ForeVision is a reputed Skills Enhancement, Training & Consulting organization that give hands-on, practical & activity-based learning with industry exposure. They have a trainer pool of working professionals from leading organizations & top institutes to provide customized training along with online support. All in all, they offer a high-quality learning experience with 80% repeat customers.

The benefits that ForeVision would provide over this workshop would be an overall understanding of the FMCG space. For MBA students, any marketing profile would first be for sales, as companies want employees to understand the product, client, market, competition, before moving to strategy/branding roles. Students feel that a workshop which provides various techniques of selling and negotiation is required to prepare themselves for the jobs, as they are completely unaware what the job will entail. The course would be customized by subject matter experts with 24x7 online support provided by a trainer pool of certified industry experts. Access to digital courses, real time practical examples/case studies and an industry recognized certification would be other takeaways from the program.

Not Just A Marketeer

Event was conducted via Unstop platform with Forevision with over 170 participants.

Ace the Case

Leaders with different backgrounds and working in prominent brands will undertake sessions on how students can approach the upcoming case study competitions throughout the year. They will share their insights, access to the like-minded community, and details about what students need to be mindful of while cracking the case study competition. Collaborated with Grad Partners for the same. The event was conducted online and 55 people participated in the event.

Marketing Professional 2.0

A workshop Conducted over 2 days for the First years and Second years by the most coveted Professor in the Field of Marketing, Prof. Aughi Dalton. The students were taught various marketing

frameworks , strategies with Practical Implementation of the same. It was a 2 day long event and was conducted at SBM NMIMS Mumbai campus only and 131 people participated in the event.

Pitchfork

Marketing competition conducted by Not just Marketing, exclusively for the 1st years of NMIMS. The event tested the students on their sales, marketing and analytical skills. There will be a total of 4 rounds during the event. Round 1 will be a preliminary quiz, post which all subsequent rounds will be live rounds conducted on campus. The event was conducted at SBM NMIMS Mumbai campus only and 120 people participated in the event.

Summer Ice

To Assist the summer process for the batch of 24' NjM organized an online meet with the interns of FMCGS and FMCDs open to the entire batch of 24 for them to ask questions and understand various job roles offered by the companies. Interns shared their own experiences and answered queries for the batch. The event was conducted online and 107 people participated in the event.

Last Marketeer Standing

Marketing competition conducted by Not just Marketing, open to both 1st and 2nd year MBA students of all B-schools across India. The event will test the students on their sales, marketing and analytical skills. There will be a total of 5 rounds during the event. Round 1 will be a preliminary quiz followed by Round 2 which will be a case study submission, after which all subsequent rounds will be live rounds conducted physically. The event was conducted at SBM NMIMS Mumbai campus only and 716 people registered for the event.

Conquest 2022

ConQuest is the flagship market research event of the marketing cell with a legacy of over 20 years. Each year NjM has been associating with leading brands of the corporate world to solve their live business problems through the power of market research. Last year, we collaborated with different brands across sectors like beauty and personal care, food and beverages, quick service restaurants, entertainment and even automobiles to deliver for them quality consumer insights and recommendations, based on the extensive primary research conducted by our team. These insights have thereafter benefited these companies in devising their marketing strategies. Over the years, we've constantly customized our research formats in line with the requirements of our collaborating brands. We conduct the market research in both online and on-ground format, based on client requirements. The event continues to be a great learning platform for the future marketers of our college and helps us build a credible brand for the institute with all our partnering companies

Events by Optumiz

Fallen Kingdom: Enter the Dino Ville!

The theme for the event was 'Fallen Kingdom - Enter the Dinoville' which intends to transcend the vision into reality by creating a Jurassic Eutopia. This time the aim was to allow teams to unveil their best potential, compete against the best warriors, keeping their best strategy and planning in place! It comprises 4 rounds that will revolve around the management of a Jurassic park, keeping the specific emphasis on strategy, and preplanning of resource purchasing for a smooth flow of activities during the event including running services in the park, conducting dinosaur fighting.

Just in Summer time

Optumiz conducts a guidance session for first-year MBA students by inviting second-year MBA students who interned at leading companies that visit NMIMS Mumbai with Operations & Supply Chain roles. The event was conducted online and 50+ people participated in it. The session aims to provide juniors with details of the company selection process, and summer internship preparation methods highlighting their experience during the internship. Second-year MBA students who interned at the following companies provided their input: Flipkart, Shadowfax, Capgemini, Swiggy, Abbott, Ferrero and many more.

Summer Series

To provide students with theoretical knowledge of the latest Operations, Supply Chain & Logistics concepts that are applied practically in industries, Team Optumiz launched its new social media initiative to post a crisp & engaging analysis of these selected concepts. A series of 9 topics were posted through Optumiz official social media handles. The series attracted significant appreciation from the students of both the first year & second years. List of topics ranged from Warehouse Automation, Last Mile Delivery to Vehicle Routing & Scheduling and many more.

CII certification courses

In collaboration with CII – Centre of Excellence for Supply Chain and Logistics (our Industry Partner) registrations for their industry-recognized courses in the field of Operations & Supply Chain, exclusively for the students of NMIMS Mumbai at special discounted prices.

Paragana

“The Chocolate Factory”, a proud annual flagship event of NMIMS, has given the most enriching experience in its 4.0 version for 2022. With more than 430 registrations signed up for the event, the teams could be deemed worthy of being allowed to step inside the Willy Wonka factory to test their mettle in the field of supply chain management. But the teams had to face their first milestone in the form of an elimination quiz on their path to becoming successful pseudo-chocolatiers. The next two rounds were about optimizing the resources given and devising the best plan, hence the theme of the event, “The Chocolate Factory 4.0: Choc Out the Plan.”

The team's efforts to design and execute this event and the positive feedback given by the participant teams have resulted in numerous insights that will help us execute future events with greater confidence and vision

Guest sessions

The session will be taken by Mr. Vickram Srivastava, Head of Planning - Global Supply Chain, SUN PHARMA. He is a senior working professional with a work experience of 15 Years in the field of Supply Chain. The aim of the guest session is to create awareness about the careers in Supply Chain, functions of operations in business and its future, and how their company has transformed its supply chain in recent years. Theme: "Pharma Supply Chains: Building Greater Resilience"

The session was taken by Mrs. Manisha Malhotra is currently holding the position of director regional operations Indo-Asean at Cargo Partner. She has 25+ industry experience and proven track record of managing and growing key accounts in logistics & freight forwarding, meeting and exceeding expectations of complex supply chain. The session started with interacting with the audience and understanding the perception of the most important technologies for supply chain management and then delved into the importance of digitalization. Digital Logistics was another topic that was discussed pertaining to visualization, Analytics, Storage, Data Ingestion and Cloud.

CATENA AUREA – Magazine Launch Vol 1

This year Optumiz launched the 1st edition of the bi-annual magazine called CATENA AUREA 2022-23 at the Operations & Supply Chain Business Conclave. The theme for this edition is “The Supply Chain Reinvention: Embracing Digitalization and Decarbonization ”, thus exploring how a well-integrated, timely available, responsive, and digitized supply chain energizes the entire global trade scenario. Supply Chain executives have globally embraced the need for digitization post-pandemic and decarbonization is becoming a license to operate for businesses. The magazine is loaded with relevant information and knowledge as it contains interviews of industry experts from DHL Supply Chain and Diversey, the top 3 winning articles from the Catena Aurea Article Writing Competition, and a detailed explainer of the theme. It also highlights various events and guest lectures of speakers from Sun Pharma and cargo-partners conducted by Team Optumiz in the current academic year. Theme: “The Supply Chain Reinvention: Embracing Digitalization and Decarbonization”

Business Conclave 2023

It is the annual business conclave of SBM NMIMS Mumbai that provides a common platform for CXOs/ Directors/ Heads of global companies in the field of Operations and Supply Chain, Marketing, Finance, Social Responsibility, and Consulting domain to share their experiences & knowledge with over 1500+ students. The Theme for the conclave is “India @ 2030”. Under the umbrella of the same, Optumiz conducted the Operations and Supply Chain conclave with the theme “Reinventing India’s Logistics and Supply Chain To Fulfill the \$10 Trillion Dream”.

Events by SummIT

Excel Workshop

Advanced Excel Workshop will provide students 10 hours of hands-on training and learn skills which will assist them during their summer internships, case study competitions and classroom projects as well. Major topics to be covered macros, data validation, forecasting, lookups, pivot tables, visualization etc. Students will be provided a certificate and a cv pointer. This workshop will contain practical case studies, business and analytical problems, exercises and live demos for maximum benefits. The event was conducted in the college premises only and 63 people participated in this. The workshop was guided by Mr. Abhisek Salecha from Forevision.

Tableau Workshop

Tableau workshop was an 8 hour professional training conducted by SummIT in partnership with ForeVision. The intent here was to familiarise MBA students to use Tableau as a data visualization tool. Tableau is an essential and widely popular tool used in the industry to create dashboards and powerful data visualizations. The training would help students get industry ready for SIPs. The workshop was conducted in a classroom in the college in offline mode. There were 156 registered participants in the workshop. The workshop was guided by Mr. Abhisek Salecha and Mr. Saagar Vijan from ForeVision.

Kickstart

Kickstart is an icebreaking event that is conducted by the SummIT council. This year, the event was based on a “TV Series”. The event comprised 3 Rounds. The first round was conducted on 3rd August 2022. 4th August 2022 was reserved for round 2 and the Finale round was done on 5th August 2022.

Inter ‘N’ Act

As Inter ‘N’ Act was a seminar, it consisted of only one round with the 2nd year students taking turns to share their internship as well as interview experiences with the 1st year students to help get an idea about the company. The objective was to assist the 1st year students to prepare for SIPs so that they can ace the interview process. The seminar was conducted online over zoom. There were 60 registered participants in the seminar

Ace the Case

Ace the Case is a National level Case competition conducted by SummIT under Paragana. It is a national level B-scholl competition where the top B-schools from the country battle it out to solve and present a solution for a case that is an actual industry relevant problem.

The event was conducted online over unstop and zoom.

There were 1047 teams who registered for the competition with each team consisting of 2-3 members.

The competition was judged by Mr. Mukund Prasad: Professor IT, HR & Strategy at SBM NMIMS, Mumbai, Mr. Anindya Cakravorty: Visiting Faculty, Professor of Practice, SBM NMIMS Mumbai and Mr. Nadeem Natrajan: Lead, Product & Operations at Equili.

Tech Forum 6.0

Tech Forum is a place for teams to showcase and this year it required them to come up with “Technological Solutions for Smarter Businesses”. The competition provides a platform for innovators in the business world. The problem statement was for participants to come up with an innovative tech-based idea and design a solution of their choice that can be used in the Web 3.0 domain to build smarter business practices. Round 1 was an Online quiz, followed by Idea Submission in Round 2, and Virtual Grand Finale before the panel of judges in Round 3. Such case competitions help more people know about SummIT and the grand level of participation we get from across colleges. Students use the Tech Forum as a learning opportunity and showcasing good achievements in their CV by being a part of business relevant tech based competitions which helps them in the longer run. The competition was judged by Mr Anindya Cakravorty: Visiting Faculty, Professor of Practice, SBM NMIMS Mumbai and Dr. Somnath Roy: Assistant Professor, SBM NMIMS Mumbai, Faculty In charge, SummIT

Leadership Talk

For the event, we invited Mr. Ankit Agarwal (Managing Director of Sterlite Technologies Ltd.) to talk about the ‘Role of Technology in Sustainable Development’. It was a wonderful session where the participants asked quite a few questions to Mr. Agarwal to make the session very interactive. These leadership talks were a great opportunity to help the students get a new perspective on how business is strongly integrated with technology and the IT world. The clarifying questions in the end reflected the interest that the students showed towards the session. This even helped in creating a strong image of NMIMS in front of a coveted speaker. There were 125 attendees for the event.

Article Writing Competition

Article Writing Competition is a national-level article writing competition for all B-Schools across India. The theme for the same was ‘Technology for Crime Prevention’. This event was a great opportunity for all budding writers. The event was a great opportunity for tech enthusiasts with a passion to help prevent crime with help of their writing skills. This brought a chance to recharge the morally uncompromised tech geek inside you to prevent the menace of crime in the form of Article Writing competition. This was also a chance for SummIT to show its versatility across a different form of contest like an article writing, as creative acumen in the form of written word and be able to immortalize their words is a unique test for a tech savvy person to showcase their all-round abilities! The event was conducted online over Unstop. There were 275 registered participants for this event.

Infographic Competition

Infographic Competition is a national-level infographic creation competition for all B- Schools across India. The theme for the same was 'Technology for Crime Prevention'. The participants had to use graphs, flowcharts, and diagrams to convey their ideas. The event was a great opportunity for tech enthusiast with a passion to help prevent crime with help of visualizations and infographics. The event was conducted online over Unstop. There were 171 registered participants for this event.

Events by HRUDAY

Battle it Out

The event under Parichay which was conducted in two rounds, with teams of two participating. Round 1 will have two fun-filled activities that will witness participants putting on their thinking caps to guess as many correct words as possible. The more correct answers, the better your chances of battling it out in Round 2. The final round will see participants solving a small case study, which will be based on the words guessed in Round 1 and presenting in front of a panel. Number of registrations and participants were 52. The competition was judged by Pranay Sanan and Trishala Seth.

HRectify

The event under Parichay which was conducted in two rounds, with teams of two participating. Round 1 will have two fun-filled activities that will witness participants putting on their thinking caps to guess as many correct words as possible. The more correct answers, the better your chances of battling it out in Round 2. The final round will see participants solving a small case study, which will be based on the words guessed in Round 1 and presenting in front of a panel. Number of registrations were 102 Registrations with 216 Participants. The competition was judged by Ishan Bansal, Consultant - Performance, Rewards & Org Effectiveness AON Consulting and Anushka Khanna, Compensation and Benefits Specialist, Standard Chartered Bank.

Enshrine – HRuday Article Writing Competition and Annual HR magazines

HRuday will release its yearly magazine which will include a National Article Writing competition to be released on Unstop. Number of registrations were 87.

Events by Lei Ipsum

MELIORA – In pursuit of excellence

Meliora is an interactive platform which embraces free flow of ideas and encourages innovation. All ideas revolving around the frontiers of business and law are embraced in Meliora. Students present on different topics and discussions followed.

Two sessions of Meliora were conducted on 7th September and 14th September, 2022. Both sessions happened offline in classroom attended by the students of both batches of MBA Law comprising 60 students. There were two sessions in which discussions were conducted by students on various industry relevant topics.

The Homecoming

As industry needs keep growing, and MBA Law graduates become increasingly relevant to fill hybrid job profiles, we recognize a need to improve synergy between academic and industry knowledge.

“The Homecoming,” a monthly interaction, is an attempt to enable students to get a bird’s eye view of the various fields and profiles they could look forward to building a career in. Who, other than our alumni, would be better equipped to guide us on the many paths, and the skills we need to tread along them! We wish to develop the homecoming as a dynamic interactive platform through carefully curated themes and moderated discussions. The first session happened on 17th September, 2022. For the first session of our series, we focused on the Risk, Compliance, and Contract management practice areas.

Events by Interest-Based Cells

Events by ADverb

ADbhut Aagman

Industry leaders from some of the biggest companies of advertising, branding, and marketing took us on a journey of their MBA experience along with tips on how students of the batch of '24 can start preparing in the areas of their interest right from the get go. The speakers for the event were Abhishek P- Manager, LEK, Saloni Chandra - Chief of Staff, Dunzo, Jay Rana - Asst. Manager strategy, Sony Music, Ayushi Agarwal - Category Manager, Nykaa , Debopam Ghosh - Chief Manager Product & Strategy, Kotak, Aakash Agarwal - Strategy and Advisory Manager, Crisil Ltd.

The event was attended by 72 attendees.

Digital Marketing and Branding workshop

A two-day certified bootcamp for all to learn from Pratik Sharma (industry expert from Google) who taught the intricacies of managing a Digital Marketing Campaign. The 2 days marked an overwhelming and enthusiastic response from the audience. Day 1 of the bootcamp introduced the concepts of building the ideal campaign to capture the Target Audience, Buyer's Journey and Campaign Lifecycle. The participants learnt about different Marketing Channels and how to build a campaign. Day 2 explored the depths of how to create Google Ads and how to increase revenue and reach from Google Ads. Number of registrations was 75

Parichay - ADhyayan 2022

The event was divided into three rounds. Round 1 involved a brand quiz, where different aspects of participants' brand knowledge was tested. Round 2 was called Brand Charades, where teams looked to work together to get their message across. The final round was a mystery room, where teams looked to solve clues as they raced against the clock. Number of registrations was 111.

Indian Advertising League 10.0

ADverb witnessed one of the most successful versions of IAL this year under Paragana '22. Based on the theme of Halloween villains, the event had 4 rounds including a quiz round and 3 other interactive rounds to test teams of 2-3. The teams went through a series of rounds that tested their business acumen, knowledge of marketing, and application of creative thinking. The number of registrations was 419.

ADvention 5.0

Session by Rishabha Nayyar, Co-founder, Fatmen (Ex NMIMS visiting faculty) The speaker Mr Rishabha Nayyar gave his valuable insights on the topic of the session- " Brand building in the conversation economy". The attendees got a chance to hear what goes behind building a brand's

reputation and how a brand actually expresses itself to the masses. The event concluded with an open house Q&A session. Number of registrations was 50.

Brand Housie 2023

The kickstart event of the year 2023 prior to ADverb's ADweek was Brandhousie. The event ran on similar lines of 'Housie' game but with a touch of brands into it. Each slide had a hint to a brand corresponding to a no. which had to be marked off. Prizes were also offered for the ones guessing the maximum brands based on the hints. The event became a great success with impressive participation, and acted as a precursor to ADweek which helped boost its registrations. The turnout was 93 participants.

ADweek 2023

A week full of intra college events related to branding and advertising. Teams from first year and second year participated with great intent and enthusiasm. They got to learn various new concepts about advertising and branding while having exposure to fun-thrilled events. The top 3 teams were declared as ' ADweek WINNERS'. Participants was of 35 teams consisting of 2-3 team members.

NOTEPAD 7.0

An article writing competition hosted on Unstop open to all. The main theme of the article was based on The trend of zero budget marketing. The article had to be a minimum of 500 words and original. The event was hosted on Unstop with 367 participants.

Events by Ecolibria

Live Consulting and Guesstimates Workshop

A live consulting and strategy training workshop which includes solving live problems faced in the industry by the consultants. They will learn about five different types of consulting and their application in various business scenarios. Also, it will include guesstimate-solving sessions using hypothesis building, framework application and conclusion. Live problem solving through examples, dos and don'ts of guesstimates. This session will help students in their consulting and management role interviews. It is aimed at teaching students to understand and solve real-world problems.

CampusVeda is a platform that aims to empower students by providing them with access to industry experts. They were our knowledge partners in the last edition of Ecoweek. Through their courses, they hope to unlock students' true potential and prepare them for careers in their fields. This serves as a bonus and aids students in reaching the pinnacle of their careers. They have mentors from major corporations such as Microsoft, Google, Adobe, Visa, and others. They've designed each of their courses and live training to be concise and goal-oriented in order to achieve better and more efficient learning.

Ecolibria, being the Economics and Strategy cell, whose objective is to provide required exposure to the students on Economics and Strategy building. So, we think this workshop aligns well with the overall objectives of the cell. Also, this is the only workshop which is providing exposure to the guesstimates which are frequently asked in consulting, corporate finance and marketing roles interviews which in turn will be helpful in summer and final placements for the students. This collaboration allows us to create a strong link and provide opportunities for the students of NMIMS to learn from industry experts.

Bizcraft

Starting the year off, the cell organized Bizcraft – an event exclusively for the freshers to welcome them to MBA and give them a flavor of what they could expect from their MBA journey. Flagship event conducted by Ecolibria for students of the first year. Fun-based events with a mix of knowledge of economics and general awareness are tested in the event. Teams have to make strategic decisions in the final round to beat the competitors, which is the essence of the Ecolibria, economics and strategy cell. It is a full-fledged event consisting of three rounds.

Taking a unique approach of straying away from regular traditional learning, this event challenged the participants of their skills in a simulation game to win the ultimate title of the 'Biz Wiz'. All the rounds were hosted on Zoom. The event had a total prize money of INR 17000/-.

Corporate Connect 10.0

Corporate Connect is a guest lecture conducted by industry stalwarts to understand the current happening in the industry and to know the trends in recent times. This was an online event with a duration of 2 hours for both the years, first and final-year students.

Ecolibria hosted Mr Abhirup Bhattacharya for its tenth edition of Corporate Connect. He is an alum of NMIMS Mumbai and the author of four esteemed books. He has 9+ years of experience in BFSE, with stints at Capgemini, ICICI Bank, Deloitte, and PwC, and is currently the Assistant Vice President-Partnerships at Axis Bank. Mr Abhirup Bhattacharya briefly discussed the Evolution of the Banking Industry in India starting from 1770, when the first bank commenced operations in India. He followed it up with details about some landmark changes in the banking industry, such as the nationalisation of RBI post-Independence, the rise of tech-savvy banks in the 1990s and the more recent launch of UPI in 2016. He then touched upon India's position in the banking industry globally and spoke about financial inclusion in India, covering its progress and challenges ahead from both, a supply-side as well as a demand-side perspective. He also spoke on the development of neo-banks and how they are altering the Indian financial system. After the insightful presentation, our audience members had inquiries about BFSI professions, the impact of government policies on MDR, neo-banks, BNPL, and how fintech and internet penetration are assisting banks.

Consigliere 9.0

Consigliere is the annual flagship case study competition of Ecolibria, which aims to bring the best minds from the student fraternity to solve real-world economic and strategy problems. This year, the case study was on the theme of electric vehicles – the electric cars segment in India, to be specific. There is an undeniable shift coming in the mindset of people towards exploring more carbon-neutral or low-carbon options, so to tap into the brilliance of the Indian student community the case was chosen from this segment. The case asked students to make a go-to-market strategy for Maruti Suzuki in the EV segment, with the dilemma that Maruti Suzuki is comparatively a budget-friendly brand in the four-wheeler segment but EV is on the pricier side generally. This dilemma helped bring out some very interesting observations and strategies on the part of the participants.

There were a lot of promotional activities to drive participation in the event. A standee was placed in the college atrium right at the entrance door to draw the attention of the students. An email was sent out to students from 100+ colleges from across the country to increase awareness about the project among students outside our institution too. There were buzz activities, both online and offline, to drive engagement further. In the online buzz activity, students were asked to post a photo of the Consigliere 9.0 standee on their Instagram handle with a caption, completing the blank in, “Ecolibria _____.” For the offline buzz activity, there were guesstimate questions asked via google forms to people sitting in various parts of the campus so that they could get a taste of what a strategy event would feel like. Winners were given food coupons; others were still encouraged to register for the event and stand chance to win prizes worth INR 50,000.

As a result of all of this, there were 720 registrations this year, which is an increase of 71.83% from last year's, 419. Of these, the 8 best teams were called to SBM, NMIMS Mumbai campus to present their top-notch quality presentations in front of our very own, esteemed faculty judges – Mr Sayantan Khanra and Ms Amrita Bansal. The 8 teams included teams with diverse backgrounds and put together a stellar bunch of presentations which made this event a great success.

Startup Garage

It was conducted on 30th September 2022. The event Startup Garage invited to host Mr Mohit Bhandari, co-founder and CEO of Stratzy, to make your journey from inception to execution easier. It was conducted in Offline mode. The number of attendees were 60.

Indian Biz League

The Indian Biz League is our flagship Unstop event. This is an event that tests the entrepreneurial mettle of our participants in 3 successive stages.

The first stage consists of a quiz about the latest happenings in the entrepreneurial space and an investment round conducted on StockGro.

The second stage consists of a negotiation round where shortlisted teams will compete against each other for the best deals.

The final round will see our finalists pitch their business ideas to a panel of judges to secure funding for their idea. The event date is 13 to 15th October. It was conducted in online mode.

Total registrations were about 700 and finally 12 were selected to present.

Finlatics Business Analyst Program

Finlatics Business Analyst Experience Program, an online live project that helps students gain work experience in data-driven decision-making at the School of Business Management, NMIMS Mumbai. Finlatics' projects are running at leading campuses including IIM Bangalore, IIM Calcutta, SPJIMR Mumbai, and FMS Delhi among others, and were curated at the prestigious Atal Incubation Centre, supported by the Atal Innovation Mission, NITI Aayog & Government of India.

Special Price only for SBM NMIMS Mumbai students Rs. 1299 + GST. Understand research, types of data analytics, their usage, and the benefits of using data-driven decision-making across industry segments like FMCG, e-Commerce, Manufacturing, and Technology among others. The objective was to assess business projects and propose solutions using an approach of data-driven decision-making. Students were made to solve case problems of technology-oriented businesses that impact their profitability using problem-solving methods developed and used by McKinsey.

EcoShastra

It is the magazine presented by the Ecolibira. It covered topics such as:

- The Russian invasion of Ukraine, intractable inflation, and China's slowdown have all had an impact on the global economy.
- The IMF projected that a third of the global economy will contract in 2023 and warned that the world's two largest economies, China and the United States, will continue to contract. Despite this, the IMF forecasted 6.8 % growth in India in 2022 and 6.1 % growth in 2023, the highest for any large economy. Many economists, however, say that India is not isolated from the rest of the globe, and that its 6% growth rate at a time when inflation reaches 7% is cause

for alarm. So, is it preferable for India to go back to basics or to continue its digitalization efforts? Will the Indian economy be able to withstand rising global inflation?

The focus of the December edition was on "Indian Economy and The Global Recession," to underline India's role in global macroeconomic development and the global recession. The top four articles from participants across B-schools were published in the EcoShastra. Several Junior Committee members also contributed towards the magazine by providing insightful articles.

Collaboration with EDUCBA

Ecolibria in association with EDUCBA brought to NMIMS students an amazing opportunity to improve their skills before they actually get to work in the corporate world. The students would get highly recognized courses with vast content and also certifications at exclusively discounted prices (only for NMIMS students). The courses were offered in Finance, Marketing, Data Science, and Project Management. They have been designed based on the skills sets demanded in the corporate world and thus it would help the students move a step closer to their dream roles and companies.

EcoWeek

EcoWeek is the most awaited events of Ecolibria. Three events are conducted in a week, each one of them offering the students an opportunity to showcase their skills whether it is forming an IPL team, presenting a Union Budget, or taking strategic decisions for a country. The events were CricBid, Corporate Chanakya, and Trade-offs. Overall, the events saw a lot of participation from students of universities and colleges all across the country.

Events by E - Cell

Finactics:

A live project that helped students gain work experience in financial markets, whether they are a beginner, intermediate or an expert! Mode and platform of the activity was online.

VC Circle:

As a part of the 'Parichay' event of the student council, E-Cell organized 'The VC Circle'. It was the first event of the year, specifically organized for First Year MBA students across all programs. The event consisted of 3 rounds where the participants had to solve a quiz for the first round, bid for a combination of brands and business problems in the second round and had to present a solution to the business problem in the Final round. The event was conducted in Hybrid mode with participation of 126 teams.

Summer Intern Mentorship Program:

There were mentor groups assigned for students who needed help in the interview processes and other tasks during the course of the MBA. The groups were assigned on the basis of the specialization the students were interested in. There were cohort groups prepared the Marketing, Finance, HR, Operations and Pharma. The event was conducted in Hybrid mode. ine

Events by Mantavya

Box of Chocolates Book Swap

The event took place between 20th July to 22nd July wherein book collection happened on 20th & 21st July 2022 and distribution happened on 22nd July 2022. A google interest form was rolled out wherein the students filled out their details and the names of the book they wanted to part with. After receiving the responses, Mantavya circulated details including the time and venue for book collection to the interested students. This took place over two days in a booked classroom (offline event). The students were encouraged to attach a small note along with the book stating why the book is special to them, so that the student who receives the book gets an insight and an icebreaker to start a conversation with a fellow reader. Once all the books were collected, Mantavya JCs wrapped the books with newspaper and book distribution took place in a randomized fashion keeping in mind that a person did not receive the same book. The idea behind this was to promote reading as well as to provide an opportunity to students to connect with other students with similar interests, and help in networking for the incoming batch. The title pays homage to the famous dialogue from Forrest Gump – “Life is like a box of chocolates. You never know what you're gonna get.” 40 students participated in the event.

Monthly Mindfulness Meet Quiz

To get the incoming batch accustomed to MBA, we organized a short fun quiz of 15 minutes on Kahoot Platform (online quiz) as a part of the Monthly Mindfulness Meet organized by Prabhodan. The theme of the quiz was "Navigating MBA: Distressing to De-stressing". The quiz happened on 3rd August 2022 at 6 pm and around 50 students participated in the quiz.

Wordopolis Quiz, Theme – Words, Linguistics, Language

The event Wordopolis was organized under the banner of Student Council’s Parichay, for first year students. Google forms were rolled out between 2nd to 4th August 2022 for registration.

The quiz took place in 2 stages wherein students participated in teams of 2. For elimination, prelims were held over google forms, on 5th August 2022 consisting of 15 questions. 33 teams registered for the event, out of which the Top 5 teams went ahead to stage 2, the Finals, which had 3 rounds and took place on 7th August 2022.

Sporticus

Sporticus was organized on August 23, 2022 as a part of Arcadia which was being conducted by the Sports Committee and the Student Council. The event required the division leader for each division to nominate a team of 2 participants to represent their division. The event saw all teams participate in an eliminator preliminary round which tested the knowledge and acumen of participants across multiple sports. The top 6 teams in the prelims qualified for the final round which was conducted immediately after. The finals featured multiple rounds with even more challenging questions and

fundas from the world of sports and sports entertainment. The event went to a nail-biting tie-breaker round, called buzzerbeater round.

Business of Brands

Business of Brands is Mantavya's flagship event. It aims to test participants' knowledge of Brands and Businesses, and how every Brand Element has its own story to tell, with etymologies and logos that are appealing, easily recalled, and associated with quality.

Conducted by Quizmaster Souvik Basu, it covered a wide variety of topics ranging from entertainment to serious business-based questions with the overarching theme pertaining to Business.

The event was open to students, NMIMS alumni, and working professionals from all companies and was conducted during Paragana, the annual flagship business fest of NMIMS Mumbai. The quiz had two rounds: prelims and final round. Registrations on unstop were close to 600. We saw industry professionals from ICICI, Mahindra, etc companies taking part in the offline quiz.

Sponsors of the event were SE13 and Glazonoid Prelims

Author Connect

The aim of the event is to connect students with an author to help budding writers with doubts of their own. The event was done in association with Prabodhan, and the speaker was Ms Sonali Gupta, author of the book "Anxiety." With Prabodhan, we wished to aid students in understanding various stressful situations related to MBA and get insights on how to deal with them.

Events by Nepathya

Freshers'22

It was an exciting contest for the fresh batch of MBA, where they were judged according to their personality, attitude, aptitude and general wit. 3 rounds were conducted and each round had elimination. The winners and runner ups were declared at the end. The winners were given the title of Mr. and Miss NMIMS.

There were special performances by Zephyr (Dance club, NMIMS), Treblemakers (Music club, NMIMS), Rangpunch (Drama club, NMIMS) and Verve (Fashion club, NMIMS) along with Xplore (Photography club, NMIMS) who covered the entire event and Toastmasters (Public speaking club, NMIMS) who hosted the event. Judges of the event were Akanksha Sethi (Singer-Songwriter), Nisman Parpia (Video creator and Influencer) and Jinal Patel (Choreographer).

Open Mic

Open Mic is an Intra college event conducted in the month of August this year. This was conducted under the banner of Parichay and all the students were invited to watch their fellow mates showcase their talents. It provided an opportunity and platform to the amateurs to perform. It included singing, rap, shayaris, poetry, standup, beatboxing and much more.

Garba Night

For the first time ever, Nepathya organized Garba Night in the first week of October. It was a cultural evening of dandiya raas and garba in pursuit of a refreshing break to students to celebrate the festive period of Navratri along with some fun games and DJ night. The event was a huge success as we saw a huge footfall of students who grooved in their best ethnic attires accompanied by their friends and enjoyed the mouth-watering delicacies. We also collaborated with Verve (fashion club, NMIMS) who gave best dressed awards to students and an opportunity to be featured on their page.

ShortCut – A short movie making competition

Nepathya hosted the event “Shortcut”, an inter college short-movie making competition, in the month of October, under the banner of Paragna organized by Student Council, on the D2C platform. The theme was ‘Life in a day of Metaverse’. The participants made their submissions and the judges picked winners based on the criteria such as creativity, imagination, and originality. Prizes worth 25,000 were given to the Winners.

Farmaish-E-Diwali

An evening filled with excitement as we celebrated Diwali, the festival of lights. It was conducted in conjunction with the NMIMS clubs (Zephyr, Treblemakers, Rangpunch, Verve, and Xplore) where they showcased their performances.

Events by Clubs

Events by The Treblemakers

MegaJam

The newly selected Treblemakers junior committee was introduced to the institute. 9 bands of 6-7 people each were formed and they performed live. All the music sets were decided and executed entirely by the junior members.

Poetry, Composition and Songwriting Workshop

The workshop on music composition, poetry and songwriting was conducted in collaboration with Rangpunch. Attendees learnt about the basic technique to approach poetry and songwriting. At the end of the workshop, there was an activity wherein groups came up with a song of their own, from scratch.

Short Films Ideation and Scripting

The JC and SC members worked on the short film ideation process Concept development: This is the initial stage where the members brainstorm ideas for their short film. This involved considering personal experiences, interests, or social and cultural issues that the members wanted to address through their final video that will be uploaded on various social media sites and competition. The members created a rough outline of the story, including the main plot points, character arcs, and any significant events. The script was written using the outline and character descriptions as a guide. Paying attention to dialogue, pacing, and structure, as these are all critical components of a successful short film

Editing workshop

An editing workshop is a collaborative process where Rang Punch editors and members come together to review and refine the cut of a film. The following are some of the things that typically happen in an editing workshop:

- Reviewing the cut: The editor presents the current cut of the film and plays it for the juniors and other participants. They review the footage and make notes on areas that need improvement, such as pacing, flow, and dialogue.
- Brainstorming and discussion: Participants discuss their observations and suggestions for improvements. They may come up with alternative cuts or rearrange scenes to better serve the story.
- Experimenting with different edits: Based on the discussions and suggestions, the editor tries out different edits and makes changes to the cut. The participants review the changes and provide feedback on what works and what doesn't.
- Reviewing sound and visual effects: The editing workshop also involved reviewing the sound design and visual effects to ensure they are working well with the cut.

Short Film Shooting

The Short films which were already scripted in the earlier months were shot with various cameras. The actors rehearse the scenes, and the director and cinematographer make any necessary adjustments to the camera and lighting. The scenes are performed and captured on camera. Each shot was captured meticulously in order to ensure they have the best footage possible. The sound is recorded, either on set or in post-production, to ensure the audio quality is up to par with the visual elements. A total of 4 short films have been shot and are now in the post-production stage of editing and visual effects addition.

Events by Zephyr

MANAN Performance

11 members from the senior committee performed for 6 minutes showcasing various dance forms. The audience were left mesmerized through this performance and the introduction of the club was deeply ingrained in the minds of every student

Dance Workshop

Students from various divisions and specializations from both the years came to attend one of the first workshops hosted by Zephyr. The workshop was focused on uniting the creative side of these students to the songs the club prepared for them. The event was covered by Xplore and the attendees were able to learn choreographies of 2 songs.

Nepathya Freshers Performance

15 students from both the Junior as well as the Senior committee performed for the students of the college on various energizing songs. The performance resonated with everyone and the audience was glued and taken by awe by the performance of the club.

Garba workshop

A workshop on Garba was organized just before Navratri for Garba and dance enthusiasts. The workshop was conducted in 2 slots and was well structured and detailed to make the learning easy and fun for even the amateurs. Students turned up in their ethnic attires in a large number.

Farmaish-E-Diwali

An evening filled with excitement as we celebrated Diwali, the festival of lights. It was conducted under the banner of Nepathya in which zephyr, along with other clubs, showcased its performance.

Foreign Exchange Event

Zephyr performed in this event under the banner of ISR and Student Council for the foreign exchange programme

Events by Rangpunch

To Pee or Not to Pee-

To Pee or Not to Pee was a stage act performed by RangPunch during the Student Council event Manan 2022. The story follows the comedic journey of a character throughout the day as he struggles to control his bladder. His predicament gets more difficult with each passing scene as he tries to find a place to relieve himself to no avail. The play builds up to the final moments where he finally achieves the goal which had been eluding him all day, but not in the way he expected.

Buddy Project

At the beginning of July, all of the junior members of Rangpunch were assigned different senior members as 'Buddies' to help mentor them through their time at the club. Five junior members were allotted per senior member. Three different buddy groups were combined for the event and the brief was to perform a short play. The junior members were given guidance by their respective Buddies on how to ideate and structure a play. The best performance would be chosen to represent the club at Fresher's, the first event hosted by Nepathya - the cultural cell. The evening was an incredible success, with the audience held spellbound by the acts. The performers were also given helpful insights and tips to help them put on better performances in the future. Ultimately, Maa ki Yaad, was chosen as the best performance of the evening.

Maa Ki Yaad

Maa Ki Yaad is the production of Rangpunch which was presented among the masses of NMIMS present at Mukesh Patel Auditorium, NMIMS Mumbai on the occasion of Freshers 2022 organized by Nepathya, Cultural cell of NMIMS, Mumbai. The story reflected the relationship of an abroad living son and an Alzheimer suffering father who were not on good terms with each other after their connecting dot and backbone of the family, i.e. the mother passed away years ago. This is a journey of how the deadlock in their communication breaks as the son gets to know about the ailment and sacrifices made by his father for him.

Creative Writing Workshop

RangPunch held its maiden workshop of the year. Three senior committee members - Prashant Tomar, Shashank YVR and Manu Agnihotri came together to impart the rich experiences they had with creative writing, to the first-year students of NMIMS. They took the students through the entire process of writing a gripping script, and introduced various components such as the setting, the plot, the conflict, as well as the resolution. It was a highly interactive session, with various inputs from the first years that helped SC to get a deeper insight on the subject matter. The workshop marked the beginning of all the fun sessions that RangPunch will be conducting in the future.

Mime + Stand Up workshop

Rangpunch conducted a mime plus stand up workshop on 24th September 2022 from 1.15pm onwards. The participants found out about the basics and theory behind the artforms and took part in fun impromptu activities that helped bring out the actor in them.

Poetry, Songwriting and Music Composition Workshop

Rangpunch conducted the Poetry, Songwriting and Music Composition Workshop in collaboration with Treblemakers on 7th October 5 pm onwards. The workshop aimed to teach how to play creatively with words, write poetry, how to write songs and compose music, as well as get some insights on music theory.

Farmaish-e-Diwali

Before the students left for their homes for the Diwali vacation, Nepathya organized a small celebration for the students of SBM, NMIMS called Farmaish-e-Diwali. All the clubs performed for the event, and the anchors for the event were representing Rangpunch. The event took place on 18th October.

KEY OFFICIALS

List of key officials who facilitated all the student activities during the academic year of 2022-23:

Administration

Vice Chancellor: Dr. Ramesh Bhat

Pro Vice Chancellor: Dr. Sharad Y. Mhaiskar

Pro Vice Chancellor: Dr. Meena Chintamaneni

Dean, School of Business Management: Dr. Prashant Mishra

Additional Registrar: Dr. Ashish Daptardar

Deputy Registrar: Mr. Tejash Somaiya

Finance Officer: Ms. Karuna Bhaya

Faculty-In-Charge

Chairperson, Student Activities: Dr. Geeta D'Souza

Faculty-In-Charge, Alumni Relations Cell: Dr. Amrita Bansal

Faculty-In-Charge, Industry Institute Partnership Cell: Dr. Bala Krishnamoorthy

Director, Placements: Ms. Shobha Pai

Faculty-In-Charge, Social Responsibility Forum: Dr. Meena Galliara

Faculty-In-Charge, Finomenon: Dr. Samveg Patel

Faculty-In-Charge, Not just Marketing: Dr. Arun Sharma

Faculty-In-Charge, Optumiz: Dr. Abhinav Kumar Sharma

Faculty-In-Charge, HRuday: Dr. Hema Bajaj

Faculty-In-Charge, Lei Ipsum: Dr. Sudhanshu Pani

Faculty-In-Charge, SummIT: Dr. Somnath Roy

Faculty-In-Charge, Entrepreneurship Cell: Dr. Jacqueline Mundkur

Faculty-In-Charge, Mantavya: Prof. Varun Rijhwani

Faculty-In-Charge, Nepathya: Dr. Amrita Bansal

Faculty-In-Charge, Prabodhan: Dr. Tohid Kachwala

Faculty-In-Charge, Sports Committee: Dr. Akshay Khanzode

Faculty-In-Charge, International Student Relations: Dr. Amita Shivhare.

PUBLIC RELATIONS

Branding is an essential factor for a business school. It refers to the value that a brand holds in the minds of its students and stakeholders. In the context of a business school, brand equity is crucial for attracting top-quality students, faculty, and staff. A strong brand can create a positive image and perception of the school, which can help in building trust and confidence in the quality of education. In a highly competitive world, a B-School needs to stand out from the crowd and establish a unique identity. A strong brand awareness can help in achieving this differentiation by creating a distinctive image and personality for the institution.

By enhancing the brand visibility, PR makes it easier for the target audience to know more about the institute, its unique features, academic offerings, and faculty without having to visit in person. Through this, it helps in creating and maintaining a favorable image of the institute. With this aim in mind, a variety of PR activities were planned and executed this year.

Social Media/ Online Presence

To build and increase awareness, the following initiatives were taken:

Facebook: Major events coming under the Student Council banner and the university level were promoted through Facebook throughout the year. A final converts group for the 2022-24 batch was made before the start of the academic year, which had an influx of about 750 members in total. The Telegram group link for the final converts was also published through this platform. The Facebook page had a healthy engagement compared to any other page with similar engagement levels. Through this channel, the events across the year were able to garner a high reach.

Instagram: Instagram is the most popular social media platform in the current times and as such was used extensively to promote all the activities and events planned by the Student Council. The major focus was on the flagship events like Paragana, Samarthyaa and Euphoria which in turn led to a higher footfall. As per the required communication to be made, the right content type viz. story, post or reel was chosen to promote the events and create a buzz around it. A total of 119 posts were made which reflected positive feedback as per Instagram analytics. The page was able to reach more than 24,000 accounts as well.

Pagalguys: The channel plays an important role when it comes to incoming students as an audience. They face a variety of challenges and to keep them informed during this stage, we ensured that we had posted the right and relevant information through this platform. The channel was highly active between the period of NMAT commencement and the final conversion.

InsideIIM and Shiksha: These forums cater to individuals who are interested in pursuing an MBA and have a significant influence on potential students. During the current year, we authored multiple articles for both forums to educate these potential MBA candidates about NMIMS.

Offline Promotion

Buzz Activities: To create a higher recall it is extremely important to reinforce the communication/message several times. For this, the plan was to communicate the message in an integrated manner alongside online promotion. Various buzz activities were planned which happened inside classrooms and at the atrium for all the events for the 2022-23 academic session. The idea was to add the human element to the promotion and create higher engagement.

Movie Promotion: A unique form of PR was executed during Euphoria'23. The movie 'SELFIEE' was promoted at Mukesh Patel auditorium wherein the second trailer of the movie was launched. Bollywood stars Akshay Kumar and Emraan Hashmi along with their team had come to promote the movie where they engaged with the students of NMIMS, creating hype for Euphoria'23 as well.