

**SCHOOL OF
BUSINESS MANAGEMENT**



PRATIBIMBH

STUDENT ACTIVITY DOSSIER

VOLUME XI | 2023-24

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Message from the Chairperson, Student Activities

The year 2023-24 has been a stellar year for our students as they effectively pursued their academic goals, while simultaneously taking on passion projects in co-curricular and extra-curricular domains. I have been truly amazed by the enthusiasm and dedication demonstrated by our students in finding ways to engage their talents, enhance their skills, and build relationships with different stakeholders.

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

This year, a total of 88 events were organized by Core, Functional, Interest-based cells and Clubs 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 several national and international competitions. A new Chapter of the Society for the Promotion of Indian Classical Music And Culture Amongst Youth (SPIC MACAY) was established at the beginning of the year and the Club made its mark by welcoming Padmashree Dr. Kiran Seth, the founder of SPIC MACAY and organizing two cultural events: Saanjh and Anekta. Several new initiatives were undertaken, prominent among them being a new Student Council website, the Champions' Digest Mailer, Faculty Sporting events organized by the Sports Committee and International Case Competitions by SummIT. The student cells met their budgetary expectations by raising sponsorships of INR 96.24 lakhs, 56% 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. Ashish Daptardar, Additional Registrar, NMIMS University for their continued guidance and support. I would also like to thank the Associate Deans of SBM NMIMS, Faculty In-Charge of various student cells and the administrative staff of SBM NMIMS for their tireless contributions, mentorships and dedicated support to our students. Most importantly, I applaud the efforts of the Student Council and its associated cells for working collaboratively to elevate the School of Business Management to greater heights.

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

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



Introduction

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

Student Council

The Student Council is the apex body of SBM, NMIMS. The Council acts as a formal channel of communication between the administration, the faculty, and the students. It is the first point of contact for all external parties to the Institute. It operates in close coordination with the Administration as well as the University. It also organises the SBM's flagship Business and Cultural fests in coordination with other student cells.

Vision

“To act as an efficient mediator between students and the administration and to encourage constant development of the institute and the students by ensuring quality student life in terms of both academics and extracurricular activities at SBM, NMIMS”

Mission

- To contribute to maintaining and enhancing student life in all relevant aspects
- To mediate the gap between the students and the administration
- To improve transparency in the system through consistent communication with students
- To encourage and support the active participation of all students in various contests & events

Chairperson, Student Activities: Dr Geeta D'Souza

Events conducted this academic year

Prologue

Date: 21 May 2023

Prologue is the first ice-breaking event conducted by the Student Council of SBM NMIMS. It was conducted online for the incoming batch to transcend boundaries, gather insights, and forge meaningful relationships that will accompany them throughout their MBA journey by getting a sneak peek into the intricacies of MBA life and preparing themselves for the exciting road ahead. As the newcomers takes their first steps in the monumental journey ahead, this ice-breaking session not only fosters camaraderie but also establishes vital connections with the senior batch.



Mumbai Darshan

Date: 17 June 2024

Mumbai Darshan is an offline event conducted during the orientation program for incoming students. The event began with everyone being divided into different groups across Core, Pharma, and HR. To succeed, the teams were supposed to tour the entire city completing the given tasks at the locations in any order as per their strategy and all the task deliverables had to be submitted by the Group POCs to the Form Link provided by the Student Council to be eligible for the Grand Prize of Rs. 50000. A sheet containing the clues and tasks for all the 10 locations were given to each group and were asked to crack all locations using their wit and complete all tasks using their creativity, in the stipulated time.

Student Council members judged the event and an aggregated score was taken to finalise the ultimate winners. The entire batch participated in this activity with a total of 50+ teams. Each team exhibited immense grit and passion in fulfilling each of the tasks dazzling the judges with their creativity.

At the end, team number 18 emerged as the winner, and teams number 11 and 47 were runners-up and second runners up respectively. Apart from this, some special prizes were also awarded for Best Enactment to Group 10, Best Expressions to Group 5, Best Singing to Group 57, Best Dancing to Group 33, Funniest Video to Group 2, and Best Pride Month Videos to Group 25. Mumbai Darshan helped plant the seed of friendship and flourish bonds between the students.



Freshers

Date: 25 July 2023

As is customary with the freshers fest every year, the Mr and Miss NMIMS started with a bang, with 10 finalists vying for the final spot! Engaging the audience with their speeches and talent, the participants came in beautiful outfits and presented feats of athleticism, dance performances, and monologues to the judges. The judges were Garima Ranka, a dance virtuoso, Muskan Ranka, a style icon, Neeraj Yadav, a dance choreographer, and Gaurav Meena, Beatboxer extraordinaire. After the gruelling hours of judging and competing, Naman Mahajan and Kirti Agrawal emerged as Mr. Fresher and Ms. Fresher respectively.

The event was sponsored by:

- McCain: Title Sponsor
- Monster Energy: Energy Drink Partner
- Smaaash: Entertainment Partner
- Artis: Electronic partner
- Security Instruments: Safety Partner



Parichay

Date: 4 August 2023 - 6 August 2023

Parichay is the Annual Intra B School Business Competition Festival held at SBM NMIMS Mumbai, where all the cells of NMIMS organise their competitions under the umbrella of the Student Council. The Student Council organised one such competition during Parichay called Matter Mind. It is one of the most sought-after competitions held during Parichay.

MatterMind was an exhaustive 3 round challenge spread over three days with a massive prize pool of Rs 3,10,000, ensuring that the teams were tested holistically on their business versatility with creativity and wit combined. It saw the participation of approximately 500 students this year.

The first round was an ultimate quiz round which was further divided into 2 sub rounds and checked how each member of the team can individually use their knowledge to clear the round. The second round tested the bond and connection between the team members through the element of fun in problems and situations. The second round involved multiple carnival-themed games and ended with a puzzle-solving treasure hunt all over the college campus. The third and final round was a bidding business simulation game based on Katan that tested the business understanding of all the teams thoroughly.

Student Council members judged the event and an aggregated score was taken to finalize the ultimate winners. At the end of this, team Bill Boyz emerged as the winner, and teams Momo and Old Monk were runners-up and second runners up respectively.

The event was sponsored by:

- Smaaash: Entertainment Partner
- BRB: Snacking Partner

- Stock Edge: Knowledge Partner
- Enrich: Salon Partner
- Titagarh: Product Partner
- Jio Saavn: Music Streaming Partner



Paragana

Date: 26 October 2023 - 29 October 2023

Paragana is the annual Inter B-School immersive experience consisting of the flagship Inter B School Competition - The Perfect Candidate (TPC) wherein students from B School from all over the country compete against one another. The first round was a case study which was published on Unstop, in which participation was witnessed from over 1000+ students from B schools like MDI Gurgaon, IIM Bangalore, IIM Ahmedabad, IIFT, XLRI, NMIMS to name a few of many, of which the top 12 qualified.

The Perfect Candidate (TPC) stretched across 4 days, with 7 subsequent rounds to test their business acumen in Marketing, Finance, HR, Consulting, Operations, Debate, and PR. All the participants put their best foot forward, and there were 3 who came out on top to win the coveted prizes of up to INR 5.8 Lakhs.

Amartya Thigale (SJMSOM, IIT Bombay) secured the 1st position followed by Shreya Shetty (NMIMS, Mumbai) and Bharani Kumar (SJMSOM) as first and second runner-ups respectively.

The Student Council also organised Jokes Apart on 27th October, which was graced by stand-up comedian Nishant Tanwar.

The event was sponsored by:

- SBI: Title Partner
- Artis: Electronic Partner
- Oodle: Product Partner
- Mfine Diagnostics: Healthcare Partner
- Finlatics Global: Knowledge Partner
- Shott: Rewards Partner
- Startup News: Media Partner
- Foce: Gifting Partner

- Whatta Waffle: Fast Food QSR Partner
- PrepLounge: Education Partner
- Bringi: Hydration Partner
- Enva Plax: Product Partner
- Pastonji: Dessert Partner

Business Conclave

Date: 28 October 2023

The Student Council collaborated with Industry Institute Partnership Cell, Alumni Relations Cell, Not just Marketing, Optumiz, Finomenon, Social Responsibility Forum, Analytica, HRuday, SummIT and Lei Ipsum to conduct the Business Conclave. The theme of the event was “Indian Agenda - The Global Quarterback: Unlocking India's Potential in the Global Business Arena” was conducted in the Mukesh Patel Auditorium and the Mini Auditorium at NMIMS University.

- The event started with the lighting of the lamp and Saraswathi Vandana, followed by an introduction to the Business Conclave by Jongee Chandy, Seminars Head, Student Council, SBM NMIMS
- An inaugural address was made by Dr. Meena Chintamaneni, Pro-Vice Chancellor, NMIMS followed by the Keynote Address by Mr. Ashwini Kumar Tewari, Managing Director (Risk, Compliance & Stressed Assets Recovery Group), State Bank of India
- Ms. Shivi Tandon, Management Consultant, Accenture moderated a panel discussion on India's Corporate Renaissance: Navigating the path to the ‘Indian Century’ with panel members Mr. Arijit Basu, Chairman of the Board of HDB Financial Services; Dr. Chinmoyee Das, Public Health Specialist GOI and Ms. Deepika Warriar, Head of Marketing at Bajaj Auto Ltd.
- After the distribution of student awards, the event concluded with a vote of thanks by Bryan David Rafi, President, Student Council, SBM NMIMS

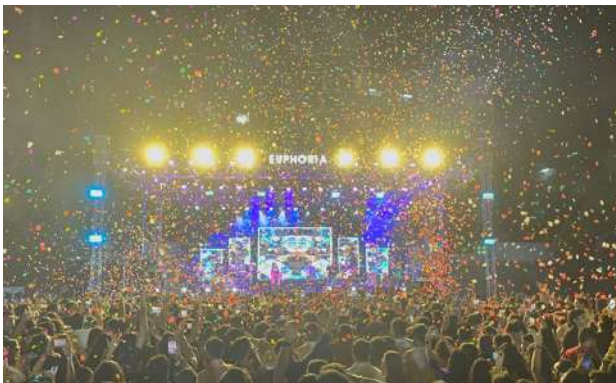


Euphoria'24

Date: 10 March 2024

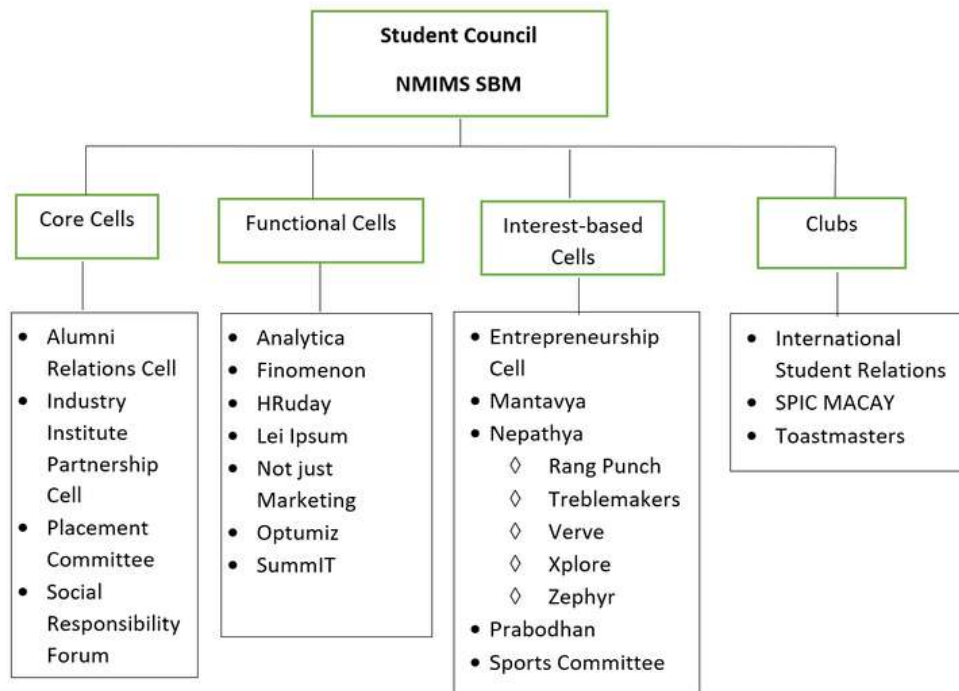
The annual cultural festival, Euphoria, is a vibrant celebration of talent and creativity, showcasing a blend of music, comedy, and artistic expression. This year, Euphoria 2024 took

place at Country Club in Andheri West, Mumbai. The event featured a stellar lineup of artists, headlined by the renowned musician Ankit Tiwari, whose melodious tunes captivated the audience. Adding to the entertainment was the hilarious comedy of Kumar Varun, bringing laughter and joy to all attendees. Vivek Singh, another talented musician, enchanted the crowd with his soulful performances, creating a memorable experience for everyone present. The theme of Euphoria 2024, "Fortissimo Frisson," encapsulated the essence of the event, promising a thrilling and unforgettable evening of music, comedy, and artistic excellence. Euphoria continues to be a highlight of the college calendar, uniting students and faculty in a celebration of culture and creativity.



Student Council Structure

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



CORE CELLS

Alumni Relations Cell (ARC)

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

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

Faculty In-charge: Dr. Amrita Bansal

Events conducted this academic year

Round Table Conference

Date: 08 June 2023

Round Table Conference is a student-alumni engagement session that involves inviting our Guest Lecturer, Prof. Amrita Bansal assisting Students in their SIP Preparation. The alumni included Krishnadev Kashid, Anjum SSidhant Kapur, Yashwant Lodha, Juhu Sarkar, Aditya Tambe, Yogesh Hitashi and Vedant Vyas. This activity was aligned with the School's mission to nurture transformational leaders and also help them navigate the ever-changing world of business using critical thinking skills and analytical skills. These alumni are from various domains such as Finance, Marketing, Human Resources, General Management, Product Management, and Business Analytics. Their valuable expertise on what to expect during the Summer Placements will significantly benefit the students. It also covers the career trajectory the students can expect in each domain and what skills are required to excel in the field. The panellists also provided tips and tricks that will help students perform better during the placement process.



Business Conclave

Date: 28 October 2023

The theme of the event was “Leading the Way - Women's Impact on the Future of Work”. The event commenced with a welcome note and theme Introduction after which there was a Panel Discussion on ‘Women and Corporate Boards - Long Way to Go’ was followed with the panel members Ms. Ashu Suyansh, Founder and CEO, Coloss Aventures; Ms. Roohi D'mello, Executive Director, Retail and Real Estate, ABC Consultants and Ms. Soni Srivastava, Regional Head, Corporate Insurance, Deutsche Bank. This was followed by another Panel Discussion on ‘Woman Can Help Women - Initiatives Led by Women’ with the panel members Ms.Sunita Rebello, VP and PMP, Axis Bank; Ms. Geetanjali Bhattacharji, Founder of Glassbox, and Mr. Darshana Shah, Head - Marketing and Customer Experience of Aditya Birla Capital. The event concluded with a vote of thanks.

Industry Institute Partnership Cell (IIPC)

Industry Institute Partnership Cell fosters the development of industrial and corporate learning among the students and facilitates a path for the immediate implementation of their classroom learning in the form of live projects alongside their regular curriculum. Partnering with reputed brands for these projects give the students an elevated platform for better performance in their corporate careers post the course completion.

IIPC strives to provide to the students the best of the industry standard experience during their stint as an MBA student and hopes to contribute to an enriching learning experience.

Vision

The vision of the Industry Institute Partnership Cell (IIPC) is to improve the professional competencies of our students at the institute and industry level by preparing them with industry-relevant skills through practical exposure via live project opportunities, research projects mentored by industry experts, and a range of events. IIPC envisions a bright professional future for the batch, guided by the values of honesty, hard work, and justice.

Mission

Our mission is to prepare students for the industry's needs by providing them with the finest opportunities available to hone their skills.

Goals

- To inspire and encourage students to make informed career decisions
- To assist them in becoming industry-ready by providing them with live project opportunities
- To increase their knowledge base and management skills through our events
- To prepare students to work as ethical professionals with a broad skill set

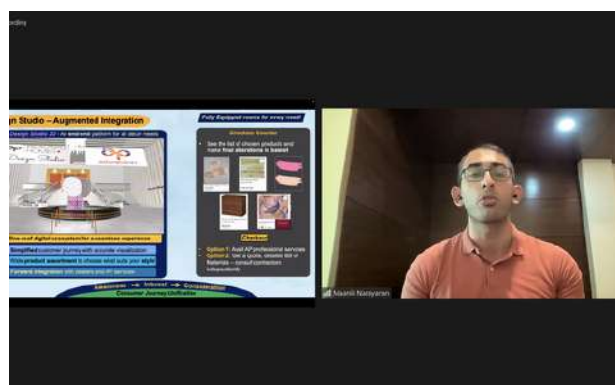
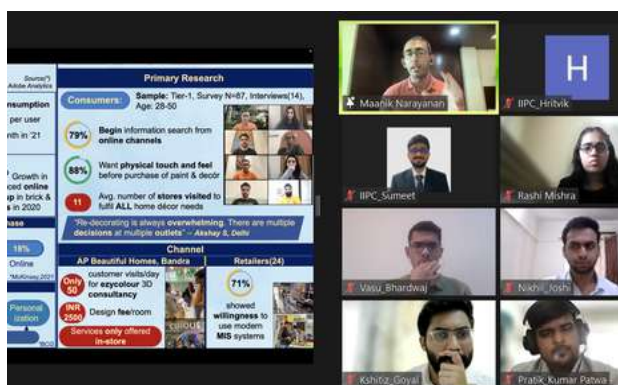
Faculty In-charge: Dr. Bala Krishnamoorthy

Events conducted this academic year

Meet The iCons

Date: 8 July 2023

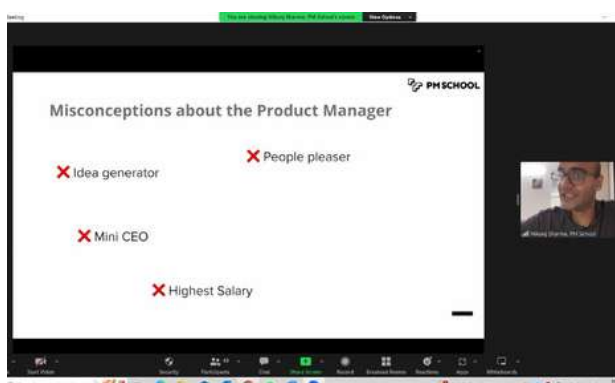
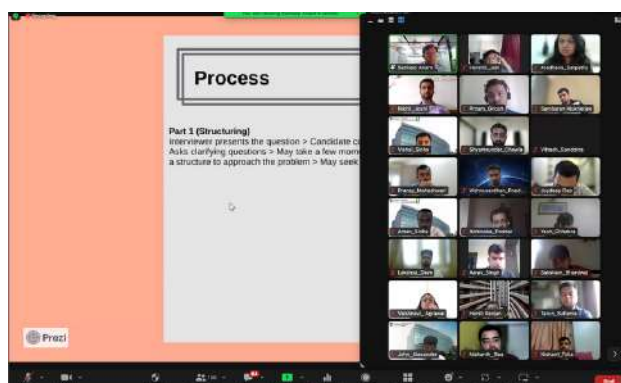
Meet the iCons is for first—year students, allowing them to interact with the iCons, champions of major corporate case study competitions from the most coveted brands. These iCons have represented the college at national stages and have grabbed meritorious positions, pre-placement offers, and pre-placement interviews. The iCons were Maanik Narayanan, Argha Das, Rituja Tripathi, who had won highly coveted titles in Case competitions.



Consulting & Product Management Workshop

Date: 15 July 2023

The workshop was conducted by Mr. Sankalp Chhabra and includes a holistic approach towards giving the attendees an understanding of product management and consulting. The workshop will include everything from fundamentals to live examples and case studies.



Consulting Essentials: Tools & Techniques for Business Impact

Date: 29 July 2023

A workshop was conducted by Mr. Pratik Ranjan, InsideIIM on consulting. Covered basics and advanced levels of consulting including but not limited to Refresher on What is Management & Strategy Consulting, Guesstimates – Theory & Live (includes Demand side, Supply-side, and different industries approach), Market Entry Framework – Theory & Live, Profitability Framework – Theory & Live, Pricing Framework – Theory & Live, Consulting Domains (eg: BFSI), McKinsey 7S Model, Research Techniques for Business Analysis and Digital Disruption Workshop/Course SIP prep.

Business Conclave

Date: 29 October 2023

Industry Institute Partnership Cell (IIPC) conducted their event of the conclave themed “Managing boutique consulting firms across business verticals” which started with a welcome note by Dr. Bala Krishnamoorthy, Senior Professor and Faculty In-Charge, IIPC, SBM NMIMS.

- The keynote address was made by Mr. Girish Thakur, a partner at Boston Consulting Group on the theme ‘The Changing Role of Consulting Firms: Delivering Digital Transformation and Overcoming the Tech Gap’
- Dr. Hitesh Kalro, Assistant Professor Marketing, SBM NMIMS, moderated the panel discussion, which included Dr. Sujaya Banerjee, CEO, Capstone People Consulting; Mr. Raj Nair, Chairman, Avalon Consulting; Mr. Kaushik Shah, National Director - Occupier Strategies and Solutions, Knight Frank on ‘Managing Boutique Consulting Firms across Business Verticals’
- Mr. Binesh Nair, Programme Chairperson MBA Digital Transformation, moderated a discussion with Mr. Sanchit Suneja, Associate Partner, McKinsey & Company on ‘Role of Digitalization in Revolutionising the Fintech Landscape’
- Dr. Abhinav Kumar Sharma, Assistant Professor, SBM NMIMS, moderated a discussion with Mr. Vishwajit Joshi, Associate Partner, Bain and Co on ‘Dive Into Emerging Technologies Such As AI, and Blockchain and How Bain & Company Has Leveraged Them For Innovation and Disruption’
- The event concluded with a vote of Thanks by Mr. Nihal Panda, President, IIPC, SBM NMIMS



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, PrePlacement Talks, Corporate Visits, Guest Lectures and Industry Interactions with Alumni.

Faculty In-charge: Ms. Shobha Pai

Social Responsibility Forum (SRF)

Established in 2003, the Social Responsibility Forum (SRF) is a student body of SBM, NMIMS Mumbai which strives to promote social sensitivity amongst MBA students by involving them in various campaigns about social causes and societal welfare. Various short-term and long-term civic engagement activities are executed by SRF around the year to that end.

Vision

To sensitise and make management students aware of their responsibilities and duties towards the welfare of others, which will make managers and leaders of tomorrow empathetic employers and socially responsible individuals.

Mission

- To organise consolidated campaigns for social causes and welfare at the district, city, state and eventually national levels and to offer our consultancy services to NGOs to better their management and functioning.
- To promote the awareness of various social causes through social marketing, SRF actively extends its support to NGOs and Social Enterprises through organising exhibitions, B-plan contests, knowledge-based open dialogue workshops and NGO engagement activities. SRF also strives to provide a platform for students to contribute to society, both by partaking in social activities as well as through social consultancy projects.

Faculty In-charge: Dr. Meena Galliara

Events conducted this academic year

DKMS BMST Blood Cancer Awareness Workshop

Date: 17 July 2023

The primary objective of this workshop is to educate and inspire students about the life-saving potential of stem cell donation. Participants will be provided with valuable information about blood cancer, its prevalence, and the challenges faced by patients in finding suitable donors. Workshop/Course Educate and inspire students about the life-saving potential of stem cell donation. The guest speakers included Ms. Anjali I.R, Ms. Resham Ghosh, Ms. Nandini Sarkar, Mr. Ayush Singh and Khushi Lahoti.



Blood Donation Drive

Date: 23 July 2023

Social Responsibility Forum (SRF) of NMIMS University, in collaboration with the esteemed Rotary Club, aims to organise a Blood Donation Drive on our college campus.

The primary objective of this initiative is to contribute to the welfare of society by addressing the critical need for blood in our community. This event will serve as a platform for students, faculty, and staff to participate actively in the noble cause of saving lives. By organising this drive, we intend to:

- Increase awareness about the importance of blood donation.
- Encourage individuals to become regular blood donors.
- Create a positive impact on society by saving lives and supporting those in need.
- Foster a sense of social responsibility and empathy among our college community.
- Strengthen the bond between our institution, the Rotary Club, and the community we serve

Joy of Giving Week: Orphanage Visit + Menstruation Awareness Session

Date: 8 October 2023

Through this, we aim at spreading joy and happiness among those who need help & support, and for each of us to experience the joy in giving. The menstrual hygiene session went on for 20- 25 minutes. After which, the games session went on for 2 hours (Simple team games like Antakshari, Game of 7,7, singing, musical chairs were played). These activities were planned for the orphanage children.

Raising awareness about menstruation among teenage girls at orphanages and spending time with them.



Business Conclave

Date: 28 October 2023

The Social Responsibility Forum of SBM conducted their event of the conclave themed "Empowering Backward/Rural Communities to Maximise India's Business Potential"

- The event commenced with a welcome note and theme Introduction by Dr. Meena Galliara, Director, Jasani Center for Social Entrepreneurship & Sustainability Management, SBM NMIMS
- Mr. Pandurang Taware, Director Sales and Marketing, Agri Tourism Development Corporation made the keynote address on 'Sustainable Agriculture and Agribusiness'
- Panel Discussion on 'Digital Inclusion and Skill Enhancement for Empowering Micro-Entrepreneurs' was followed with the panel members Ms. Lakshmi Vaidyalingam, Delivery Head Process and Agri Manufacturing at TCS; Mr. Pratyush Panda, Sr. Director ESG at MindTree; Mr. Nilay Yajnik, Professor & Director, Executive Education at Jio Institute and Mr. Satish Kajjer, Faculty at SBM NMIMS Mumbai
- This was followed by a presentation by Ms. Pornima Buddhivant, Founder and Director - Karv Sankalan on 'Rural Tourism and Cultural Preservation'
- The event concluded with a vote of thanks by Mr. Abhijeet Deodhar - President, SRF, SBM NMIMS

Samadhaan - Case Study Competition

Date: 10 February 2024

Samadhaan 2024 is the latest version of The Sustainability Case Challenge!

The Social Responsibility Forum of SBM invited all students to unleash their creativity and knowledge in forging innovative, sustainable business ideas.

Break free from the conventional and sculpt a visionary, multi-dimensional solution that reshapes the landscape of sustainable business for years to come. The main objective of the event was to harmonize profitability with social and environmental impact in a symphony of brilliance, addressing a diverse range of ESG goals. Mr. S Ainavolu and Mr. Nitish Kashyap were the guests for the event, making it an even more inspiring experience for the 1248 participants.

FUNCTIONAL CELLS

Analytica

The Analytics Cell at NMIMS serves as a dynamic hub, dedicated to exploring the multifaceted realm of analytics and its applications across industries. The club offers a platform for students to delve deep into the intricacies of the domain, fostering connections between alumni, industry experts, and current students. Through a diverse range of events, workshops, and seminars, the cell aims to provide invaluable exposure to the corporate landscape while offering a reality check of the challenges and opportunities present in the real-world professional sphere. By facilitating meaningful interactions and knowledge exchange, the Analytics Club empowers students to develop crucial skills, insights, and networks essential for success in the ever-evolving world of business and analytics.

Vision

To become the beacon of excellence in business analytics education, driving innovation and fostering analytical thinking among students.

Mission

Our mission is to empower students with the skills and knowledge needed to excel in the rapidly evolving landscape of business analytics through immersive learning experiences and a collaborative problem-solving approach.

Faculty In-charge: Dr. Sridhar Vaithianathan

Events conducted this year

Advance Excel Workshop

Date: 15 July 2023

The workshop covered 10 advanced Excel modules with hands-on experience. The modules were Match, Index, VLOOKUP, HLOOKUP, Statistical Modelling, Pivot Tables, VBA and macros, Conditional formatting, Power query and power pivot, Data cleaning and Fast fill & Sparkline. The workshop happened for 12 hours with breaks. The workshop was conducted by the Education Partner Henry Harvin.

Mystery Matrix

Date: 11 August 2023

A scavenger hunt with data analytics was a fun and educational activity that combined the excitement of a traditional scavenger hunt with the power of data analysis. Participants gathered and interpreted data to solve clues, find hidden objects, or complete challenges.

Data Powered Dashboards: Crafting Effective Data Visualisations

Date: 11 August 2023

It was an immersive and hands-on learning experience that aimed to equip participants with the essential skills and knowledge to harness the power of Microsoft Power BI. Throughout the workshop, attendees learnt how to transform raw data into compelling and interactive visualisations, gain actionable insights, and make data-driven decisions to drive organisational success.

Driving Sustainability Through Strategic Management and Analytics

Date: 6 September 2023

This Speaker session by Mr. Harsh Gandhi was all about understanding how data analytics can be harnessed to collect and analyse sustainability-related data, enabling data-driven decision-making for optimising resource efficiency, identifying future trends, and driving innovation.

Analytics Conclave

Date: 15 September 2023

Analytics Conclave is event-centric to the field of Analytics, Data Science, and related technologies. The event included Guest Lectures, Training sessions, Hackathon, and three amazing fun events. The conclave was an immersive journey of learning, networking, and pure exhilaration.

Business Conclave

Date: 28 October 2023

The event was themed, “Unravelling the Web3.0: Is India Leveraging Web 3.0 to power their startups to compete in global business?” The event commenced with a welcome note and Introduction by Mr. Lakshya Prakash Srivastava - President, Analytica, SBM NMIMS. Mr. Shivam Srivastava, CEO, and Founder, Truss Studios made the keynote address on ‘How to Start a Web 3.0 Startup?’. The event concluded with a vote of thanks by Mr. Harsh Jaykumar, Logistics & Operations Head, Analytica, SBM NMIMS.

Finomenon

Finomenon, the pinnacle of finance at SBM NMIMS, Mumbai, stands as a beacon of excellence, commitment, and innovation in the realm of financial education and practice. It conducts an array of activities, including competitions, formal and informal events, seminars, and workshops, alongside flagship events such as the Business Conclave. Weekly write-ups, Finsights, Summerthan, and Winter Than serve as pillars of knowledge dissemination and intellectual exchange within the club and beyond.

Vision & Mission

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

Faculty In-charge: Dr. Samveg Patel

Events conducted this academic year

Decoding Finance

Date: 8 July 2023

The session provided invaluable insights into the myriad of profiles offered by finance companies, along with essential resume building tips to enhance career prospects. The event featured an impressive lineup of industry experts, including Mr. Rohit Zende, Mr. Shubhendra Nigam, Mr. Naman Bagrecha, and Ms. Himani Kakkad, who generously shared their wealth of knowledge and experiences. Attendees had the privilege of learning about prominent roles in the finance sector, such as investment banking, wealth management, financial analysis, and risk assessment. The speakers' practical guidance on crafting a compelling resume resonated deeply with the participants, empowering them to showcase their skills effectively and stand out in the competitive job market. The interactive nature of the event allowed attendees to seek personalised advice and engage in meaningful discussions with the distinguished alumni. The session concluded on a high note, leaving the attendees motivated and well-equipped to embark on their finance careers with confidence.

Btalks

Date: 30th July 2023

Btalks stands as an invaluable equity research competition tailored for junior Finomenon members, strategically designed to equip them for their impending SIPs. This event fosters a

profound understanding of comprehensive company analysis and adept presentation skills. Participants undergo hands-on learning, mastering the art of intricate research methodologies. Btalks empowers students to delve into a company's intricate details, honing their analytical prowess. The competition culminates in insightful presentations, nurturing the participants' ability to articulate their findings effectively. Ultimately, Btalks serves as a pivotal stepping stone, nurturing future financial leaders by instilling practical expertise and confidence in deciphering and presenting intricate market insights. Btalks is an equity research competition for the junior members of Finomenon in order to help them prepare for their SIPs.

Equity Research Workshop

Date: 3 July 2023

A workshop was conducted on "Equity Research and Company Valuations" by Abhishek Salecha for the students. The use of tools like Excel etc. in the financial services industry has grown tremendously in the past few years. This workshop would help the students learn and apply this skill efficiently. After completion of the workshop, students will have the option to opt for the corporate project offered by ForeVision. This workshop helped the students learn and apply this skill efficiently. After completion of the workshop, students will have the option to opt for the corporate project offered by ForeVision.

Guesstimates Workshop

Date: 13 July 2023

Workshop was conducted on "Guesstimates" by Abhishek Salecha for the students. This workshop helped the students learn quantitative ability, numerical thinking, judgement, and decision-making skills to arrive at reasonable assumptions.

Python for Finance Workshop

Date: 14 July 2023

Workshop was conducted on "Python for Finance" by Abhishek Salecha for the students. This workshop helped the students learn and apply python in the field of finance efficiently. After completion of the workshop, students had the option to opt for the corporate project offered by ForeVision.

Bean Counters

Date: 4 August 2023

The event was conducted under Parichay. It consists of 3 rounds. It was a fun-filled event

with a tinge of finance and economics. Round 1 was a quiz round followed by an auction. Finally, the last round was monopoly with finance.



Seeking Alpha

Date: 24 September 2023

Seeking alpha is a pan-india portfolio management competition which gives an opportunity to the students to present their portfolios. It had Mr. Sanjeev Patkar and Mr. Nishant Vass as guest speakers.

Moolyankan

Date: 29 October 2023

Moolyankan is a pan India equity research competition consisting of 3 rounds- Round 1- quiz, Round 2- case submission, and Round 3- presentation

Business Conclave

Date: 29 October 2023

The theme of the conclave was "Embracing the FinTech Frontier: Unravelling Opportunities and Overcoming Challenges". After the welcome address by junior committee members, the keynote address was made by Shri Parimal Kumar Shivendu, Asst. General Manager, RBI. Ms. Vrushti Seth, Wealth Management Consultant, moderated a panel discussion on 'Embracing the FinTech Frontier: Unravelling Opportunities and Overcoming Challenges' with panel members Mr. Ravi Vukkadala, CEO, Northern Arc Investments, and Ms. Lakshmi Iyer, CEO, Investment and Strategy, Kotak Alternate Asset Managers Ltd. The last presentation of the event was made by Mr. Sushant Bindal, founder of Money Monitors on 'Embracing the FinTech Frontier: Unravelling Opportunities and Overcoming Challenges'. The event ended with a vote of thanks.

Samriddhi Day

Date: 17 December 2023

The event celebrates the launch of the Samriddhi fund, a student-led investment initiative promoting financial literacy and entrepreneurship among peers.

The Financial Mogul

Date: 18 February 2024

Financial Mogul is a case competition in which many different colleges, including NMIMS, participate. This competition is centered around mergers and acquisitions, where students are required to create a presentation based on the provided facts and figures. The competition comprises three distinct phases: the first is a quiz, the second involves case submission, and the third is the presentation. The objective of the Financial Mogul case competition is to provide students from various colleges, including NMIMS, with a comprehensive learning opportunity in the field of mergers and acquisitions. Mr. Keyur Thakkar. And Mr, Kumar Bibhu were invited as the guests of the event who evaluated all the 24 participants of the event.

FinFiesta

Date: 04 March 2024

Fin Fiesta is a vibrant event hosted by Finomeon, designed to bring students from the campus together for a day of enjoyment and camaraderie. At this event, we saw the 30 participants engage in a variety of entertaining games, such as Guess the Number, Pong CrissCross, among others, fostering a lively and engaging atmosphere. This gathering not only offers students a welcome break from their academic routines but also promotes social interaction, teamwork, and the development of strategic thinking through fun and competitive games. It's an excellent opportunity for students to unwind, form new friendships, and enhance their campus life experience in a dynamic and joyful setting.

HRuday

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

Vision

The vision of HRuday is to empower HR students with industry knowledge, networking opportunities, and practical insights to excel in the corporate world.

Mission

HRuday aims to bridge the academia-industry gap by facilitating continuous learning, fostering connections, providing practical experiences, and preparing students for successful career transitions.

Faculty In-charge: Dr. Hema Bajaj

Events conducted this year

Phoenix Global Session

Date: 10 July 2023

A 45-minute webinar led by an industry expert to explore the various aspects of HR analytics. Discovering its significance, emerging trends, and where it's heading. Learn how data-driven insights can revolutionise talent management, performance evaluation, and employee engagement. Provide students with information about various applications of HR Analytics and how it helps drive HR business partnerships towards a progressive future. The guest for the event was Subhash Kakarla

Champion's Edge

Date: 14 July 2023

HRuday, in association with Soumya Bhatnagar and Pooja Khandelwal, the esteemed alumni of the batch of 2021 - 23 and National Winners of Nomura Navnirmaan, recently conducted an enlightening Case Competition Mentoring Session on 14th July, 2023 at 7.00 p.m. Leveraging the convenience of online mode, this session offered students an exceptional opportunity to learn from two remarkable minds who have excelled in the competitive realm of case competitions. The objective of the case competition mentoring session was assisting the students to get mentoring from alums who have excelled the case competition scenario, helping them in their SIP preparation.

Battle it Out

Date: 4 August 2023

A three-round competition, held under the Parichay banner - Battle It Out will test participants on their competencies regarding Human Resource topics and its applications.



Session with Rhythm Agarwalla

Date: 23 September 2023

The event is an online seminar in which our speaker will discuss how to incorporate business practices with human resources practices. and will also touch upon the complexities of SIP preparations of Do's and Don'ts. The guest was Rhythm Agarwalla.

Hrectify

Date: 26 October 2023 - 29 October 2023

HRectify is the annual inter-college competition by HRuday, It is to foster a competitive and collaborative platform for students interested in HR and management. It aims to promote knowledge sharing, skill development, and networking among participants by conducting various online rounds, ensuring widespread and seamless participation. This event serves to engage and inspire the next generation of HR and management professionals.

HRectify is the annual inter college competition by HRuday, the HR cell of NMIMS Mumbai under the festival of Paragana-23. The event will be held between 26th Oct to 29th Oct 2023. All rounds under HRectify will be conducted in online mode to ensure maximum and smooth participation.

Business Conclave

Date: 28 October 2023

The themed conclave, "India's HR Renaissance: Unleashing Digitization's Power," explored digital transformation's impact on HR, ESG, and Global Practices for the Future of Work”.

The event commenced with a welcome note by Dr. Hema Bajaj, Program Chairperson, MBA HR, SBM NMIMS and followed by the keynote address by Mr. Pradeep Chavda, CHRO, Director Human Resources, APAC, Sodexo on 'Digitization of HR Practices'. Ms. Anjum Sheikh, National lead - Talent Acquisition, Tata AIG moderated a panel discussion on 'Embedding ESG Principles in HR' with panel members Mr. Sumit Neogi, Managing Director Human Resources, MEISA Region, FedEx and Ms. Anjali Gulati, Founder and CEO, People Konnect, after which the event concluded with a vote of thanks.

Lei Ipsum

Lei Ipsum is a student-led cell for promoting and raising awareness of the Business and Law as a new and emerging field. We believe that it is the perfect blend of business and legal knowledge, and that it prepares graduates for a wide range of careers in the corporate sector.

Vision

To inculcate Ethical and Legal skills of business administration and to develop a sound foundation of holistic learning

Mission

To encourage and nurture multi-functional abilities and enabling them to learn something new about themselves.

Faculty In-charge: Dr. Sudhanshu Pani

Events conducted this year

Market Mayhem

Date: 18 October 2023

The event was held in the form of a competition where the students were asked to form teams of two or three and were asked to come up with a business idea that they would want to pitch to attract funding. The event was two layered with the first round being submission of a business proposal and the second round being pitching of the business idea in front of the judges' panel. In both the rounds, the students were motivated to pay specific attention to not just the business idea but also the legal aspects involved in implementation or execution of the business plan (such as regulatory or licensing requirements, intellectual property registration, etc.). The shortlisting of proposals was done by the senior members of the committee. Shortlisted participants from the first round presented their business ideas through a live pitch presentation. The pitches were engaging, informative, and well-structured, lasting for an average of 15 minutes. After a rigorous discussion between the panelists and the participants with respect to the viability of the business plans, the pitching session ended on a successful note with the participants instructed to re-work on their proposals based on the feedback received from the panellists. Top two teams were then selected on a holistic basis of evaluation of both the proposal and the pitch.

Business Conclave

Date: 28 October 2023

The event's core message centers on the theme 'Privacy Canvas: Charting the Business Odyssey in the Global Market,' offering invaluable insights into contemporary business strategies and market dynamics.

The event commenced with a welcome note by Ms. Shruti Nalwaya - President, Lei Ipsum SBM NMIMS and Vedashree Ghorpade, Vice President, Lei Ipsum SBM NMIMS followed by the welcome address by Dr. Sudhanshu Pani, Faculty inCharge, Lei Ipsum, SBM NMIMS. Mr. Shivam Jain Kakadia, Advocate, Bombay High Court moderated a panel discussion on 'Privacy Canvas: Mapping the Business Odyssey in Global Market' with panel members Ms. Anuprita Daga, Chief Security Officer, YES Bank and Mr. Dilip Panjwani, CSO Global, LTI Mindtree, after which the event concluded with a vote of thanks.



Not just Marketing (NjM)

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.

Not just Marketing is the flagship marketing committee of NMIMS Mumbai. As the marketing committee, we inform the students of NMIMS about the latest developments in the world of marketing through symposiums and seminars. Along with this, we conduct Pan-India marketing competitions such as Last Marketer Standing that test the mettle of marketing students across the country.

Vision

To cultivate a community of future marketing leaders equipped with cutting-edge knowledge and practical skills driving impactful transformations in the corporate world through innovative marketing solutions.

Mission

To foster a dynamic and innovative learning environment within NMIMS, empowering students to become adept marketers and leaders in today's competitive business landscape through creative and engaging means

Faculty In-charge: Dr. Arun Sharma

Events conducted this academic year

Symposium

Date: 7 July 2023

A workshop with Aditya Sharan, Brand Manager at Unilever on the topic “BrandGPT your career” was definitely thought-provoking and insightful. This is to cover the speaker’s personal experience of how to create a strong brand for yourself in order to make steady progress in one’s journey as a business professional working in a competitive and fast changing environment. Also, having the 1st and 2nd year batch open to a young professional in a company like Unilever gave the students an opportunity to understand the intricacies of working for big FMCGs like Unilever and better prepare them to sit for Summer Internships and final placements.

Marketing Professional 2.0 with Aughi Dalton

Date: 29 July 2023

A 2-day workshop with the revered marketing professor Mr. Aughi Dalton. Here, topics related to Marketing Management I were covered, where Mr. Dalton taught detailed concepts related to the basics of marketing, including STP, value proposition, branding, 4P strategy, etc and made students apply learned concepts by giving them an assignment and evaluated the same. Extremely engaging, insightful and once-in-a-lifetime opportunity for students to learn the foundational concepts of marketing by one of the most reputed professors in India.

FMCG Workshop by Forevision

Date: 15 July 2023

A workshop to understand the FMCG industry with guest speaker Mr. Saagar Vijan, relevant companies emerging in the FMCG scenario, 4P strategies, and other intricacies available for the students of first year MBA to help them better prepare for summer internship placements.

Branding & Digital Marketing Workshop

Date: 22 July 2023

The workshop was conducted by Arindam Saha and Altamash Aslam, two very experienced professionals who provided insights into the latest trends and best practices in Brand Management and Digital Marketing. Participants learnt about the different stages of the branding process, including identifying target audiences, developing brand messaging, and creating a brand identity. The workshop also covered various online marketing channels, including social media, email marketing and how to use them effectively to promote a brand.

Pitchfork

Date: 4 August 2023

An annual intra-college marketing competition, Pitchfork, designed for the first year students of NMIMS SBM Mumbai's MBA batch to challenge them on a round of activities related to marketing theories, simulations and challenges. The theme of this year's Pitchfork was Undercover Marketeer, where teams participated in pairs in 4 increasingly challenging rounds held over 3 days. The winning 2 teams were awarded prizes worth INR 250000. The guest speakers included Ms. Taashi Thukral, Mr. Sanidhya Saxena, and Mr. Rahul Pillai.

Summer Ice

Date: 17 August 2023

An online interaction between first year and second year students on NMIMS SBM Mumbai's MBA batch for first year students to gain insights on the previous year's SIP process, company specific experience, and SIP preparation advice.

Last Marketeer Standing

Date: 26 October 2023

An inter college pan-indie marketing event for MBA colleges to test participants on various marketing concepts and activities like selling, negotiation, theoretical frameworks etc in a series of online and offline events, with the winners being awarded cash prizes worth Rs. 210000 and total prizes worth Rs. 610000. A business conclave was also held simultaneously or students across campus on the topic "Building Global Brands: The Indian Way" with various guest speakers like Anvesha Poswalia (Unilever), Pooja Kharat (Loreal); Business Conclave Speakers- Arvind RP (McDonalds), Pragya Bijalwan (Crompton Greaves), Nikhil Sonde (TCPL) and Vishesh Sharma (Bajaj Financial Services).

Business Conclave

Date: 28 October 2023

The theme of the event was- "Digital empowerment in India: Building Global Brands: The Indian way".

- The event commenced with a welcome Address and Theme Introduction. The keynote Address was made by Ms. Pragya Bijalwan, Chief Marketing Officer (CMO), Crompton Greave on Building Global Brands: The Indian way. This was followed by an address by Mr. Arvind R P Chief Marketing Officer (CMO), Mc Donald's
- A panel discussion was conducted, moderated by Dr. Hitesh Kalro, Assistant Professor, SBM NMIMS along with panel members Mr. Nikhil Sonde, Associate Director, Tata Consumer Products Limited, and Mr. Vishesh Sharma, Chief Marketing Officer (CMO), Bajaj Financial Securities Moderator. The event concluded with a vote of thanks.

NjM Day

Date: 1 March 2024- 2 March 2024

On March 2nd, NjM Day brought together 50 first and second-year students for an engaging day of marketing-related games and activities. The objective of the activity was to conduct a social event and provide entertainment through a marketing-related activity.

The event involved more than 8 diverse games, challenging participants' marketing acumen, touching on topics like the latest campaigns, market trends, brand logos, and recalling taglines. The games involved participants to form teams on spot, giving them a chance to bond with their teams. Serving as the final event of the committee, NjM Day also provided an opportunity for students to network and foster intra-college bonds. Through interactive games and activities, NjM Day not only entertained but also educated students, reinforcing key marketing concepts in a fun and memorable way. Additionally, we were able to onboard more than 3 sponsors for the event to provide gifts to the winners of the games.

Optumiz

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

Vision

To grow the brand name of NMIMS, Mumbai in the Operations and Supply Chain Management Domain

Mission

To Strengthen the Community of Students in the Discipline of Operations and Supply Chain Management

Faculty In-charge: Dr. Abhinav Sharma

Events conducted this year

KPMG Lean Six Sigma Green Belt Certification Workshop

Date: 8 August 2023

It was a program that aimed at helping individuals learn the DMAIC method of Six Sigma. Optumiz had partnered with KPMG to offer this certification for students of NMIMS. The guest speaker for the event was Mr. Subhash Kakarla.

Barbenheimer Daze

Date: 4 August 2023

The event will revolve around the management of a major tournament, keeping the specific emphasis on Logistics, strategy, and pre-planning of activities for a smooth flow of activities during the event. The event will be conducted in three rounds.

Summer Talks

Date: 18 August 2023

2The event provided aid to first-year students specifically during their SIP. It welcomed second-year students, who shared their summer internship experiences. The event was held online, aiding first-year students in understanding the prerequisites for summer internships.

The Chocolate Factory 5.0

Date: 15 October 2023

The event revolves around the management of a major tournament, keeping the specific emphasis on Logistics, strategy, and pre-planning of activities for smooth flow of activities during the event. The event will be conducted in three rounds. Objectives achieved: The students from different colleges were able to understand how to apply different concepts in real life business situations



Business Conclave

Date: 28 October 2023

The theme of the event was "Leveraging AI in the Industry 4.0 era to mould the future of manufacturing hubs": Dr. Abhinav Kumar Sharma, Faculty Incharge, Optumiz, opened the event with a speech.

- The keynote address given by Mr. Shammi Dua, Vice President, Kearney
- A panel discussion on 'Leveraging AI in the Industry 4.0 era to mould the future of manufacturing hubs' was moderated by Mr. Satish Viswanathan, Managing Director, Accenture along with panel members Mr. Chetan Sabnis, Associate Director, Accenture; Ms. Namrata Mahindro, Chief Digital Officer, Aditya Birla Chemicals and Mr. Sivakumar Gnanasambandam, Director, Oracle
- After the magazine launch and memento distribution, the event concluded with a vote of thanks.

The Guest Session

Date: 19 December 2023

Distinguished representatives from various companies in the industry engaged with students, offering them valuable perspectives on industry practices and trends.

s interaction assists students in gaining deeper insights into the field. Objectives achieved: Students gained practical insights in the industry.

SummIT

SummIT, the Technology cell at NMIMS focuses on developments and changes in the vast world of Technology. SummIT works on the ideology that technology and business have become so interwoven that businesses cannot function effectively without technology today. This ideology drives SummIT and its individuals to function as an effective team in its pursuit to enable students to embrace the power of Technology and use it to positively influence the corporate world. SummIT is known for its regular engagements with Corporate through CIO Connect and Leader Connect where senior management of esteemed companies interacts with students and provides invaluable exposure through experience-sharing. SummIT also organises workshops such as Advanced Excel Workshop and Tableau Workshop that provide powerful skills to students to solve issues and present them when they venture into the corporate world.

Vision & Mission

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

Faculty In-charge: Dr. Somnath Roy

Events conducted this academic year

Product Management Workshop

Date: 2 July 2023

SummIT conducted a Product Management Workshop in collaboration with Phoenix Global. Mr Kesari Kumar and Mr Ayush were the guests at the event. The objective was to introduce the basics of Product Management concepts and frameworks to B-school students. It followed a hands-on approach consisting of live training by an industry expert for 2 days and a live project (from Amazon) to be completed by each student so that they can develop a good understanding of the concepts taught during the sessions. The workshop is primarily targeted towards incoming 1st-year students to help them get upskilled for their summer internships. Objectives achieved: The students developed their skills in Product Management, which is important to become industry-ready.

Tableau Workshop

Date: 24 July 2023

SummIT conducted a Tableau Workshop with the help of partner ForeVision. Mr. Abhishek Salecha was the guest for the session. The workshop was conducted over 4 days, with the objective to introduce the basics of Tableau (the trending data visualisation tool). It followed a hands-on approach so that the learners developed a good understanding of the concepts taught during the sessions. The workshop primarily targets incoming 1st-year students to help them get upskilled for their summer internships. The students developed their skills on Tableau, based on industry needs.

Kickstart

Date: 7 August 2023

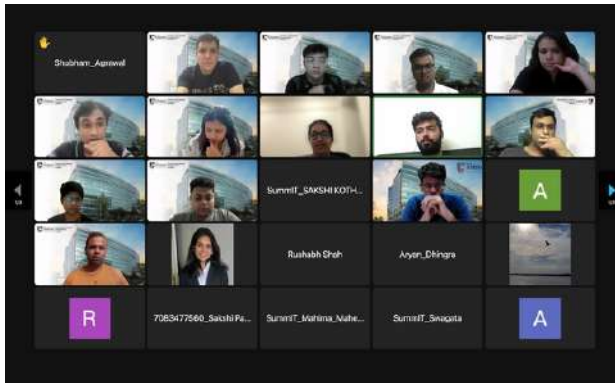
The event conducted by SummIT during Parichay is “Kickstart”. To serve as an icebreaker, Kickstart is a fun-filled event for first-year students. The event was conducted over a period of 2-3 days and was conducted in online as well as offline mode. It consists of multiple knockout rounds. The event achieved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



Inter-N-Act

Date: 17 August 2023

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



Business Conclave

Date: 28 October 2023

The theme of the event was- “Digital empowerment in India: Sustainable tech solutions”

- The event commenced with a welcome note by Ms. Anahita Goswami, President, SummIT, SBM NMIMS followed by the keynote address by Mr. Nilesh Khanolkar, CIO at Synergy Connect at Synergy Connect on ‘Digital Empowerment in India: Sustainable Tech Solutions to Unleash the Potential of the Indian Technology Landscape’
- This was followed by a session on ‘Digital Empowerment in India: Sustainable Tech Solutions to Unleash the Potential of the Indian Technology Landscape’ by Mr. Kunal Pande, Partner, KPMG Mumbai, KPM and a discussion on ‘Digital Empowerment in India: Sustainable Tech Solutions to Unleash the Potential of the Indian Technology Landscape’ by Mr. Milind Khamkar, CIO at SuperMax World, SuperMax World after which the event concluded with a vote of thanks

Ace the Case

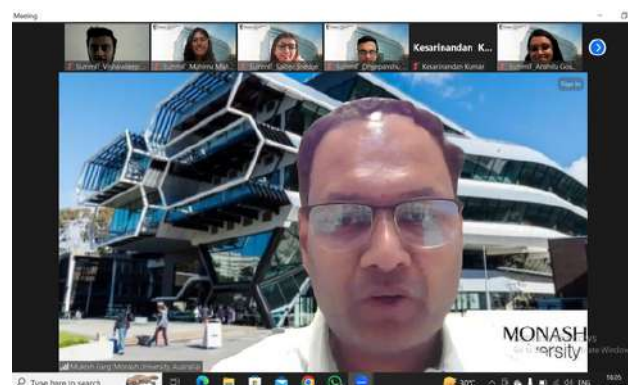
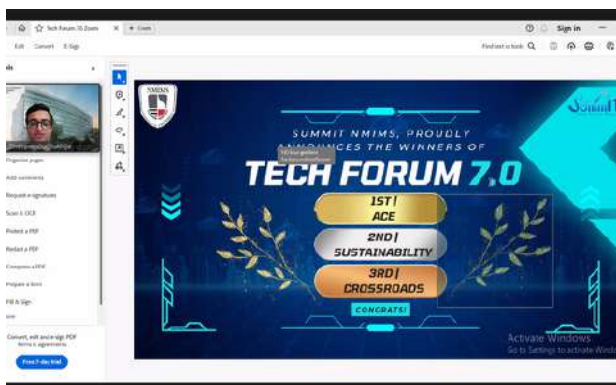
Date: 29 October 2023

Ace-The-Case, a compelling tech-driven business case study, offers invaluable insights into contemporary industry challenges and innovative solutions. The competition revolved around providing a feasible and innovative solution to a real-life problem from the industry. With teams participating from all the premier institutes, this is your chance to show your understanding of different Technologies in the Business. Round 1 will be an online quiz on Unstop platform, followed by a business case study brief serving as round 2. Top 6-8 teams from Round 2 will compete in the Round 3 Virtual Grand Finale, presenting their solution before the panel of judges. Objectives achieved: Improving student skills of problem solving. The guests included Mr. Sarang Pani, Dr. Sumant Devasthali and Dr. Vikas Gadre.

Tech Forum

Date: 29 January 2024

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 for participants will be based on coming up with an innovative tech-based idea and designing a solution of their choice based on a theme that we will be disclosing closer to the event. With this event, we will give students globally to interact and present their solutions. It will be a great learning opportunity for all the students who participate. The guests included Mr. Mukesh Garg and Mr. Kesarinandan Kumar.



INTEREST-BASED CELLS

Entrepreneurship Cell (E-Cell)

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

Vision & Mission

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

Faculty In-charge: Dr. Jacqueline Mundkur

Events conducted this academic year

Strategize

Date: 29 July 2023

It is a JC Competition, wherein students were given failed startups and had to come up with solutions for the same as in what they would have done differently.

Startup Garage

Date: 1 August 2023

The Startup garage was a speaker session by Fitrr founder Jitendra Chouksey about entrepreneurship.



Mantavya

The Literary and Quizzing Cell at NMIMS hosts a variety of engaging events, including Author Connects, Business Quizzes, Open Mics, Book Clubs, Book Swaps, and Writing Competitions, providing enriching opportunities for academic and creative expression.

Our vision is to hone and nurture students and create opportunities to express their literary and creative side in an otherwise solemn and formal course.

Mission

Our mission is to provide a platform where mavericks, writers, quizzers, debaters, readers and creative minds confluence to come up with events that can challenge one's grey matter at the same time piquing their interest.

Faculty In-charge: Dr. Varun Rijhwani

Events conducted this academic year

BookSwap

Date: 28 August 2023

Google interest forms were 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 and 4 slots so that everyone's schedule could be accommodated. 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, book distribution took place randomly keeping in mind that a person doesn't 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.

Wordopolis

Date: 5 August 2023

This event was tailor-made for the first-year students of SBM NMIMS who possess a passion for words, linguistics, and language exploration. The heart of Wordopolis lies in its exploration of words, linguistics, and language evolution. Participants dived into the depths of languages' histories, uncovering the stories behind words we use every day. Wordopolis promised an intellectual voyage through the intricate web of words and their origins.

The event consisted of two-member teams that engaged in a preliminary round featuring 20-25 challenging questions. This initial round was a test of wits, leading to the selection of the top six teams, who ascended to the event's final rounds. The final rounds consisted of a buzzer round, Jeopardy and pounce. Top 3 teams won goodies and the top 2 won cash prizes.



Business of Brands

Date: 28 October 2023

Business of Brands is the Mantavya's flagship event under the realm of Paragna. 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. It covers a wide variety of topics ranging from entertainment to intricate business-based questions. The event is open to students, NMIMS alumni, and working professionals from all companies. The quiz has two rounds. Prelims and Finals

Nepathya

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

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

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

Vision

Nepathya envisions a dynamic cultural hub at SBM, NMIMS, fostering creativity, celebrating diversity, and organising events and festivals that amplify artistic expression and student community engagement.

Mission

Nepathya is dedicated to cultivating a vibrant cultural community within SBM, NMIMS, by providing opportunities for students to explore and express their creative talents in photography, dance, singing, fashion, and drama. Through our diverse range of events and festivals, we aim to inspire artistic expression, promote cultural exchange, and foster a strong sense of belonging and student engagement within the community.

Faculty In-charge: Dr. Amrita Bansal

Events conducted this academic year

Freshers 23

Date: 25 July 2023

The Judges for the event were Garima Ranka, Muskan Ranka, and Neeraj Yadav. Nepathya conducted Freshers 23 for the first year in the month of July.

It was an exciting blend of singing, dancing, ramp walking, and other talents showcased by the participants who participated in huge numbers for the neck-to-neck battle and were shortlisted for the final round. Thereby the judges, Garima Ranka, Muskan Ranka, and Neeraj Yadav asked several questions to the participants and declared Mr. and Miss NMIMS, 2023-24 based on their confidence, personality, and overall wit. Prizes were awarded to the Winners and Participants. The fashion club won everyone's heart with their unique fashion, dance club Zephyr bamboozled the audience with their performance, the music club Treblemaker lit a fire on stage with their bollywood hits, and the dramatics club Rangpunch stunned everyone with their short play. It was a successful event with lots of participation from the juniors in the audience. All of this was captured by their own photography club Xplore.

Open Mic

Date: 4 August 2023

The Open Mic event held within the college premises was a dynamic showcase of student talents, encompassing a captivating array of performances such as singing, rapping, poetry recitals, and stand-up comedy. This platform provided an invaluable opportunity for students to express their creativity. The stage came alive with a medley of voices, styles, and narratives. Both students and faculty were extended warm invitations to partake in the event. The classroom buzzed with anticipation as performers took their turns under the spotlight, sharing their gifts with the audience. Applause and cheers reverberated, creating an atmosphere of support and camaraderie. Laughter and applause intertwined, enhancing the vibrant ambiance. The Open Mic functioned as more than just a talent showcase; it became a conduit for fostering connections and appreciation within the college community. This event showcased the incredible diversity of skills that resided within the college's walls, leaving a lasting impression of a night filled with creativity and shared moments.



Garba Night

Date: 16 October 2023

Nepathya hosted a captivating cultural evening brimming with joy, rhythm, and vibrant festivities, celebrating the Navratri season with a grand Dandiya and Garba extravaganza.

The event provided a much-needed and refreshing break from the daily routine, allowing attendees to immerse themselves in the colorful traditions of this iconic Indian festival. The night came alive with the melodious clashing of dandiya sticks and the rhythmic footwork of enthusiastic dancers, as participants wholeheartedly engaged in the lively Dandiya Raas and Garba dances. The beautifully adorned venue transported everyone to the heart of Gujarat, capturing the essence of Navratri's exuberance and devotion. To add an extra layer of excitement to the festivities, the evening was sprinkled with fun and games, allowing attendees to challenge their friends to dandiya competitions, savor delicious traditional cuisine, and partake in various cultural activities. As the night deepened, the DJ took over, ensuring that everyone danced the night away to the latest and greatest tunes. In their finest traditional attire, guests donned their dandiya sticks, making unforgettable memories at our Navratri cultural evening – an event that beautifully encapsulated the spirit of unity, culture, and pure celebration.

Acting Workshop

Date: 5 January 2024

Acting workshop is open for all the students who are passionate about drama or want to explore a new area. In this workshop we delivered a session which focused on the different aspects involved in acting and drama. It was an engaging and interactive session where students could tap into their creativity by learning a new skill.

Expressions'24

Date: 23 January 2024

Music festival

Euphoria'24

Date: 9 March 2024

The evening was brimming with excitement as Mumbai celebrated Euphoria'24. Six dance teams from in and around the city participated in a fierce competition, each showcasing their unique talents and styles. Celebrity dance judges presided over the event, carefully assessing the performances based on various criteria to select the winners. The competition was intense, with teams giving it their all to clinch the coveted title. Ms. Nisha Bhagat & Ms. Simran Khanwani were the honourable guests and the judges for the event. Following the competition, the crowd was treated to a mesmerizing performance by Euphony, who captivated everyone with their soulful melodies and infectious rhythms. Their music filled the air, providing the perfect finale to an unforgettable evening of celebration and entertainment. Euphoria'24 was a night to remember, filled with talent, energy, and sheer euphoria, leaving all who attended with lasting memories of a truly extraordinary event.

Prabodhan

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

Vision

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

Mission

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

Three Pillars of Prabodhan:

- Physical Wellness
- Mental Wellness
- Emotional Wellness

Faculty In-charge: Prof. Bijayinee Patnaik

Events conducted this academic year

Navigating MBA: Distressing to De-stressing

Date: 28 July 2023

Mr. Gagandeep Singh, an Organisational Psychologist and an alumnus of NMIMS, conducted a thought-provoking workshop aimed at helping MBA students effectively manage the demanding curriculum while maintaining a healthy lifestyle. Drawing from his expertise in Sports Psychology, he skillfully employed examples from various sports and sports personalities to connect with the students and offer practical strategies to cope with the stress and challenges of MBA life. The primary objective of the session was to empower the students with techniques to handle rigorous academic pursuits, enabling them to find a balance between their studies and personal well-being as Mr. Singh provided valuable insights on how to tackle the everyday hurdles of a business school environment. He also highlighted the significance of mental fortitude, resilience, and efficient time management to excel in their MBA journey. The workshop created a safe space for the students to openly address their challenges. Mr. Singh's empathetic approach resonated with the audience, fostering a sense of motivation and determination to overcome obstacles. In conclusion, Mr. Gagandeep Singh's thought-provoking talk and workshop provided students with invaluable tools to navigate the pressures of their academic life. By drawing parallels between sports and MBA scenarios, he offered a fresh perspective on handling stress and maintaining a healthy life balance, empowering the students to thrive in their academic pursuits and future careers.

Enigma 3.0

Date: 19 October 2023

This event was thoughtfully designed to offer MBA students a getaway from the rigours of their demanding academic schedules. It aimed to create a serene atmosphere where students could unwind while nurturing the holistic development of their mental, physical, and emotional well-being. This event was structured around four captivating rounds, executed in pairs, strategically crafted to assess participants across a wide range of skills which involved honing problem-solving ability, critical thinking, emotional intelligence, decision-making, and physical dexterity. The Wellness Crossword and the Quiz served as preliminary qualifiers, evaluating the general awareness and critical thinking abilities of the participants. The Mind Map segment focused on communication skills and trust-building, while the final round assessed physical wellness. Thus, the event was focused on stimulating the overall well-being of each and every participant.



Conquistador 3.0

Date: 15 January 2024

This event aims to promote physical, mental, and emotional well-being among the students. This event was a well-deserved break from their hectic MBA schedule in order to reduce the accumulated stress of their classes, pre-reads, and ongoing placement process. Students were provided with a platform where they can come and socialize with others, have fun while participating in the event, and take a much-needed break from the day-to-day monotonous life. The students played to win each round by conquering their emotional, mental, and physical well-being.

The Coolest Mind 4.0

Date: 19 February 2024

The students registered for the event via Unstop. The competition was broken down into three rounds, each focusing on one's mental and emotional well-being. The competition was designed to prioritize mental, emotional, and physical well-being among college students.

It aimed to encourage a proactive approach to wellness, empowering participants to make informed choices for their overall success and happiness. The event had 3 rounds. The first one was an Online Quiz. Based on the participation, students got qualified for Round 2 where they faced multiple sub rounds testing their emotional and mental ability. Participants who cleared this round faced a Stress Interview.

Sports Committee

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

Vision

To foster a vibrant and inclusive sports culture within the School of Business Management, NMIMS Mumbai through competitive spirit and sportsmanship.

Mission

Empowering all students and faculty to actively participate in diverse sports, promoting a culture of inclusive participation, well-being, and sportsmanship while supporting their athletic aspirations.

Faculty In-charge: Dr. Akshay Khanzode

Events conducted this academic year

eGnite

Date: 28 August 2023

eGnite was an electrifying and inclusive E-Sports event that recently took place at our college. The main focus was to provide students with an opportunity to showcase their gaming talents and foster a sense of camaraderie among the gaming community on campus. The event featured exciting E-Sport. Tournaments with popular competitive games like FIFA, Valorant, Call of Duty, and BGMI. Participants eagerly competed either individually or in teams, engaging in intense battles that kept everyone on the edge of their seats. The campus atmosphere was vibrant with students cheering on their peers, creating an atmosphere of excitement and sportsmanship. As the event concluded, everyone eagerly anticipated more thrilling gaming experiences in the future, building on the unforgettable memories created during this extraordinary gaming extravaganza.

Arcadia

Date: 20 August 2023 - 22 August 2023

Arcadia is the Inter-Division Sports tournament where the divisions face each other for the first time with a zeal to win. This is the time when the juniors and the seniors from the same division put in a collaborative effort as each division has only one representative team which includes both the batches. It consists of a variety of events ranging from Football, Cricket, Basketball, Badminton, Table Tennis and Chess to Esports including FIFA 22, BGMI and so on. The divisions choose a Contingent Leader from the Senior Batch and an Assistant Contingent Leader from the Junior Batch, who take responsibility upon themselves to ensure that they put their best foot forward in all the events. Arcadia observed participation in different courses offered by SBM like MBA Core, HR, Pharmaceuticals, Digital Transformation, Health Care and Law.

There were points associated with each sport - So for a division to win Arcadia, they had to manage their talent really well across all sports. The points system was as follows:

Each division participating in the respective sport will be awarded a minimum of 50 points and a penalty of -50 points for not participating in that respective sport. Then, the teams are randomly matched up against each other within the groups, and every match is a knockout game. The matches of multiple sports were scheduled from 29th September to 1st October 2023. The last day of Arcadia i.e. 1st October, saw the semi-finals and finals of all the different events hosted.

The Football, Cricket and Basketball matches were hosted at Gold Standard Sports Zone and Badminton matches were hosted at Krida Sports Areana. Indoor events like Carrom, Table Tennis, and Chess along with FIFA were conducted at the Sports Lounge of SBM, NMIMS itself.

This year, Arcadia had a big rolling trophy which was awarded to the Division A who emerged as the overall winner based on the final points. After an adrenaline-filled weekend and some intense battles both on and off the field, Division A emerged victorious with 1130 points. Hard Luck to Division G for coming second. Digital Transformation managed to come third after an overwhelming performance with 630 points.



Samarthya

Date: 12 January 2024

Samarthya, the inter-college sports extravaganza, showcased a dynamic array of competitions spanning Cricket, Football, Badminton, Table Tennis, Chess, and more. The Sports Committee elevated the event's standards by introducing fresh competitions, including Badminton, fostering diversity and enthusiasm among participants. Various sports unfolded across different venues, with Football at the Podar Sports Complex, Cricket at Mhatre Ground, Badminton in Borivali, and Table Tennis on campus.

The meticulous coordination of the Sports Committee members ensured the seamless execution of the event. Their dedication and effort were lauded by the participants and spectators alike. As the event concluded, victorious teams were accorded recognition during a felicitation ceremony presided over by the esteemed faculty in charge, Dr. Akshay Khanzode. The ceremony not only celebrated athletic achievement but also emphasized the spirit of sportsmanship and camaraderie that characterized Samarthya.

Faculty Sports Day

Date: 08 March 2024

The Faculty Sports Day at NMIMS (Narsee Monjee Institute of Management Studies) was a vibrant blend of indoor and outdoor activities, catering to the diverse interests of 10 participants. The event showcased a dynamic range of sports, including badminton and carrom, providing opportunities for faculty members to engage in friendly competition and foster camaraderie.

Badminton, a highlight of the day's events, unfolded amidst the refreshing outdoors, adding an invigorating touch to the competitive spirit. The off-campus badminton venue provided a scenic backdrop for intense matches and spirited rallies, amplifying the thrill of the game.

Meanwhile, indoor events such as carrom were hosted within the premises of SBM NMIMS Mumbai Campus, creating a lively atmosphere filled with enthusiasm and sportsmanship. Participants showcased their skills and strategized their moves, adding an element of strategic thinking to the day's festivities.

Overall, the Faculty Sports Day served as a platform for faculty members to unwind, bond, and showcase their sporting prowess. It not only promoted physical fitness but also fostered a sense of community and teamwork among the faculty members of NMIMS.

CLUBS

International Student Relations (ISR)

The International Student Relations Committee of SBM, NMIMS Mumbai was created to provide an enriching academic experience to international students. They provide a holistic environment through several activities and collaborations to help bridge the gap brought by diverse cultural backgrounds between international students and the students here at SBM. Through several endeavours, it aims to foster an intercultural environment that culminates an enriching experience for international students. Also, the support network helps students from SBM to have a wholesome international exposure.

Faculty In-charge: Dr. Amita Shivhare

Events conducted this academic year

Flavours of India

Date: 8 November 2023

This inaugural gathering marked the beginning of a vibrant exchange between foreign students and members of ISR. Set against the backdrop of an Indian-themed restaurant, the evening unfolded with a serene dinner, igniting conversations that delved into the rich tapestry of French and Indian cultures. As introductions paved the way, discussions meandered through shared customs, contrasting lifestyles, and the kaleidoscope of experiences in different Indian cities. Amidst laughter and camaraderie, the tantalising aromas and flavours of Indian cuisine captivated our senses. Energised by Punjabi beats, we surrendered to the rhythm, exploring new dance moves. The event culminated in cherished moments captured in snapshots, accompanied by indulgent desserts that sweetened our memories.

Bon Voyage

Date: 9 December 2023

A farewell event was organised to bid adieu to the 4 foreign exchange students from France who had visited India. The event took place at Poptates where students engaged in meaningful conversations, exchanging insights about their respective cultures. As a token of appreciation and farewell gesture, the ISR team presented them with a cake wishing them a good farewell. Additionally, personalised postcards featuring a group photograph alongside a heartfelt goodbye message were distributed to commemorate the occasion. The event successfully facilitated cultural exchange and fostered a warm atmosphere of appreciation and goodwill towards the departing guests.



SPIC MACAY

SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) is a non-political, nationwide, voluntary movement founded in 1977 by Dr. Kiran Seth, Professor-Emeritus at IIT-Delhi who was awarded the 'Padma Shri' for his contribution to the arts in 2009. SPICMACAY's intention is to enrich the quality of formal education by increasing awareness about different aspects of Indian heritage and inspiring the young mind to imbibe the values embedded in it. It seeks to inspire youth through experiencing the mysticism embodied in the rich and heterogeneous cultural tapestry of Indian and World Heritage, with a hope that the beauty, grace, values, and wisdom embodied in these arts will influence their way of life and thinking and inspire one to become a better human being. For this, the most accomplished artists of the country render programs of Indian classical music and dance, folk, poetry, theatre, traditional paintings, crafts & yoga primarily in schools and colleges. In 2011, SPIC MACAY was awarded the Rajiv Gandhi Sadbhavana award in recognition of its contribution to youth development.

Faculty In-charge: Dr. Akshay Khanzode

Events conducted this academic year

Founder's Visit

Date: 13 July 2023

The founder of the SPIC MACAY, Padmashree Dr. Kiran Seth was in Mumbai as a part of his nationwide cycle yatra during which he visited the SBM NMIMS campus. With the new establishment of the SBM NMIMS Mumbai Chapter, his visit took on special significance inspiring the students to delve deeper into Indian culture and traditions.

Saanjh

Date: 12 August 2023

Open mic event welcoming all forms of artistic expression – dance, drama, music, art, or even spoken word in line with SPIC MACAY's core principles and reflecting cultural heritage of India.

Anekta

Date: 3 November 2023

A buzz activity consisting of best dressed(people send individual photos clicked at the photo

booth placed on the campus) and reel competition(people share reels tagging SPIC MACAY)
open for students, faculty and staff



Toastmasters

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

Faculty In-charge: Dr. Geeta D'Souza

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Senior Committee Members

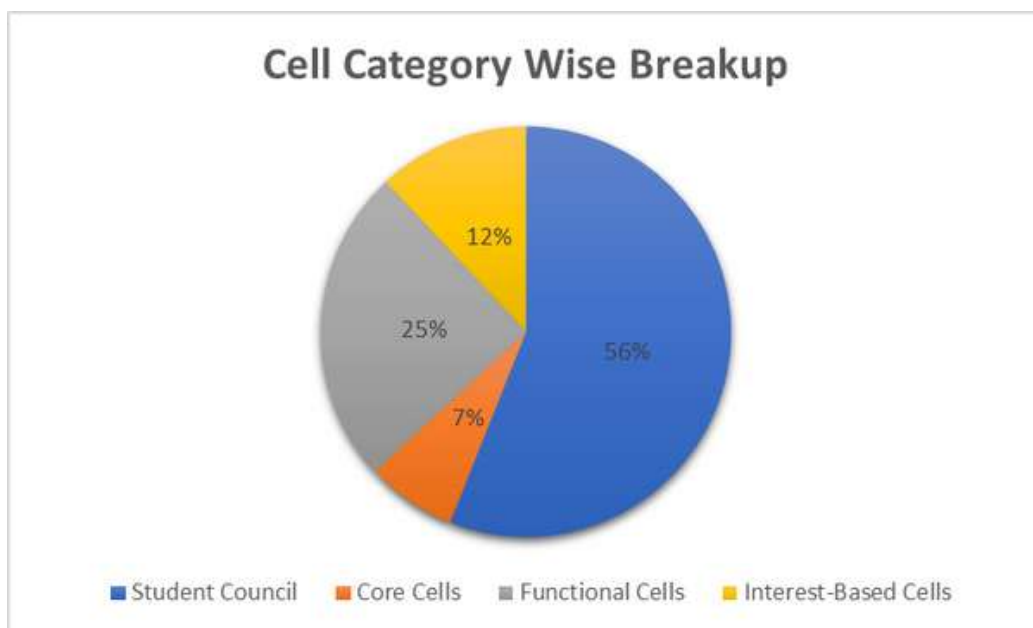
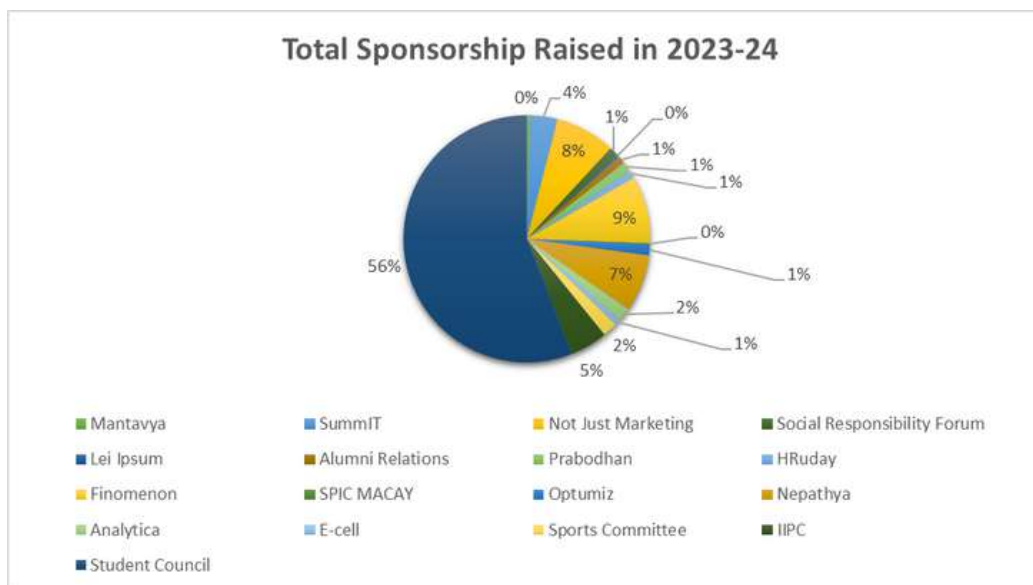
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Sponsorship

The School of Business Management enriches its students with the skills of planning and executing events across multiple areas. Sponsorship is essential to the success of any event organised by the various student committees. The institute also plays an important role in assisting students with their activities. This year, the total sponsorship raised by student bodies was INR 96.24 lakh, with the Student Council raising INR 53.86 lakh.

Figures 1 and 2 show a snapshot of sponsorship raised by various student bodies in the academic year 2023-24, as well as the cell category-wise total sponsorship raised during the year.



Summary of Events

Consolidated number of events organized	Number of Events
Student Council	6
Core Cells	15
Functional Cells	53
Interest Based Cells	20

New Initiatives taken during the Academic Year 2023-24

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

- Incorporation of a comprehensive two-way security system at the entrance, comprising advanced access control measures and surveillance, to fortify the safety protocols within the premises by the Student Council
- Introduction of UPI payment facilities at the 5th and 6th-floor canteens streamlined transactional processes, facilitating swift and convenient payments via mobile devices by the Student Council
- Enhancements in hygiene standards and infrastructure refurbishments within the building's restrooms, thereby providing a pristine and sanitary environment for all occupants by the Student Council
- Promoting Champions' Digest, a weekly mailer comprising important information on all the case competitions and events that the SBM NMIMS student community can take part in by the Student Council
- The Student Council has been successful in establishing its own website www.studentcouncilsbmnmims.in. This is a dedicated website that will serve as a centralized hub for all event-related information, including schedules, updates, registration forms, and contact details.
- The Student Council has also been successful in building the Paragana website, communicating all the relevant information regarding the event, thereby fostering widespread anticipation and engagement amongst attendees. The website garnered heavy traction prior to the event.
- SummIT hosted SBM's first international case competition, Tech Forum 7.0, focusing on AI transformation in Fintech. The event featured a judge from Monash University and introduced a mentorship round with SBM alumni in tech, boasting international experience.
- SummIT launched SBM's first quaterly tech newsletter, "To SUMMIT Up," distributed to 20+ SVKM colleges. It featured cross-cell collaboration, tech's societal impact, and a comic strip section.

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Cipla Ascend 2.0	Case Study/ Paper Writing/ Presentatio n	GradPartners	Devanshi Ved, Shrey Sheth	I	1st Runner Up
Bajaj Finserv ATOM - CEO's Challenge 2023	Case Study/ Paper Writing/ Presentatio n	Unstop	Pratyush Rathi, Rohit Kashyap, Mansi Vats, Tanisha Somani	I	Winner
EY Open Data Science & Sustainability Round 2023	Case Study/ Paper Writing/ Presentatio n	EY	Sanchit Agarwal	II	1st Runner Up
GSK Unplugged 2023	Case Study/ Paper Writing/ Presentatio n	GSK	Sanchit Agarwal	II	1st Runner Up
AMAETHON - STRAT JACK	Case Study/ Paper Writing/ Presentatio n	IIM AHMEDABA D	Sameer Damani, Kartikay Sharma, Saloni Shegde	I	Winner
Brain-a-thon	Case Study/ Paper Writing/ Presentatio n	IIM Ahmedabad	Prithwijit Mitra, Nikhil S Joshi, Manash Agarwal, Amaan Nizam	I	Second Runner Up

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Atharv Ranbhoomi	Case Study/ Paper Writing/ Presentatio n	IIM Indore	Sachin Arora, Chirag Singhi	I	Second Runner Up
Nrityotsav'23	Cultural Activities	IIM Mumbai	Muskan Aggarwal	I	Second Runner Up
Mulyankan	Case Study/ Paper Writing/ Presentatio n	IIM Raipur	Aditya Venkiteswaran, Dimish Pamnani	I	First Runner Up
The Cricket Economy: Case Study Competition	Case Study/ Paper Writing/ Presentatio n	IIT (BHU), Varanasi	Shrey Sheth, Mayank Mittal, Simrandeep Kaur, Jahnavi Mehta,Amankumar Pramodkumar Sharma	I	Second Runner Up
FinoComp	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Bodh Gaya	Aadithyaa, Divyakshi	I	Winner
Web 3.0 Case Chain	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management Ahmedabad	Kartikey Mishra, Shashwat Tripathi, Anshul Mishra	I	Second Runner Up

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
AceTheCase	Case Study/ Paper Writing/ Presentatio n	NMIMS Mumbai	Vijay Jaiswal, Hrishikesh Pingle, Aadithyaa	I	First Runner Up
Indian BiZ League	Case Study/ Paper Writing/ Presentatio n	NMIMS Mumbai	Aadithyaa	I	Winner
The Brand Challenge - SproutIT'23	Case Study/ Paper Writing/ Presentatio n	SCIT, Pune	Dushyant Bahl, Prathu Singh Pundir	II	First Runner Up
Prajwalan	Case Study/ Paper Writing/ Presentatio n	SIBM Pune	Yadnesh Birla, Arnab Panja, Shubham Sanghavi	II	First Runner Up
The Great Bull	Case Study/ Paper Writing/ Presentatio n	SIBM, Pune	Vikrant Kannan, Mansi Vats, Tanisha Somani	I	Winner
Consulting Case Competition	Case Study/ Paper Writing/ Presentatio n	TAPMI	Shreya Choudhary, Appurva Patil	I	Second Runner Up

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Prodtrix	Case Study/ Paper Writing/ Presentatio n	Birla Institute of Technology and Sciences (BITS), Pilani, Hyderabad Campus	Nishant Tolia, Vidyesh Shinde, Paritosh Jain, Deepanshu Sukhija	I	First Runner Up
Yugantar 1.0	Case Study/ Paper Writing/ Presentatio n	TAPMI	Tanisha Somani	I	Winner
The next gen leader	Case Study/ Paper Writing/ Presentatio n	Xavier School of Management	Tanisha Somani	I	Winner
Nisarg 2.0: Sustainable Business Idea Challenge	Case Study/ Paper Writing/ Presentatio n	SIIB Pune	Tanisha Somani	I	Winner
PlanetProAct Challenge	Case Study/ Paper Writing/ Presentatio n	TAPMI	Tanisha Somani	I	Winner
Brandstruck- The Marketing Case Study Competition	Case Study/ Paper Writing/ Presentatio n	SJMSOM	Tanisha Somani	I	First Runner Up

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Osmosis 5.0	Case Study/ Paper Writing/ Presentatio n	IIM Kashipur	Tanisha Somani, Yash Aggarwal	I	First Runner Up
Ops-Essentia: Operations Case Study Challenge	Case Study/ Paper Writing/ Presentatio n	IIM Raipur	Tanisha Somani, Mansi Vats, Yash Aggarwal	I	First Runner Up
Anveshan 2.0	Case Study/ Paper Writing/ Presentatio n	IIM Bodh Gaya	Tanisha Somani, Mansi Vats	I	First Runner Up
Aestimatus X - A Pan-India Finance Case Study Competition	Case Study/ Paper Writing/ Presentatio n	IIM Kashipur	Tanisha Somani, Mansi Vats, Yash Aggarwal, Saumye Gupta	I	Second Runner Up
Parikshit- Consulting Case Competition	Case Study/ Paper Writing/ Presentatio n	TAPMI	Tanisha Somani	I	Second Runner Up
Vista 2023: Retail-O- Mania, A Retail Strategy Competition	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Bangalore	Nidhi Tawre, Roshni Agarwal	II	Second Runner Up

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Consulting Czars	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Tiruchirappalli (Trichy)	Roshni Agarwal, Ria Biswas	II and I	Second Runner Up
Marq-It	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Ranchi	Ria Biswas, Vaishnavi Agrawal, Mahak Bansal	I	Winner
Prodtrix	Case Study/ Paper Writing/ Presentatio n	Birla Institute of Technology & Science	Vibudh Vishal, Yatin Hans, Meet Shah, Ria Biswas	I	Winner
ProdBlitz	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Technology (Indian School of Mines)	Yatin Hans, Ria Biswas	I	Winner
Prod-A-Thon - ProdExpo 3.0	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Calcutta	Ria Biswas, Meet Shah, Yatin Hans	I	First Runner Up
Global Strategy Challenge : Case Battle for Strategic Supremacy	Case Study/ Paper Writing/ Presentatio n	Kirori Mal College (KMC), University of Delhi, Delhi	Sidharth Sabat, Parth Kurhade, Vikas Singh, Raghav Arora	I	Second Runner Up

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Operatius'24 - A National Level Operations Case Study Competition	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Kashipur	Sidharth Sabat, Parth Kurhade, Navarathna Prajwal, Praveen Chandak	I	Second Runner Up
The Chocolate Factory 5.0	Case Study/ Paper Writing/ Presentatio n	Narsee Monjee Institute of Management Studies	Sidharth Sabat, Navarathna Prajwal, Raghav Arora	I	Second Runner Up
Consultomania : The Consulting Challenge	Case Study/ Paper Writing/ Presentatio n	SP Jain Institute of Management and Research	Sameer Damani, Vijay Jaiswal, Kartikay Sharma	I	Winner
Strat-Jack: A Strategy Case Competition	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Ahmedabad	Saloni Shedge, Kartikay Sharma, Sameer Damani	I	Winner
BizCzar - 2024	Case Study/ Paper Writing/ Presentatio n	Management Development Institute (MDI), Gurgaon	Kartikay Sharma, Ridhi Gupta, Sameer Damani	I	Winner
MarketShastra	Case Study/ Paper Writing/ Presentatio n	Symbiosis Institute of Business Management (SIBM), Pune	Kartikay Sharma, Ridhi Gupta, Sameer Damani	I	Winner

Student Achievements

Competition/ Contest Participated In	Event Category	Organizing Body:	Participant(s) Name	Year	Award Recieved
Strategikon: Consulting Flagship Event-2023	Case Study/ Paper Writing/ Presentatio n	Xavier School of Management	Saloni Shedge, Rajan Jain, Sameer Damani	I	First Runner Up
Excelsior Season 4 - Brand Strategy Competition by Pizza Hut	Case Study/ Paper Writing/ Presentatio n	Indian Institute of Management (IIM), Lucknow	Sameer Damani, Kartikay Sharma, Saloni Shedge	I	Second Runner Up
Chrysalis 6.0	Case Study/ Paper Writing/ Presentatio n	Goa Institute of Management (GIM), Goa	Sameer Damani, Kartikay Sharma, Ridhi Gupta	I	Second Runner Up

Corporate Projects

Organizing Body	Project Title	Domain
Usurp HRTech	Recruitment Intern	Human Resources
Blue Tokai Coffee Roasters	B2B Sales, Sales & Marketing	B2B Sales
Axis Bank	Human Resources Intern	Human Resources
Syum Technology Pvt. Ltd.	Analytics Consultant, Advanced Machine Learning	Business Analytics
Syum Technology Pvt. Ltd.	Analytics Consultant (Client Advisory)	Client Advisory
TOSAA	Marketing Intern	Marketing
TOSAA	App Development Intern	App Development
Sun Fuel Electric	Marketing Intern	Marketing
Rana Metal Works	Business Development & Marketing	Marketing
Level Up Education Programs LLP	Product Management Intern	Product Management
Edufir Pvt Ltd	Digital Marketing, Marketing	Marketing
L&T Defence	Marketing Intern	Marketing
L&T Defence	Marketing Intern	Marketing
Fitnastic Health	Marketing Intern	Marketing
Infimatrix	Human Resources Intern	Human Resources
Ernst & Young	Research and Content Development Intern Forensic and Integrity Services	Finance
TOSAA	Operations Intern	Operations
The Student Act	Marketing and Business Development Intern, Marketing	Marketing
Mauka	Growth Strategist, Strategy & Leadership	General Management
Petzzco	Sales Intern	Sales
Sariska	VC Fundraising Associate/Intern	Finance
Enrichmentors	Brand Management, Marketing	Marketing

Organizing Body	Project Title	Domain
Spare8	Marketing Intern, Marketing	Marketing
Spare8	Marketing Intern, Marketing	
All Things Fun	Growth Intern / Marketing	Marketing
StoxHero	Derivatives Trader	Finance
KnowledgeTank	Marketing and strategy Intern	Marketing
Timus Consulting Services	Business Development Executive, Marketing & Sales	Marketing
Kreative Kode	Research Analyst	General Management
Vikava Labs	Sustainable Fashion Research - SDL	Marketing
Haleon	Human Resources Intern	Human Resources
Haleon	Human Resources Intern	Human Resources
MyInfra.App	Content Strategy, Marketing	Marketing
MyInfra.App	Digital Marketing, Marketing	Marketing
Focus Online	Digital Marketing, Marketing	Marketing
Collateral Medical	Market Research & Product Launch, Marketing	Marketing
FressorPro	Quantitative Python Developer, Finance	Finance
VlaunchU	Lead Generation - Business Development	Sales
Hemlon Fabrics	Marketing Intern	Marketing
Blucrest Capital Advisors	Human Resource	Human Resources
Delberto Ecommerce	E-Commerce Growth & Optimization, Business Development & Strategy	General Management
Tata Consumer Products	Category, Consumer, Channel insighting to grow Yumside's RTE/RTC portfolio, Marketing	Marketing

Organizing Body	Project Title	Domain
IT Voice	IT Voice CXOs [IT Decision Makers] Outreach Program & Digital Media	Project Management
IT Voice	IT Voice Tech Innovators Program & Digital Media	Marketing
Expertrons	B2C Sales, Sales	Sales
Catenon	Management Trainee, Human Resources	Human Resources
Triomics	Market Research	Marketing
Red Thoughts LLP	Market and User Research for the Growth Department	Marketing
CorbanLabs	Business Development, Marketing	Sales
Universal Tribes	Human Resources	HR
Universal Tribes	Sales and Marketing	Sales
Pidilite	General Management Intern	General Management
Ghar Mandir	Founder's Office Intern	General Management
Ghar Mandir	Social Media Marketing Intern	Marketing
NeOwn	Marketing	Marketing
TransAsia	Operations Intern	Operations
Lad Wonder	Market Research	Marketing
Deenaji Fresh Foods	Marketing Intern	Marketing
Asth Fashions	Business Development Intern	Business Development
Emkay Global Financial Services	Equity Research Intern	Equity Research
Great Indian Company	Strategy and New Initiatives Internship	Strategy and New Initiatives
Docville	Strategy Internship	Build Series A Fundraising Strategy for Healthtech Startup
TransAsia	Market Research Intern	Market Research

Organizing Body	Project Title	Domain
Syum Technology Pvt. Ltd.	Data Science Intern	Data Science
Fieldmobi	Founding Force Intern – Marketing	Marketing
Truss Studios	Data Science Intern	Data Science
Truss Studios	Strategy Intern	Strategy
Sariska	VC Fundraising Associate/Intern	Sales
Cars24	Retail Branding and ORM	Marketing
Websites.in	Finding market expansion partners in the USA, Canada, Nigeria, and Kenya markets	Sales
Greenmyna	Event Management Intern	General Management
Greenmyna	Marketing & Research Intern	Marketing
Hinduja Group	Human Resources Intern	Human Resources
Finmet	Study on Indian Jewellery Franchise Business	Marketing
Marcellus	Finance Intern	Finance
i-Engineering	Human Resources Intern	Human Resources
Toyflix	Digital Marketing Specialist	Marketing
Toyflix	Performance Marketing and Growth Hacking Specialist	Marketing
To-Let-Globe	Human Resources Intern	Human Resources
To-Let-Globe	Human Resources Intern	Human Resources
To-Let-Globe	BusinessIncharge	General Management
To-Let-Globe	Data Analyst	Data Science
To-Let-Globe	Sales Intern	Sales
To-Let-Globe	Marketing Intern	Marketing
Urban Animal	Offline Sales	Sales
Tribhovandas Bhimji Zaveri (TBZ)	Human Resources Intern	Human Resources
Insplore	Marketing Intern	Marketing

Organizing Body	Project Title	Domain
Insplore	General Management Intern overall disciplines	Human Resources
Insplore	Live Project programme, HR or Finance	Finance
LearnMedix	Sales and Marketing	Sales
YoursthatSenior	HR Department	Human Resources
YoursthatSenior	Sales and Marketing	Sales
Grivaa Capital	Human Resources Intern	Human Resources
Grivaa Capital	Finance Intern	Finance
Grivaa Capital	Sales Intern	Sales
Evorise	General Management Intern	General Management
Slick Global	Equity Research Intern, Finance	Finance
Slick Global	Algo-Trading Research, Finance	Finance
Software@Work	General Management Intern	General Management
Jaldee Vets	Marketing Intern	Marketing
Aditya Birla Fashion and Retail Ltd	Human Resources Intern	Human Resources
Aditya Birla Fashion and Retail Ltd	Human Resources Intern	Human Resources
Young Tinker Foundation	Outreach Intern – Young Rocketeer Challenge 2023	Marketing
Young Tinker Foundation	Organizing Intern (Tinker Show)	General Management
Kreative Kode	Research Analyst	General Management
Slick Global	Social Media Executive	Finance
Asia Cap Investment Advisors	Marketing Intern	Marketing
Asia Cap Investment Advisors	Marketing Intern	Marketing

Organizing Body	Project Title	Domain
Asia Cap Investment Advisors	Marketing Intern	Marketing
Superk	Business Development, Marketing	Sales
C2B Solutions	Content Writing Project in the Content Team	Marketing
C2B Solutions	Social Media Marketing & Operations Department	Marketing
Drshti Strategic Research Services	Primary Market Research – Qualitative	Marketing
Blue Ocean IMC	Content / Digital Marketing	Marketing
Vio LernX	Human Resource Management	Human Resources
Vio LernX	Marketing	Marketing
Avean	Sales and Marketing	Sales
Suvidha Foundation	Machine Learning & Fundraising	Data Science
Suvidha Foundation	Human Resources	Human Resources
Suvidha Foundation	Fundraising Coordinator	General Management
Wright Research	Marketing Intern	Marketing
Oneof Beauty	Marketing Intern	Marketing
10times	Internship in Project management (Technology department)	Product Management
Young Tinker Foundation	Growth Intern	General Management
Funngro	Marketing	Marketing
Funngro	Sales	Sales
Aegon Life Insurance	Aegon Life's Next Chapter: Brand and Content Internship	Marketing
Mentoria	HR Intern	HR

Organizing Body	Project Title	Domain
Aim India	Marketing + HR, Marketing + Finance and Core Marketing	General Management
ieng group	Learning & Development, Human Resources	HR
EthAum Venture Partners	Social Media Marketing Intern	Marketing
TalentServe	HR Intern	HR
Oyela	Business Development Intern	General Management
Triedge Solutions Pvt. Ltd.	Social Media Content Research, Product strategy, and Testing and CRM	Marketing
eMBArk	Digital Marketing, Marketing	General Management
Edufir Pvt. Ltd.	M&A and Financial Article/Blog Writing	Marketing
Drshti	Social Media Content Research, Product strategy, and Testing and CRM	Marketing
MergerDomo	Strategy Intern	Finance
Triedge Solutions Pvt. Ltd.	Digital Marketing, Marketing	Marketing
eMBArk	Marketing Intern	General Management
Edufir Pvt. Ltd.	M&A and Financial Article /Blog Writing	Marketing
Drshti	Management Consultancy Intern, General Management	Marketing
MergerDomo	Event Management, Marketing	Finance
Rosefield Consulting	Sales & Marketing, Business Development	General Management
Rosefield Consulting	Market Research Live Project, Market Research	Marketing

Organizing Body	Project Title	Domain
Wiz	Marketing Intern	Marketing
Glazonoid	Marketing Intern	Marketing

Key Officials

List of key officials who facilitated all the student activities during the academic year of 2023-24:

Administration

Vice Chancellor: Dr. Ramesh Bhat
Pro Vice Chancellor: Dr. Sharad Y. Mhaiskar
Pro Vice Chancellor: Dr. Meena Chintamaneni
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
Chairperson, Alumni & Industry: 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, Analytica: Dr. Sridhar Vaithianathan
Faculty In-charge, Finomenon: Dr. Samveg Patel
Faculty In-charge, HRuday: Dr. Hema Bajaj
Faculty In-charge, Lei Ipsum: Dr. Sudhanshu Pani
Faculty In-charge, Not just Marketing: Dr. Arun Sharma
Faculty In-charge, Optumiz: Dr. Abhinav Kumar Sharma
Faculty In-charge, SummIT: Dr. Somnath Roy
Faculty In-charge, Entrepreneurship Cell: Dr. Jacqueline Mundkur
Faculty In-charge, Mantavya: Dr. Varun Rijhwani
Faculty In-charge, Nepathya: Dr. Amrita Bansal
Faculty In-charge, Prabodhan: Prof. Bijayinee Patnaik
Faculty In-charge, Sports Committee: Dr. Akshay Khanzode
Faculty In-charge, International Student Relations: Dr. Amita Shivhare
Faculty In-charge, SPIC MACAY: Dr. Akshay Khanzode
Faculty In-charge, Toastmasters: Dr. Geeta D'Souza

Public Relations

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

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

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

Social Media and Online Presence

The following measures were taken in order to raise awareness:

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

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

Offline Promotions

Buzz Activities: It is crucial to repeat the communication or message multiple times in order to increase recall. The strategy for this was to use internet promotion alongside integrated message delivery. Numerous buzz-generating events were scheduled, and they were during all of the 2023-2024 academic session's events in the atrium and within classrooms. The goal was to increase interaction by bringing a human touch to the campaign.

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

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