

SVKM'S NMIMS UNIVERSITY
SCHOOL OF Business Management
Student Council & Various Cells Details – 2018-19

Student Council

1. Functionality of the cell

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

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

2. Differentiating Factor of the Cell

The Student Council is responsible for the activities of 14 other student bodies in the college. Being the apex body, they act as the common link between them all and ensure smooth functioning.

3. Team Member Details

Faculty In-Charge Student Activities: Dr. Hari Iyer
Official Email Id: studentcouncil@nmims.edu.in

Name	Designation	Email ID	Phone Number
Sonakshi Mata	President	sonakshi.mata50@nmims.edu.in	9920306497
Harsha Mohan Tadikonda	General Secretary	harsha.tadikonda64@nmims.edu.in	9566820805
Sakshi Nayal	Treasurer	sakshi.nayal12@nmims.edu.in	9711342513
Adwait Bhattacharya	Cultural Secretary	adwait.bhattacharya23@nmims.edu.in	9920464888
Aishwarya Singh	Seminars Head	aishwarya.singh04@nmims.edu.in	9008746255
Latika Mahajan	Creative Head	latika.mahajan1719@nmims.edu.in	8608609366
Siddhant Garg	Corporate Communications Head	siddhant.garg26@nmims.edu.in	9910906193
Poorvali Sharma	Editorial Head	poorvali.sharma76@nmims.edu.in	9999637928
Tanushree Singhal	PR and Web Head	tanushree.singhal26@nmims.edu.in	9371771820
Pranav Malik	Admin and Externals Head	pranav.malik32@nmims.edu.in	9597369614
Akshit Gupta	Operations and Logistics Head	akshit.rajesh24@nmims.edu.in	9920030632
Devansh Mehta	Sports Secretary	devansh.mehta59@nmims.edu.in	8308515743
Snehal Kakde	Student Affairs Head	snehal.kakde45@nmims.edu.in	9819743729

4. List of Major Events

- MANAN: Traditional welcome for the first year students
- Parichay: Intra-college B plan competition
- Augustus: Intra-college cell activities under the Council's banner
- Paragana: Annual B-School Fest
- Seminars: TEDxNMIMS, Corporate Seminars and Illuminar
- Euphoria: Annual Cultural Fest
- Sports: Arcadia, NM Soccer League and NM Cricket League (Intra-college) & Samarthya (Intercollege)

Core Cells

Placement Committee

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

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

Director (Placements): Ms. Shobha Pai

The Placement committee for the academic year 2018-19 is as follows:

Student Placement Cell (SPC)		
Name	Email ID	Phone Number
Aditi Bhadang	aditi.bhadang10@nmims.edu.in	9561081584
Aditya Limaye	aditya.limaye05@nmims.edu.in	9028882765
Akanksha Prasad	akanksha.prasad61@nmims.edu.in	7829530048
Aniket Thakare	aniket.thakare78@nmims.edu.in	8087111931
Ankur Ralhan	ankur.ralhan86@nmims.edu.in	8291983844
Arunabha Banerjee (PoC)	arunabha.banerjee83@nmims.edu.in	8013391947
Arushi Goel	arushi.goel41@nmims.edu.in	9410555556
Drishti Ranjan	drishti.ranjan90@nmims.edu.in	8390375696
Greeshma Vijayan	greeshma.vijayan30@nmims.edu.in	9654280063
Jagraj Kalirai	jagraj.kalirai34@nmims.edu.in	9930988869
Madhura Mestry	madhura.mestry69@nmims.edu.in	9029481267
Mehvash Kidwai	mehvash.kidwai82@nmims.edu.in	9769235104
P.Ithihas Chandra Reddy	poddaturithihaschandra.reddy01@nmims.edu.in	9703994477
Rahul G	rahul.g15@nmims@edu.in	9535153738
Rohit Maniyar	rohit.maniyar40@nmims.edu.in	9428611410
Ruta Mehta	ruta.mehta64@nmims.edu.in	9619252955
Saurabh Bhatt	saurabh.bhatt22@nmims.edu.in	8329830586
Shikhar Pandey	shikhar.pandey27@nmims.edu.in	9555543333
Shourya Jain	shourya.jain10@nmims.edu.in	9535088400
Shubham Mathur	shubham.mathur55@nmims.edu.in	9914111948
Siddharth Luthra	siddharth.luthra11@nmims.edu.in	9711717792
Surya Anirudh	surya.anirudh59@nmims.edu.in	8248993348
Vignesh Balasubramoniam	vignesh.balasubramoniam80@nmims.edu.in	8237127081
Student Placement Development Cell (PDC)		
Abhishek Sukhadia	abhishek.sukhadia57@nmims.edu.in	8454843665
Ankita Gupta	ankita.gupta65@nmims.edu.in	9810816966

Dolly Buchasia (PoC)	dolly.buchasia13@nmims.edu.in	9920132299
Kanchi Lala	kanchi.lala04@nmims.edu.in	9624514232
Pratik Sindhwad	pratik.sindhwad68@nmims.edu.in	9867401744
Sanket Avhad	sanket.avhad@nmims.edu.in	9987907473
Student Placement Redressal Cell (PRC)		
Dushyant Gupta	dushyant.gupta72@nmims.edu.in	8729099019
Shivangi Tewari (PoC)	shivangi.tewari73@nmims.edu.in	7838908022

Industry Institute Partnership Cell (IIPC)

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

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

- Practical approach to learning: IIPC brings in corporate projects to provide an opportunity to the students to apply their classroom learning and experience the functioning of a corporate.
- Industrial trends: Guest sessions and workshops are organized regularly to introduce the students to emerging trends and arm them with the skills required to succeed.
- Consultancy: The consultancy arm of IIPC introduces, coaches and develops the skills of the students who are interested in pursuing a career in consulting.
- Research: The research division works in collaboration with the industry to publish white papers and provide a platform to ideate and share original ideas.

3. Team Member Details

Faculty In-Charge: Dr. Bala Krishnamoorthy, Associate Dean, Accreditation
Official E-mail ID: iipcell@nmims.edu.in

Name	Designation	Email ID	Phone Number
Shashwat Kapoor	President	shashwat.kapoor60@nmims.edu.in	9769007315
Shristi Goel	Vice President	shristi.goel44@nmims.edu.in	9874642576
Nikhil Nerkar	Corporate Projects Head	nikhil.nerkar13@nmims.edu.in	9029677193
Karan Muralidharan	Corporate Projects Management Head	karan.muralidharan96@nmims.edu.in	9535676240
Saheb Sareen	Corporate Projects Relationship Head	saheb.sareen32@nmims.edu.in	9717400307
Chirayu Bhonsle	Operations Head	chirayu.bhonsle28@nmims.edu.in	9673429837
Shalini Jha	Sponsorship Head	shalini.jha23@nmims.edu.in	9558567101
Akul Dogra	Icon Head	akul.dogra02@nmims.edu.in	9501307715
Atul Sharma	Icon Research Head	atul.sharma67@nmims.edu.in	9742850158

4. List of Major Events

- Meet the iCONS: An interactive session with the star performers at various corporate competitions who have represented NMIMS on multiple such coveted platforms
- Cognora: A guesstimate event to help students understand the consulting process
- Concentric: A 3-day Consulting event aimed at providing business insights of the consulting industry to the management students, via workshops and speaker sessions
- Concrux: A national level case study competition
- Management Consulting Conclave: The flagship national level consultancy convention on current and emerging fields attended by various eminent CXO's of the industry
- Convisage: An all India case study challenge in the field of strategy consulting
- Mantrana: The bi-annual consulting magazine highlighting consulting trends and developments
- Convergence: A business simulation platform, to test the acumen of students when faced with real life problems

Social Responsibility Forum (SRF)

1. Functionality of Cell

The Social Responsibility Forum (SRF) is the student body of NMIMS that strives to promote social sensitivity among MBA students by executing various short-term and long-term civic engagement activities. The activities undertaken by the cell range from conducting various drives like 'Blood Donation' and 'Joy of Giving Week' to handling long term projects like the 'Fireflies Program', wherein MBA students volunteer to interact with the social upfront of the profit and non-profit organizations. We provide a platform for various social organizations like India Donates (Crowdsourcing platform) and Vision India to create awareness amongst our students thus encouraging them to offer their skills through volunteering, special projects and research related activities inclined towards the benefit of these organizations.

2. Our Differentiating Factor

SRF is a forum for young, proactive and enthusiastic leaders who believe in solving problems skilfully thereby creating a sustainable future. In addition to providing a broad base for social projects and initiatives, SRF also offers the students with numerous opportunities which involve application of their management skills to solve the upcoming social problems. These also provide them with an opportunity to interact with the leaders of the social change.

The values that unite the forum are:

- Profound sense of purpose in life
- A will to give back to the society
- Commitment to devote considerable time and energy so as to be an initiator of Social Change

SRF differentiates itself with its unique '**We Care**': **Civic Engagement Internship** in which 689 students are placed in 250 organizations across 23 states and 3 union territories of the country. The program aims at sensitizing the students with a sense of social development.

3. Team Member Details

Faculty-in-Charge – Dr. Meena Galliara

Official Email Id: srf@nmims.edu.in

Name	Designation	Email ID	Phone Number
Raghav Bhattad	President	Raghav.bhattad11@nmims.edu.in	9647514559
Mrunmayi Deshpande	Vice President	mrunmayi.deshpande89@nmims.edu.in	9869571973
Kushal Ravee Mohta	General Secretary	Kushal.mohta87@nmims.edu.in	8527913914
Yash Kumar	We Care Head	Yash.kumar98@nmims.edu.in	8130375730
Kratika Rastogi	We Care Head	Kratika.rastogi95@nmims.edu.in	9990850210
Jinit Inamdar	Sponsorship	Jinit.inamdar26@nmims.edu.in	8291983821
Deepali Batra	Marketing and Communication Head	Deepali.batra90@nmims.edu.in	9711161479
Sarah Alexander	Events and Promotions Head	sarah.alexander53@nmims.edu.in	9611933700
Malleswar Vedanabhatla	Editorial Head	vedanabhatla.venkatamalleswar18@nmims.edu.in	9049461075
Pratibha Garg	Logistics and Operations Head	pratibha.garg25@nmims.edu.in	8130277998
Avni Bhatia	Projects and NGO Relations Head	avni.bhatia78@nmims.edu.in	9560822626
Shreya Kasat	Creatives Head	shreya.kasat83@nmims.edu.in	9850188111

4. List of Major Events

- **Sadbhavna:** the annual flagship event during which numerous events such as Vagyuddha (Parliamentary Debate), Samadhan (Case Study), We Innovate etc. are conducted over the course of several days.
 - Vagyuddha: Debate competition on topics of social sensitivity.
 - Samadhan: Case Study competition on social causes
 - NGO Skit and Dance: Skit and Dance competition for children of different NGOs
- **Blood Donation Drive and Thalassemia Check Up**
- **Joy of Giving Week:** A donation drive involving the contributions (clothes, food, etc.) from students for the underprivileged.
- **NGO Mela:** A festival to boost the visibility of NGOs by providing them a forum to sell their products and promote the causes they work for. A marketing competition is also conducted to help increase the sales proceeds for the NGOs
- **NGO Sports Day:** An engagement of young kids in sports thus promoting a spirit of sportsmanship in them.
- **Marathon:** A run to support a cause or NGO.
- **Social Consultancy Projects:** Short and long term projects at NGOs and social enterprises where students can apply concepts from the classroom to provide solutions to various social organizations for the live business problems they are facing. SRF has associated with many organizations like SOS and I-Volunteer.
- **We Care Civic Internship:** Facilitation of the activities related to the 3-week We Care Civic Engagement Internship in association with the Jasani Center for Social Entrepreneurship and Sustainability Management
- **We Innovate:** A social B-plan competition based on students' experiences during their We Care internship
- **We Care Photography and Documentary Workshop and Competition**

Alumni Relations Cell

1. Functionality of the Cell

NMIMS Alumni Relations Cell focuses on strengthening alumni -institute linkages to foster a symbiotic relationship between the alumni and the institute.

2. Differentiating Factor of the Cell

The Alumni Relations Cell, NMIMS, School of Business Management has helped form the "NMIMS Business School Alumni Association" under Section (25) of the Companies Act, 1956 incorporated on 13th July, 2011.

3. Team Member Details

Faculty In -Charge - Prof. Dr. Hitesh

Official Email Id: alumnicellnmims@gmail.com

Name	Designation	Email ID	Phone Number
Kshitij Vig	President	kshitij.vig29@nmims.edu.in	9811145242
Gagandeep Singh	Vice President & Head of Student Engagements	gagandeep.singh11@nmims.edu.in	9988888275
Aanchal Jairath	Head of Events and Alumni Meets	aanchal.jairath29@nmims.edu.in	9878609013
Visakha Agarwal		visakha.agarwal36@nmims.edu.in	9035123605
Varun Pandya	Head of Sponsorship	varun.pandya29@nmims.edu.in	9967613579
Saurabh Sigtia		saurabh.sigtia99@nmims.edu.in	9595453223
Aishwarya Verma	Head of Editorial	aishwarya.verma22@nmims.edu.in	8380092377
Kaushik Sundar S	Head of Brand & Corporate Communications	kaushiksundar.s10@nmims.edu.in	8754848241
Bhavna Manocha	Head of Digital Marketing and International Meets	bhavna03@nmims.edu.in	9028204860
Kanika Munjal	Head of Alumni Network Management (Portal)	kanika.munjal95@nmims.edu.in	8197439458
Apram Kour	Head of Alumni Network Management (Database)	apram.kour89@nmims.edu.in	8826813989
Kalyani Dharmadhikari		kalyani.dharmadhikari97@nmims.edu.in	9920098450
Amber Agarwal	Head of Creatives and Promotions	amber.agarwal22@nmims.edu.in	7798886142

4. List of Major Events

- Grand Alumni Mumbai Meet
- Domestic Chapter Meets (Delhi, Kolkata, Chennai, Hyderabad, Bangalore)
- International Alumni Meets (London, San Francisco, Dubai, New York)
- Coffee Meets (Pune, Ahmedabad, Delhi, Kolkata, Chandigarh, Mumbai)
- Monthly Alumni Newsletter – ‘Aluminous’
- Lead The Way Mentorship Program
- Engagement with alumni through our Portal, E-mail, Social Networking sites (Facebook, Twitter, LinkedIn)
- Alumni Round Table Conferences- Alumni are invited to the college to address the students on a variety of topics
- Orientation Week Sessions for first year students
- Workshops for alumni like Memory Magic workshop, Wealth Creation & Growth workshop
- Batch Reunions
- Book Launches
- Rendezvous- Down the Memory Lane

Functional Cells

Finomenon

1. Functionality of the Cell

Finomenon, the finance cell of NMIMS represents as the knowledge centre as well as support to the students for all matter related to finance. From conducting special sessions explaining careers in finance to in depth equity research seminars where investment analysis is explained, Finomenon is always actively working in Finance, for the students, by the students.

2. Differentiating Factor of the Cell

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

3. Team Member Details

Faculty In-Charge – Dr. Mayank Joshipura

Official Email Id: finomenon@nmims.edu.in

Name	Designation	Email ID	Phone Number
Devanshi Sharma	President and Ex-officio Head(Samriddhi)	devanshi.sharma69@nmims.edu.in	9663675984
Dhruv Goda	Vice President and Seminars Head	dhruv.goda38@nmims.edu.in	9664143473
Amrutha Kandukuri	Corporate relations and communications Head	amrutha.kandukuri53@nmims.edu.in	7028012631
Prachi Lakhotia	Editorial head	prachi.lakhotia03@nmims.edu.in	8880396822
Namrata Agrawal	Events and Creatives Head	namrata.agrawal47@nmims.edu.in	9748025074
Soumyashree Priyadarshani	Projects and New initiatives Head	soumyashree.priyadarshani64@nmims.edu.in	7892424820
Subham Sharma	Investment Head	subham.sharma82@nmims.edu.in	9749008222
Shridhar Chilika	Research Head	shridhar.chilka55@nmims.edu.in	9821515831
Revant Shah	Fund Manager	revant.shah55@nmims.edu.in	9821177892
Sagar Nadkarni	Fund Manager	sagar.nadkarni99@nmims.edu.in	8898661880
Udaykiran Paluri	Fund Manager	udaykiranraviteja.paluri23@nmims.edu.in	8985572329

4. List of Major Events

- Illuminar, a business conclave where top leaders from the industry and students congregate for panel discussion and speaker sessions to discuss events making a mark in the global financial world.
- Finance Week- A week where we celebrate finance and is full of sessions by business leaders, competitions based on Mergers and Acquisitions, requiring in-depth knowledge of finance. It consists of:
 - Sim-Quest – Simulation game
 - Dice of Zeus – Mergers and Acquisitions
 - Fin-Analyst – Paper Presentation
 - Stock Mogul – Online stock trading
- Samriddhi, a student managed investment fund under whose umbrella we conduct Investment Research sessions, provide periodic in-depth understanding of the global financial markets so that students are updated with the happenings in the always changing financial world
- Moolyankan, signifies valuation – our Flagship event requiring immense research and analysis to create a stock pitch and then convince the who's who of the industry with your pitch

Not Just Marketing (NJM)

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

NJM's initiative 'ConQuest' offers disguised market research insights in the form of corporate projects to reputed companies. The cell has a 14-year long history of conducting this program with giants like Ford, Unilever, Mondelez, Mahindra ICICI Bank and many more.

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

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

3. Team Member Details

Faculty In charge – Prof. Sreeram Sivaramakrishnan

Official Email Id: njm@nmims.edu.in

Name	Designation	Email ID	Phone Number
Jui Shinde	President	jui.shinde91@nmims.edu.in	9930799259
Shuvam Ghosal	Vice President	shuvam.ghosal34@nmims.edu.in	9972154585
Anirudh Mittal	Projects and Research Head	anirudh.mittal75@nmims.edu.in	9972154585
Ayush Somani	Events and Logistics Head	ayush.somani38@nmims.edu.in	8210143688
Harshdeep Bhatia	Sponsorship and Marketing Head	harshdeep.bhatia15@nmims.edu.in	8888817056
Aditya Kumar	PR and Corporate Communication Head	aditya.kumar91@nmims.edu.in	7982841227
Kinjalk Verma	Editorials and Digital Marketing Head	kinjalk.verma24@nmims.edu.in	99675 14296
Ashvary Jain	Creatives and New Initiatives Head	ashvary.jain01@nmims.edu.in	9926441131

4. List of Major Events

- Pitchfork
- Augustus
- ConQuest – Disguised Market Research
- Last Marketer Standing
- Buzz – The Markazine (Quarterly) & Buzz Podcasts (Quarterly)
- NJM Week
- Case Study Competitions
- Guest Sessions
- SummerIce' - Batch Preps

Optumiz

1. Functionality of the cell

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

2. Differentiating factor of the cell

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

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

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

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

3. Team members

Faculty in charge – Dr. Tohid T. Kachwala

Official Email Id: optumiz@nmims.edu.in

Name	Designation	Email ID	Phone Number
Jigar Gada	President	jigar.gada17@nmims.edu.in	9920787613
Himanshu Deshmukh	Vice President	himanshu.deshmukh85@nmims.edu.in	7709776065
Saurabh Prabhu	Corporate Communications Head	saurabh.prabhu59@nmims.edu.in	7738277519
Pratyaksh Agarwal	Events and Editorial Head	pratyaksh.agrawal49@nmims.edu.in	9979032114
Abhay Gupta	Marketing and Social Media Head	abhay.gupta58@nmims.edu.in	9654870906
Aakash Sirohi	Logistics and TedX Head	aakash.sirohi34@nmims.edu.in	9910673573

4. List of major events:

- Optitude: Flagship event of Optumiz, "Optitude"- the Operations Conclave, boasts of the industry stalwarts from operations domain who gather on one platform to discuss the latest trends in the industry and challenges faced in the domain of Operations and Supply Chain management.
- TEDxNMIMS – Organized in collaboration with the Students Council. The event involves eight speakers from diverse backgrounds sharing inspirational ideas on a common theme. The theme is designed with a view of offering value addition to the students' perspectives while maintaining a rich quality of speeches on the college platform.
- Simulation Games - Organized for both intra-college and inter-college events. Simulation games are designed to offer the students an opportunity to employ various operational strategies to resolve the challenges faced by the companies. Some simulation games organized so far include Victrix Mortalis, Turbulent Times and Battlooms.
- SWOT & PESTLE competition: Organized in collaboration with SWOT & PESTLE.com, a leading strategy research portal. The students get to work on comprehensive SWOT & PESTLE analysis of the companies, and get the opportunity to have their work published on a reputed research house website.
- ISCEA Ptak Global Supply Chain Case Competition – (Asia Qualifier-India): Optumiz in association with ISCEA and PTAK prize hosts the Asia Qualifier-India of ISCEA Ptak - Optumiz - Global Supply Chain Case Competition.
- Operations Term of the Day (OTOTD): It is a daily mailer-capsule of the operations' terms that management students should understand irrespective of their background and specialization. It has been subscribed by students of more than 20 top b-schools of India including IIMs, IIFT, NITIE, etc. Along with the email, OTOTD is also published on the Facebook page of Optumiz.
- XploringOps: Weekly dose of articles relevant to the Operations and Supply Chain domain, posted on the official facebook page. The objective of this initiative is to keep the students updated with the latest news from the industries around the world.
- Company analysis: Social media posts giving brief analysis about different companies visiting NMIMS campus. This is to add value to students' general knowledge about different industries, which in turn, can help them during their placement process.
- Industrial visits- For students who intend to specialize in Operations. It gives them practical experience of theories learnt during curriculum.
- R Workshop- An intense workshop designed with a focus of giving the students valuable insights about business analytics just before their internships and final placements begin.
- Bi-Annual Magazine - CATENA AUREA. Students from NMIMS as well as from other B-Schools are invited to write articles on a decided theme for the magazine. The theme selection is made with an objective of offering new perspectives about both contemporary and modern concepts in operations management to the students.

SummIT

1. Functionality of the cell

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

2. Differentiating Factor of the Cell

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

3. Team members

Faculty In -charge – Prof Vikas Gadre
Official Email Id: summit@nmims.edu.in

Name	Designation	Email ID	Phone Number
Nikita Garg	President	nikita.garg24@nmims.edu.in	8411007073
Aishi Gupta	Vice President and Creatives Head	aishi.gupta61@nmims.edu.in	9874969395
Ashutosh Dhoot	Sponsorship and PR Head	ashutosh.dhoot98@nmims.edu.in	9926667754
Tushar Sharma	Events and Logistics Head	tushar.sharma84@nmims.edu.in	9736736997
Iyshwaryalakshmi R	Projects and Technical Head	iyshwaryalakshmi.r69@nmims.edu.in	9884649803
Anuraj Gabale	Editorials and Corporate Communication Head	anuraj.gabale16@nmims.edu.in	8097541524

4. List of major events

- CIO/Leader Connect: Leadership session series where industry stalwarts come and interact with students about technological impacts on businesses and sectors.
- Tech Forum: An open case challenge for participants to showcase techno-biz startup ideas to the panellists comprising industry experts.
- Kickstart: A techno-strategic simulation event which challenges the problem-solving skills of students, conducted during Parichay.
- Inter'n'Act: A platform for first-year students to be exposed to cracking the process and comprehending learning of summer Internship from second year students.
- MindIT: The event has technology as its theme but the nuanced idea keeps changing thus fostering creativity and innovation, conducted during Augustus.
- Ace the Case: A national level case study competition, conducted during Paragana.
- Zero Respect: An exhilarating LAN gaming event including Age of Empires, Counter Strike and FIFA, conducted during Euphoria.
- Ideate: Article writing competition for the bi-annual magazine of SummIT, called 'Manthan'
- Workshops: Advanced Excel, Tableau Workshop, PMI's PMBOK
- Editorial: Techshots – Brief techno business articles published on social media platform.

HRuday

1. Functionality of the Cell

As the HR cell of NMIMS, Mumbai, HRuday aims to strike a chord at the ‘heart’ of all businesses – the businesses’ Human Resources. True to its name, HRuday seeks to catalyze the Rise (uday) of the HR function as a specialization at NMIMS. We organize events, workshops and publish a quarterly online newsletter called “ensHRine”.

2. Differentiating Factor of the Cell

- Batch Prep for the 1st year
- Association with SHRM and NHRD
- Strong Industry Interaction

3. Team Member Details

Faculty in – Charge: Seema Rawat

Official Email Id: hruday@nmims.edu.in

Name	Designation	Email ID	Phone Number
Aakriti Bindra	President	aakriti.bindra12@nmims.edu.in	8953786126
Varun Kawatra	Vice-President	varun.kawatra36@nmims.edu.in	9654707388
Nikita Yadav	Secretary - Corporate Relations	nikita.yadav77@nmims.edu.in	9212003555
Palash Monga	Events and Logistics Head	palash.monga46@nmims.edu.in	7737614565
Neha Nathani	Creatives and Editorial Head	neha.nathani48@nmims.edu.in	9619515722
Anisha Chowgule	Analytics	anisha.chowgule16@nmims.edu.in	9819006168

4. List of Major Events

- PANKH: National Level Summer Project Competition
- HRECTIFY: National Level Flagship Event: A Case Study Competition
- PARIVARTAN: Case Study Competition
- SAMAVESH: Debate Competition

Interest-Based Cells

ADverb

1. Functionality of the cell

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

2. Differentiating Factor of the Cell

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

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

3. Team Member Details

Faculty In Charge: Dr Amit Bhadra

Official Email ID: adverb@nmims.edu.in

Name	Designation	Email ID	Phone Number
Karishma Malhotra	President	Karishma.malhotra28@nmims.edu.in	8010977775
Gunjan Sainani	Vice President	gunjan.sainani22@nmims.edu.in	8690929977
Arva Jhabuawala	Corporate Communications Head	arva.jhabuawala26@nmims.edu.in	9408239138
Akshit Parwal	Events Head	Akshit.parwal38@nmims.edu.in	8054329220
Snehal Thorat	Sponsorships and Marketing Head	snehal.thorat85@nmims.edu.in	8055202397
Sanyuj Zadgaonkar	Digital Communications and Creative Head	sanyuj.zadgaonkar42@nmims.edu.in	9096330137

4. List of Major Events

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

Entrepreneurship Cell

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

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

3. Team member details

Faculty in Charge – Prof. Seema Mahajan

Official Email Id: ecell@nmims.edu.in

Name	Designation	Email ID	Phone Number
Shubham Jain	President	shubham.jain12@nmims.edu.in	9677468349
Vikramjeet Dalal	Vice-President	vikramjeet.dalal69@nmims.edu.in	9818877619
Tania Goel	Operations Head	tania.goel45@nmims.edu.in	9699892306
Himanshi Taneja	Treasurer	himanshi.taneja72@nmims.edu.in	8447706766
Devdeep Bhagat	Events Head	devdeep.bhagat97@nmims.edu.in	9909414757
Kirthika Jitani	Corporate Relations Head	kirthika.jitani31@nmims.edu.in	7411034765

4. List of major events:

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

1. Functionality of the Cell

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

2. Differentiating factor of the Cell

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

3. Team Member Details

Faculty in Charge – Dr. Chandrima Sikdar
Official Email Id: ecolibria@nmims.edu.in

Name	Designation	Email ID	Phone Number
Anuj Verma	President	anuj.verma23@nmims.edu.in	8527977052
Suraaj Pathak	Vice President	suraaj.pathak44@nmims.edu.in	9619548664
Harsha Choudhury	Events	harsha.choudhury63@nmims.edu.in	8420400977
Sharvil Pradhan	Editorial and Research	sharvil.pradhan60@nmims.edu.in	8082022169
Leela Pai	Corporate Communications	leela.pai21@nmims.edu.in	9819896424
Shreyans Reddy	Creatives	gaddamsshreyans.reddy00@nmims.edu.in	9640427179

4. List of Major Events

- Eco-Week – A week full of seminars, budget sessions and strategy based events.
- Release of Bi-Annual magazine on major economic events all around the world, “Eco Shastra”
- EcoSutra – Sector Research Competition
- Case study competition, “The Consigliere”

Mantavya

1. Functionality of the Cell

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

2. Differentiating Factor of the Cell

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

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

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

3. Team Member Details

Faculty In Charge – Manjari Srivastava

Official Email Id: mantavya@nmims.edu.in

Name	Designation	Email ID	Phone Number
Anuja Pawar	President	anuja.pawar55@nmims.edu.in	8698891236
S Madhumitha	Vice President	s.madhumitha12@nmims.edu.in	9447717194
Sundar Srinivas Haris	Editorial Head	sunder.harish92@nmims.edu.in	91640 11732
Rishabh Maheshwari	Creatives Head	Rishabh.maheshwari20@nmims.edu.in	98716 54626
Mridul Agarwal	Sponsorship Head	mridul.agarwal46@nmims.edu.in	8981114626
Abhishek Singh	Events Head	abhishek.singh02@nmims.edu.in	70669 47739

4. List of Major Events

- Business of Brands: National Level Corporate Quiz
- SBM Model United Nations: National Level Model United Nations
- Melange: Inter-college general quiz
- Lit as Fun: Pot pourri of various Literary events
- Author Connect: Guest speaking session by published authors

Nepathya

1. Functionality of the Cell

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

- Zephyr - The Dance Team
- RangPunch - The Dramatics Club
- Treblemakers -The Rock Band of NMIMS
- Verve - Fashion Show Team

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

2. Differentiating Factor of the Cell

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

3. Team Member Details

Faculty in Charge – Prof. Hari Iyer
Official Email Id: nepathya@nmims.edu.in

Name	Designation	Email ID	Phone Number
Manish Panda	President	manish.panda51@nmims.edu.in	8197902587
Kinshuk	Vice President	kinshuk05@nmims.edu.in	7706061196
Saurabh Dhaniwal	Event Head	saurabh.dhaniwal95@nmims.edu.in	9903148110
Shivani Joshi	Creatives and PR	shivani.joshi33@nmims.edu.in	9873051836
Akshay Puri	Sponsorship and Marketing	akshay.puri65@nmims.edu.in	9654417703
Sparsh Wadhwa	Logistics and Treasury	sparsh.wadhwa34@nmims.edu.in	96738 83845

4. List of Major Events

- Aaghaz - Intra Collegiate Cultural event / talent hunt- under Parichay for junior batch
- Fahrenheit - Inter Divisional Cultural Event under Augustus
- Salsa Workshop - Dance workshop organized in association with Salsa India
- Paragana - Performances by College Cultural Clubs
- Euphoria - Flagship Intercollege Cultural Fest