



**N. L. Dalmia**<sup>®</sup>  
**Institute of Management Studies and Research**  
*(A School of Excellence of N. L. Dalmia Educational Society)*

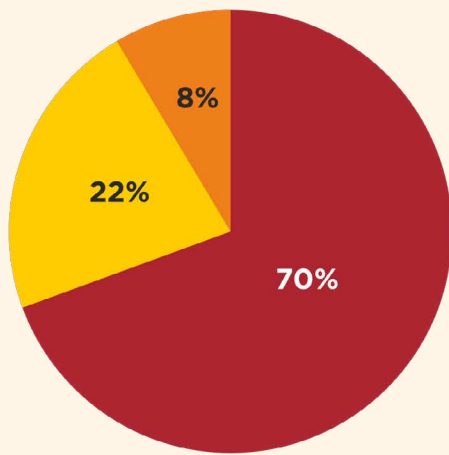


Edition - December 2019



**DIGITAL  
INDIA**

# STUDENT COMPOSITION BATCH

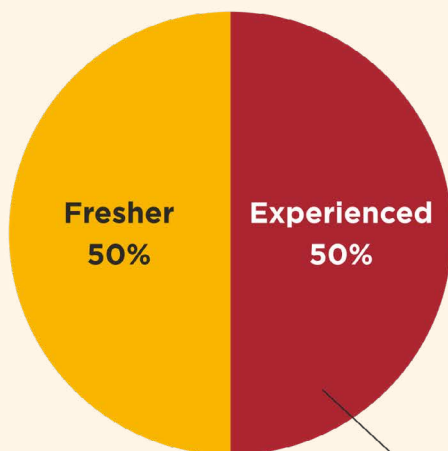
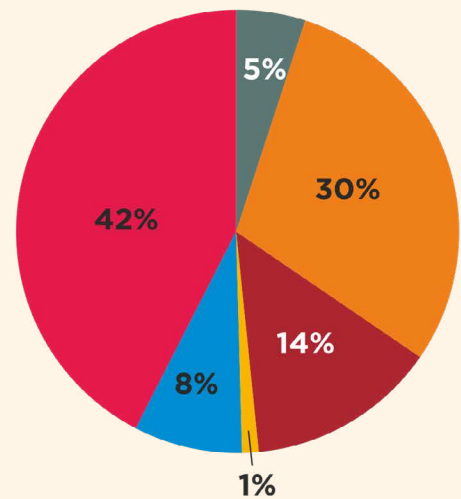


## SPECIALISATION

- Finance, 167
- Marketing, 53
- Human Resources, 20

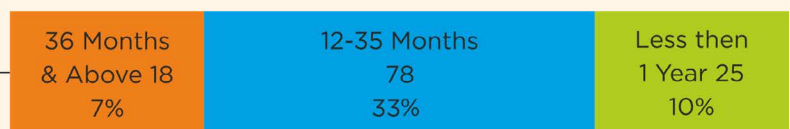
## GRADUATION QUALIFICATION

- M.Com., 12
- B.Com. / BAF / BBI / BFM, 71
- BMS / BBA / BMM, 33
- Others (B.Arch.) / B.Pharma., 3
- M.Sc. / B.Sc. / BCA, 19
- B.E. / B.Tech, 102



## WORK EXPERIENCE

- Experienced, 121
- Fresher, 119



## EDITORIAL TEAM

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The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn." - Alvin Toffler

It gives us immense pleasure to present before you the December 2019 Edition of our glorious magazine, The Goonj. We have put together a compendium of events, achievements of our students and the Institute.

The response to Goonj has been overwhelming and the support that we have received has truly encouraged and motivated us to work towards bringing out a better magazine. And as we stand to spread knowledge with each edition, we bring to you some pretty interesting articles in this edition. We bring to you the December Issue of Goonj which revolves around the theme of "Digital India".

We would like to thank the CEO of the college, Prof. Seema Saini and Dean-Academics, Dr. Dinesh Hegde for their solid support and active engagement with the project. As every journey begins with a tiny spark of idea, thanks to Prof. Dr. Baisakhi Mitra for igniting our minds with one such great idea and guiding us. We sincerely appreciate the dedication of our students who ensured the smooth completion of this magazine by putting their heart and soul.

Last but not the least, we would like to thank everyone who has contributed to the magazine and wish for enthusiastic participation in the future as well.

**We hope you read, share and grow with us!**

Goonj Editorial Team 2019-20

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**Akash Patwal**

**Dhruvin Shah**

**Jatin Gaud**

**Riddhi Agarwal**

**Shikha Sidana**

**Simona Bastian**

**Smrithi Pillai**

**Tejas Raul**

**Tushar Kamley**

Prof. Seema Saini



***"The students have been climbing up the mountain of academic finesse and are being employed by leading companies where they are busy striving to leave their mark"***

I see the students of N. L. Dalmia Institute of Management Studies and Research as the leaders of tomorrow and I am glad that the theme of this edition is a futuristic one - Digital India. Digital India is a flagship programme of the Government of India which has been undertaken with the vision to transform India into a digitally empowered society and knowledge economy. And I believe that while the government is doing its bit through building broadband highways and providing increased access to mobile connectivity, students need to step forward and play a pivotal role in the path-breaking changes, Digital India is bringing.

Students, specially management students with additional training in IT, can easily adapt the best practices for a growing digital economy. Smart phones today are inundated with numerous apps for cashless transactions,

but awareness regarding the safest options is limited.

Information Technology has played a key role in the growth of business in India and other countries across the world.

If it were not for IT, we would in fact never be able to dream of the Earth as a Global Village. IT has facilitated and streamlined communication between countries and business partners are now working on product innovations across boundaries. IT has also enabled strategic thinking at workplaces where out of the box ideas are generated with the help of technology. The use of Robots at workspaces for certain routine activities is one such example of successful use of IT. IT stores and safeguards valuable information and helps businesses cut costs and eliminate waste.

Dr. Dinesh Hegde



***"I would like to congratulate the Faculty and student teams including the volunteers for their wholehearted contributions in making all these happen with great aplomb!"***



It is very thoughtful on the part of our students to have chosen such a topical and contemporary theme like Digital Transformation for this issue of Goonj! Very encouraging and heartening too. The significance of digitization needs hardly an emphasis, as it has been making waves across countries, sectors, enterprises, organizations in recent times. I would like to congratulate the students and the Goonj team in particular for this imaginative initiative!

The pace of digitization is only picking up now and making a widespread impact on plants, shop floors & offices at the micro-level, offices, educational institutions, agriculture, manufacturing & service sectors, supply chains, infrastructures including macro-level governance. The coverage across the globe is also far and wide-ranging from developed, emerging to developing countries. One gets to hear from top-level executives all too often that around 50% of their sales take place through WhatsApp and that they get to observe on their cell phones stationed here in Mumbai,

what goes on in their multi-located plants, be they in the US, Europe, Latin America, Asia or elsewhere. Thus, the pace at which things are changing is simply mind-boggling, what with the ever-rising level and speed of connectivity! It is said, these developments would also pave the way towards accelerating the process of gathering big data. Added to this are movements in the direction of AI, IoT and the like. In this context, therefore, it is not surprising to learn frequently these days that 85% of the jobs to be available in 2030 are not discovered yet!

What then would be the implications for budding managers and management education? We need to ponder on this with sincerity and seriousness of purpose, even as we may have some lingering thoughts as to the hype aspect accompanying the emerging technologies.

For more on this read on.....

With best wishes!

# FINANCE HOD MESSAGE



Dr. Anil Gor, HOD



***“We have a state of the art infrastructure and we are equipped with 12-Terminal Bloomberg Lab which exposes students to a global database for use in projects, assignments as well as competitions.”***

The Institute is a hot favourite of students seeking specialisation in finance. It is indeed a reflection of hard work done by the team of finance faculties right from the days of Prof. Arya, our late Director and Prof. Bhatia, our late HoD Finance. We have a state of art infrastructure and we are equipped with 12-Terminal Bloomberg Lab which exposes students to a global database for use in projects, assignments as well as competitions. We ensure that every Finance student clears online Bloomberg Market Concept (BMC) test and obtains the certificate. Many of our Finance alumni have now been occupying senior positions of Directors, Senior VPs in the corporate world and our placement partners have been repeatedly appreciating the commitment as well as skill and knowledge of our students. It is the combined efforts of students faculties and alumni that our institute enjoys the reputation of a preferred institute for studies in Finance

The Department has introduced 60-hour Certificate Program in data science training our students on R, Python, Machine Learning and Artificial Intelligence in association with K2 Analytics and other industry experts from Sodexo, Google, Citi Corp and Crisil. This is particularly in line with industry requirements that finance professionals should have the skill of data analytics. Further, we have also introduced the subject of Corporate Credit Appraisal and Credit Rating keeping in view the requirements of Banking and Financial Institutions from placement point of view. It is our objective that students offering finance at our institute should be competent and complete finance professional.

## MARKETING HOD MESSAGE

Dr. Joyeeta Chatterjee, HOD



***"We ensure that our students of Marketing have an understanding of the present-day sales and marketing realities; at the same time they are also sensitized with Indian economic and societal inevitabilities."***



It gives me immense pleasure to present the Marketing Class of 2019-21. This batch has a unique blend of experience of participants from several organizations which created a unique experience-sharing opportunity in the class. They have been working hard to develop their industry exposure through company research projects, industry visits and guest lectures. Our students have also competed in numerous inter-university competitions winning several awards. The Institute provides a contemporary program aimed at developing our students into leaders ready to take the industry by their stride. We ensure that our students of Marketing have an understanding of the present-day sales and marketing realities; at the same time, they are also sensitized with Indian economic and societal inevitabilities. The institute has also introduced new subjects such as Digital Marketing, Rural Marketing, Marketing Analytics, Marketing Metrics and Audit. MarkX, the first online Marketing Magazine of the institute was launched on 26th September 2018.

The Institute has not only met standards of excellence but also has made a commitment towards enduring improvement to ensure that the institution will continue to deliver quality education to its students.



Prof. Caral D'Cunha



***"The delivery is designed towards developing the students in areas of key learning outcomes that every employer seeks in management talent"***

We have designed our core curriculum to give students an in-depth mastery of the academic disciplines and applied functional areas which are essential for every non-business and business leader's success. HR course is designed to develop -

- (i) the analytical, problem-solving and decision-making abilities.
- (ii) the awareness of the socio-economic environment.
- (iii) the personality with socially desirable values and attitudes.

Towards these objectives and to suit the contents of each subject, a variety of teaching methodologies, such as case studies, role-play, problem-solving exercises, group discussion, audio-visuals, are used in the program.

We ensure that our students of HR have an understanding of the present-day HR challenges and new trends; at the same time, they are also sensitized with Indian economic and societal inevitabilities.

The institute has also introduced new courses such as HR Analytics, Executive Coaching, Simulation on Talent Acquisition, High-Performance Leadership Development, which makes our students empowered with the skills required to stay one step ahead in the fierce competition. Our Alumni are climbing up the ladders of success in the corporate with their exemplary achievements.





***"Subject matter experts will fill the gaps created by technology disruptions lead by small companies"***



The digital revolution began with the invention of the transistor in 1947 based on solid-state physics and semiconductor materials, at Bell Labs, part of AT&T then. This allowed switching from mechanical and analogue electronic to digital electronics. It lead to a chronology of processes and device being invented with the pager in 1950, the simple computer in 1951, the ARPANET in 1969, the laptop in 1981, the mobile phone in 1984, the digital camera in 1988, the worldwide web in 1989, commercial internet in 1993, smartphone in 1994, social media site Six Degrees in 1997, broadband in 2000, Skype in 2003, Facebook in 2004, YouTube in 2005, iPad in 2010, Bitcoin in 2011, and Google's testing of autonomous cars in 2012.

The digital information age today has provided possibilities of global banking and transactions and has transformed all sectors and payment processes virtually affecting businesses, governments, and lifestyles.

The continued benefits of digital transformation have been realized in biology as in genetics, physics as in cosmology, and space as in satellite technology. It has impacted arts, sciences, technology, industries, and economies.



# SOCIAL MEDIA MARKETING

- Dr. Baisakhi Mitra

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Social Media Marketing has gained immense importance in today's world. Companies are trying to encourage consumers to interact with them the same way they do with their friends and family. Today's consumers expect companies to have a presence online and in social media and the challenge for companies is how to get involved and establish a presence. From a corporate perspective, social media presents both a challenge and a tremendous opportunity. Social media is not just another channel for distributing corporate information or an add-on to a firm's current media offerings because it allows consumers to interact and participate with companies and brands and allows them to share their opinions with others which helps to influence corporate reputations. Companies must keep in mind their strategic goals when making decisions to establish a presence in social media and avoid creating a Facebook page or establishing a Twitter account just because everyone else has one without first determining strategically why these moves might be effective for the organization and what goals the organization wants to achieve. Choosing the right social media tool depends on the target market, the message being delivered, and the level of control over how the message is disseminated.

Companies are using social media for a variety of purposes but the focus seems to be more on trying to develop relationships with consumers rather than on simply providing information.

Companies need to be conscious of not bombarding users with messages. The type of posting varies. Some postings are product-related and may either provide product information or ask users to talk about their experience with the product or vote on how they use the product or select their favourite aspects of the products.

Fashion companies tended to have postings that showed celebrities using their



products at prestigious events such as movie premieres and award shows. Polls and poll questions seem to be useful tools for marketing research. Most companies post some form of video on their official pages. Videos of commercials offer an additional way to distribute advertising content beyond traditional sources. Content offering consumer incentives such as coupons, sweepstakes, and contents are also frequently used. This type of content gets consumers involved and may get them to purchase the brand which is the ultimate goal of most marketing efforts. Posting requesting feedback from consumers through multiple-choice polls or by simply posing questions seem most appropriate for marketing research purposes. Several companies have significantly large numbers of users who "like" them which suggests that the brand is popular but the sheer number of likes does not definitively measure sales figures or purchase intentions. The like button seems most suited to determining the success of sales promotions such as contests, sweepstakes, and giveaways as participation rates can be compared to previous promotions. While the number of consumers using social media is continuing to grow, it is evident that Social Media Marketing is becoming an effective tool for corporate excellence.

# Blockchain in Business: Should all companies use the blockchain?

**Shikha Sidana**  
*1<sup>st</sup> Year PGDM Marketing*



A blockchain is a digital record of transactions. Block-chain means individual records, called blocks, are linked together in a single list, called a chain. Blockchains are used for recording transactions made with cryptocurrencies, such as Bitcoin, and have many other applications. The reason why the Blockchain has gained so much admiration is that:

- It is not owned by a single entity; hence it is decentralized.
- Blockchain is immutable, so no one can tamper with the data that is inside this.
- Blockchain is transparent so one can track the data if they want to.

**Benefits:** The most critical area where Blockchain helps is to guarantee the validity of a transaction through a secure validation mechanism. Enterprises and organizations are intensely dependent on contracts, such as insurance, financial institutions, real estate, construction, entertainment and law. It can formalize the relationships between people, institutions and the assets they have control over. They eliminate the need for trusted third parties and are self- verifying, self-executing and Tamper-resistant.

A Blockchain is a digitalized, decentralized and incorruptible public ledger that can transform supply chains, industries and ecosystems. The following applications are now in use or can be implemented in the supply chain using Blockchain technology:

It is exciting to see cryptocurrency in the automotive industry. There are also suppliers and websites available for buying and selling cars with Bitcoin, which allows the transfer of funds anywhere in the world without the need for traditional banking transactions, as transactions are generally made directly between payer and payee. It is also secure and rapid, transfers also incur lower fees. Food volumes such as coffee, tea, oils, sugar and beans are almost impossible to track. Blockchain technology enables the tracking of food packages, by a unique identifier such as barcode, QR code or RFID transmitter. The benefit of using Blockchain is that no central party needs to be trusted to overlook the data, while still allowing volumes to be transparent for everyone in the chain.

**Challenges:** Power required to verify transactions demand Huge electricity, which certainly means high costs. Only a few businesses can bear that huge cost associated with it.

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## What is Blockchain Technology

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A Digital ledger that keeps a record of all transactions taking place on a peer-to-peer network



All information transferred via blockchain is encrypted and every occurrence recorded, meaning it can not be altered



It is decentralised, so there's is no need for any central, certifying authority



It can be used for much more than the transfer of currency, contracts, records and other kinds of data can be shared



Encrypted information can be shared across multiple providers without risk of privacy breach

There is a challenge, privacy and security as revealing the private key to the third parties is the same as giving them controls over Bitcoins secured by that key. Also the key must be backed up and protected from accidental loss, because if it is lost it cannot be recovered and the funds secured by it are forever lost, too.

Companies need skilled professionals who have working knowledge of blockchain technology. For that either they have to hire people from outside the organisation or provide existing employees with additional training.

Blockchain technology and virtual currencies are extremely new to the market. Thus extremely Volatile. Fluctuating prices of Bitcoin vary from day to day because companies, investors, and governments adopting or not adopting them

greatly affect the volatility.

**Conclusion:** Blockchain will be an important part of our financial and technological digital future. It is one of the incredibly creative inventions that technology has ever seen. There is a lot of potential in blockchain and it is believed that majority of the businesses are going to adopt it in the future. However, it doesn't mean that every business needs to have it in the first place.

So how we use it is up to us. Some companies such as Overstock.com and Tesla have already started accepting virtual currencies. However, it is still not apparent what the retail leaders like Amazon and eBay would do with the cryptocurrency acceptance. But if they start accepting then it could indeed transform the global scenario.

# Digitalization: The Future Of India

**Smrithi Pillai**  
*1<sup>st</sup> Year PGDM Marketing*



Door to door advertisement, word-by-mouth publicity, radio announcements, TV commercials – India has always relied on the traditional methods of marketing. Until the internet happened! The tools of marketing changed from humans to gadgets. With close to 564.5 million internet users, the Digital India Campaign started by Prime Minister Narendra Modi, seems to be working at its best so far.

From mothers and housewives, learning and trying out new recipes from YouTube to children studying from various online apps, digitalization has definitely made life a lot simpler and easier for most of us. And when it comes down to the businesses, no doubt the trend of digital marketing is on the boom.

With changing times, people want everything at their fingertips and fulfilling the needs of the customers is the top priority of the businesses. And hence, it can be said that digital marketing is definitely the future of marketing.

Digital marketing has made it easier to penetrate through a large segment of the audience with minimal efforts. The plain old posters and banners have now changed to online ads. From restaurants providing a 360°

view of the interiors to apparel brands having their own virtual trial options, everything the marketers do these days is only enabling the customers make better purchase decisions while shopping.

Digital marketing trends have been in India from a long time. The launch of Flipkart in 2007 changed the structure of marketing in India & what followed was a rise in the number of people picking up mobile phones, online shopping, at-home delivery and internet marketing.

Digital marketing and analytics gives the marketing experts an easy access to endless amounts of data that they can use to determine how customers search for products, make purchases, and interact with a company. Analytics and big data, allows businesses to analyse their target audience and use the insights to adjust their marketing strategies to speak the right language. This leads to stronger relationships between customers and companies and more opportunities for sales.

Since we are talking about influence of digital marketing how can we miss out on the most influential platform in digital marketing which is the social media. The “social influencers” have a large audience who see

their posts each day and hence, they are often targeted by businesses to promote products.

But regardless of whether the influencers' posts are sponsored or not, their content has a large effect on purchasing decisions. Essentially, they contribute to the "bandwagon" effect. Further to the point above, even if a brand has all kinds of attention from social influencers and customers, with a lacklustre social media presence it will be difficult to convince anyone of their credibility. A consistent feed which showcases their products in use and provides value will help turn visitors into followers and eventually buyers.

Ever since the launch of Digital India in 2015 as an initiative to improve online infrastructure and digital empowerment, there has been mushrooming of a complete market of start-

ups, services and more than connect people globally. It has resulted in a rise of active internet users, mobile connections, social media traffic and more. After the digital India campaign, people are showing more interest in new technology so, the marketers are generating more revenues through e-Marketing activities for their business and getting phenomenal results.

India is going through digital revolution and people are getting engaged in various online platforms. Seeing this, Indian marketers are using integrated campaigns like e-mail, social media and mobile, to increase the conversion rates which has given rise to various marketing concepts like Multichannel and Omni channel Marketing and Phyigital being a latest addition!



# Using Cloud Computing As A Platform For Digital Transformation

**Riddhi Agarwal**  
1<sup>st</sup> Year MMS Marketing



In digital marketing, speed and precision are of the essence when it comes to meeting the needs of your customers. That's where cloud computing comes into play.

Cloud computing has made a significant effect on development and the financial aspects of business overall. It offers forward-looking associations the chance to not just improve adaptability, diminish expenses, and spotlight on center skills, yet in addition to completely change how they operate — for instance, by -designing internal workflows or client interactions as computerized encounters that stretch out from the data centre entirely through to cell phones.

Cloud computing offers various advantages as it succeeds in improving different business activities inside an endeavor.

**Worldwide and Easy Access:** Cloud computing allows the files to be accessed from any place and at any time. It allows people to access data stored on digital platforms on multiple devices simultaneously. With the advent of BYOD (Bring your own device), getting work done has never been this easier. It is also possible to control the level of authority of the user thus ensuring optimal delegation.

**Cost Efficiency:** The actual advantage of cloud computing is its savings in investment. Now you do not have to invest largely on setting up a framework. Cloud customers can focus on rapid innovation without the expense and complexities of hardware procurement and infrastructure management.

**Real Time Analysis:** Cloud based computing gives marketers get a real time based reporting and analysis enabling marketers to make decisions on the data.

**Security:** This is by far one of the most important uses of cloud computing as storing and accessing data is done securely by the customers. Problems such as system shutdown or failure during usage of big data, data breaches etc do not occur as everything is stored and backed up in the cloud and can be accessed by multiple devices.

**Quick Prototyping:** For advanced change to work, a venture needs to constantly develop, test, execute and rehash. Cloud can furnish organizations with a stage where they can undoubtedly construct, test and deploy applications without the need to arrange complex foundations. Henceforth throughout the transformation stage, an organization can explore different avenues regarding various applications on various stages.



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**Increased Collaboration:** Digital change requires an organization to adjust to a culture of development and inventiveness and leave the old progressive chain of orders. Cloud computing permits the records and data accessibility from wherever and whenever with any device. It is likewise conceivable to control the degree of power of client in this way guaranteeing ideal designation. Overall, it makes a collective effort and collaboration in the organization.

In addition to the above benefits, guaranteeing higher profitability, giving dependable security, offering work adaptability and comfort, smoothing versatility, expanding collaboration, giving insights, controlling quality, helping information recovery and back up helps marketers and various businesses to flourish and succeed productively and digitally.

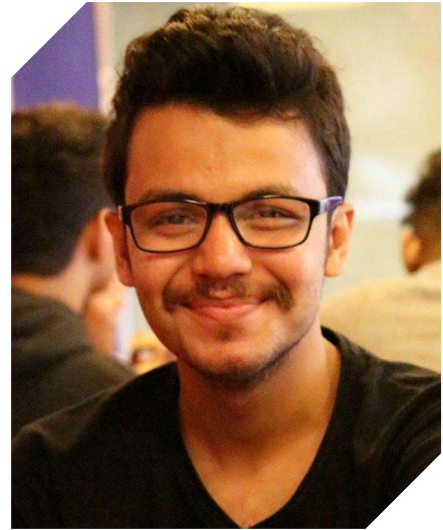
**Conclusion:** Without a doubt, cloud computing is a major advance forward for the digital promoting industry and the advantages far exceed the expenses. Work processes are being settled with light speed effectiveness,

information can be accessed from any place and from any gadget and organizations presently approach integral tools and applications to examine their clients' needs and come up with targeted methodologies. For web advertisers, distributed computing has changed the substance and the way what is being showcased. Providers and organizations are currently obliged to present new items and services through cloud and it changed the advertising too. Marketers have now new instruments because of cloud applications. These instruments have empowered them to use cloud platform to advertise their products and services.

The next wave of cloud computing is to shift users from traditional business foundations to digital business transformations. Organizations which demand remaining at the old methods for working together would sooner be compelled to embrace cloud based architecture. They are compelled to receive and acknowledge this change which is called cloud revolution.



# 5 Reasons Why The Future Of Digital In India Is Bright



**Dhruvin Shah**  
*1<sup>st</sup> Year MMS Marketing*

India, a densely populated geography with a population of 1,339,180,127 (as of July 2017), ranking second in the world. With such a huge population, there are ample opportunities that are created every minute for the people. And when we talk about digital marketing, then the future of digital marketing in India is going to get brighter in the coming years.

According to a survey by the Internet and Mobile Association of India (IAMAI), India has around 500 million internet users (as of June 2018). This has created a fascinating business opportunity for brands to go digital to sell services and products to a growing population of tech-savvy internet users and remain ever connected with their target audience.

Here are 5 reasons why the future of digital in India is very bright:

## 1) Growth in the number of Internet Users



The above graph suggests that the number of Internet users in India is growing exponentially. It can also be observed that by 2022, the number of Internet users is going to be doubled as compared to 2015 (within a gap of 7 years). This clearly shows that with each passing year, there will be enough new opportunities created for the market to tap onto new audiences over the internet.

## 2) Small towns going digital

While large towns and urban areas have already become a part of the digital economy, there are many new small towns that, every year, are becoming a part of the digital economy.

Internet has helped break the barriers between large cities and small towns and now many startups are being launched in such towns and they can easily communicate with the global audience using social media and other digital means. With internet penetration on the rise and mobile devices becoming easily available, it is only expected that more and more towns will be added up every year.

## 3) Global Market reach

There's a saying "Being Digital is Being Global" and rightly so, Internet has made it very much easier for brands to communicate with audiences globally. Through platforms like Facebook, LinkedIn, Instagram, Twitter; one can communicate with almost anyone across the globe. Today, a business in India can easily cater to a set of audience in the USA and vice versa. In simple terms, Digital has helped reduce the geographical distances across the globe.

## 4) Digital is the new way

Everyone in the country today prefers Digital space. Even the startups have started launching themselves on the digital space. Simply because this eases the entire business process.

Businesses don't have to deploy huge manpower to manage the physical space as well as promote the products. You can do it all on the digital platforms. Today, we have some startups that are completely operating on the digital space and does not have any physical presence (for eg- Zomato, AirBnB, etc). These brands have set up an example of how digital helps in scaling up your brand very fast and efficiently.

## 5) Government's 'Digital India' initiatives

In order to promote digital economy and transform the entire ecosystem towards Digital, the Government of India has launched the 'Digital India' programme with a vision of transforming India into a digitally empowered and knowledge society. To promote this culture, Gol has also launched their e-marketplace, which acts as a one-stop portal for brands to procure goods and services using the digital space (following is a screengrab of the same).



Not only these benefits are available to urban markets, but to small towns and cities as well. So, when the government itself is giving a helping hand and promoting digital, there is no reason for brands to not consider moving towards digital space.

All of the above reasons only show that the decade of 2020s will be a decade when we take some more concrete steps towards making e-India a reality.



## Guest Lecture by Mr. Sanjeev Bhatt

We had the pleasure of interacting with Mr. Sanjeev Bhatt, Sales Director and BD at Nascens Enterprises Private Limited on the topic "Challenges in Distribution of FMCG Category for start-ups". The management students immensely benefited from the industry expertise of our esteemed guest speaker. It was an enlightening experience that covered various topics related to the FMCG Industry; difference between a customer and a consumer, distribution process right from the raw materials to the warehouse to the kitchen and when it is actually consumed. The insights shared also covered the types of FMCG products; perishable, dairy and cold, their life cycle and the marketing and distribution strategy for each of them.

## Guest Lecture by Mr. Balasingh Chowhan

We had the pleasure of interacting with Mr. Balasingh Chowhan, Deputy Manager - Marketing Omnichannel at Shoppers Stop on the topic "Phygital Strategies Vis -a Vis Omnichannel Strategies". The management students immensely benefited from the industry expertise of our esteemed guest speaker. It was an enlightening experience that covered various topics related to Omnichannel Marketing, and brands like Shoppers Stop, DMart, Tata Cliq which provide a brilliant Omnichannel Experience. The insights shared also covered various Affiliate Marketing Programs like GrabOn and Strategic Alliances/ Partnerships and how the entire process works from the Advertisers to Affiliate Partners to Publishers and then to Customers.



## Guest Lecture by Mr. Anant Kasibhatla

We had the pleasure of interacting with Mr. Anant Kasibhatla, Organisation Practice Expert at McKinsey and Company on the topic "An insight into Management Consulting and a Consultant's Approach to Solving Problems". The management students immensely benefited from the industry expertise of our esteemed guest speaker. It was an enlightening experience that covered various topics related to management consulting. Understanding the structured approach to solving problems from defining the problem statement, deciding the problem structure, prioritizing the issues, synthesize and communicating it with the organisation. The insights also covered the Issue Tree Framework and the 80/20 rule in management.



### Guest Lecture by Mr. Nikhil Kalgutkar

We had the pleasure of interacting with Mr. Nikhil Kalgutkar, Product and Brand Manager at Bosch India on the topic "I want this microwave" - Journey of Product Development from its inception stage to the realization of its sale. The management students immensely benefited from the industry expertise of our esteemed guest speaker. The session covered understanding the role of a Product Manager which includes knowing your product, customer, consumer and his needs, the influencer, market share, research data, market segmentation and the business plan strategy. The insights shared also covered the Distribution and Placement Channel Strategy.

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### Guest Lecture by Mr. Punit Modhgil

The management students of N. L. Dalmia Institute of Management Studies and Research got an opportunity to understand about career in marketing. As budding managers, our minds are ridden by a plethora of questions and it is extremely helpful if they are answered by industry experts.

The concept of "High Signal to Noise Ratio" in the pool of B-school students will help us motivate ourselves to do better.

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### Guest Lecture by Mr. Anuj Dound

The management students of N. L. Dalmia Institute were delighted to have Mr. Anuj Dound, Customer Loyalty Manager of Volkswagen Group Sales India Pvt. Ltd. for a guest session on the topic "Use of Data and Analytics for Customer Loyalty". Mr. Anuj Dound gave us insights on the concept of loyalty program and how it is important for the customers. The purpose of the concept is staying relevant to the

customers about product information even before connecting to them. The basic conditions to reach the desired state of loyalty program is to know who the customer is, understanding what, why, how, when and where is the customer buying, and also influencing the purchase decision. He also discussed and gave insights on Market Research. The insights covered the framework of collecting data, generating information from it and working on insights by being curious. Market research gives you a good base to enhance your skillset by analysing data, understanding business problems and providing recommendations.



## Guest Lecture by Mr. Binil Balakrishnan

The management students of N. L. Dalmia Institute of Management Studies and Research had the privilege of having Mr. Binil Balakrishnan, Senior Brand Manager at Sanofi on campus to share his corporate journey and experience, tips on how to excel in the summer internship project, GD/PI tips and how does Pharmaceutical Marketing work in India. Key learnings from the session included: Importance of communication and networking in the corporate world, Perfection is a never-ending process, how to use the star technique and understanding the pharmaceutical marketing strategies to boost sales and geographical reach of a brand.

## Guest Lecture by Mr. Rahul Lodha

The management students of N. L. Dalmia Institute were delighted to have Mr. Rahul Lodha, Associate Vice President of Lodha Group for a guest session on the topic "Framing and Executing Revenue and Profitable Marketing Strategies".

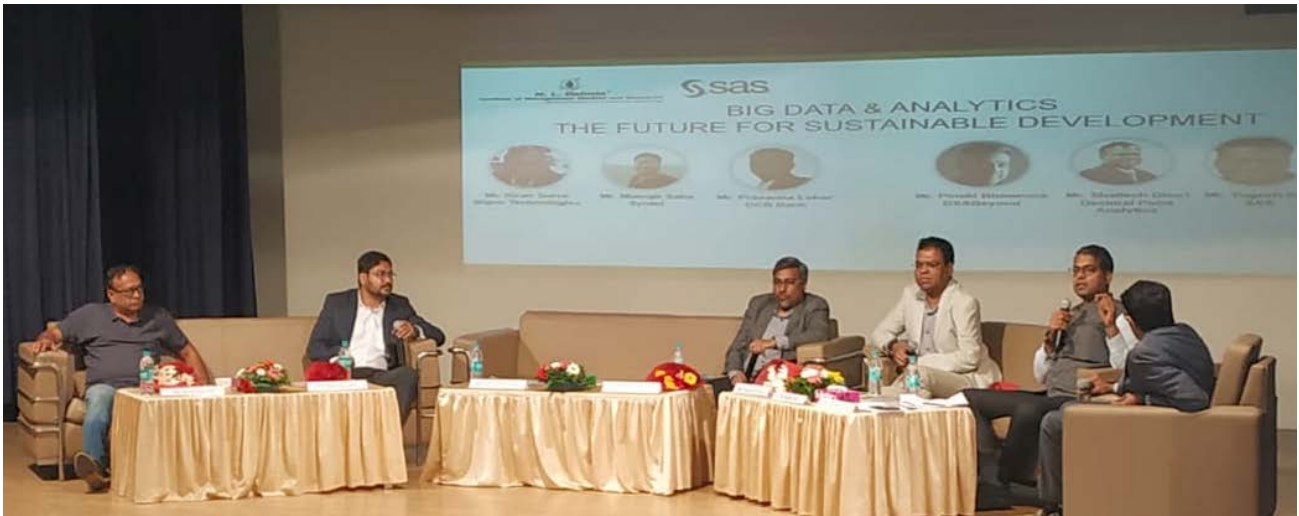
We got an insight on the life of a strategist in the real estate industry and how is it to "Think Big". He also shared the basic steps we need to follow to develop a revenue generating strategy and the impact of RERA on developers. The session included few famous quotes which the speaker learnt during his corporate journey like "Life is not about winning battles, it's about winning the war"



## CCRA Session by Mr. Aditya Gadge

N. L. Dalmia Institute of Management Studies and Research organized an informative seminar on Certified Credit Research Analyst program on 14th July, 2019. This program was conducted by Mr. Aditya Gadge, CEO, Association of International Wealth Management of India(AIWMI).

Mr. Gadge enlightened the students about the several career opportunities within the credit industry. The event proved to be a great platform for the students to get the insights on debt markets. The major objective of this session was to encourage students to consider Credit Research as a career option.



## Big Data & Analytics – The Future of Sustainable Development

N. L. Dalmia Institute of Management Studies and Research organized a round table conference on 28 July 2019, bringing together highly esteemed dignitaries from various fields to discuss the topic of 'Big Data & Analytics'.

The panel consisted of IIM graduates and Data Analytics specialists such as Mr. Manojit Saha, Mr. Shailesh Dhuri, Mr. Kiran Surve, banking industry consultant from SAS, Mr. Yogesh Rao. It also included Mr. Pinaki Bhowmick, founder of 'DX&Beyond' and Mr. Prasantha Lohar, Innovation & Architecture specialist of DCB Bank Ltd, Mr. Amarkant Jain, a digital expert and co-founder of Sarvashreshtha Solutions LLP moderated the discussion.

The conference started with elemental questions such as what 'Big Data' meant, where did it originate from and how would it affect the coming generations. The esteemed guests also talked about the skillsets required to grasp the subject. The guest addressed the queries of the student's institutes' alumni and faculty, making it an intensive interactive session.

## Guest Session on Treasury Management of Banks

The Finance Forum at N. L. Dalmia Institute of Management Studies and Research organized a session on Treasury Management of Banks on 10th September, 2019. The session was conducted by Mr. Raghunathan K N, Executive Vice President, Treasury, South Indian Bank, Mumbai.

Mr. Raghunathan, with about 40 years of experience as Treasury Dealer, explained the nitty-gritties of how a treasury of a bank functions. The main function is maintaining SLR and CRR as a pre-determined percentage of Net Demand and Time Liabilities (NDTL) and thereby managing liquidity. He also explained the Bond-Yield relationship, which is crucial to understand while trading in the debt market.



# MARKETING GUEST SESSIONS

## Guest Session on Alternative Investment Funds

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a guest session on Alternative Investment Funds on 19 July, 2019. The session was delivered by Mr. Nalin Moniz. Mr. Nalin Moniz, CFA is the Chief Investment Officer – Alternative Equity at Edelweiss Global Asset Management where he

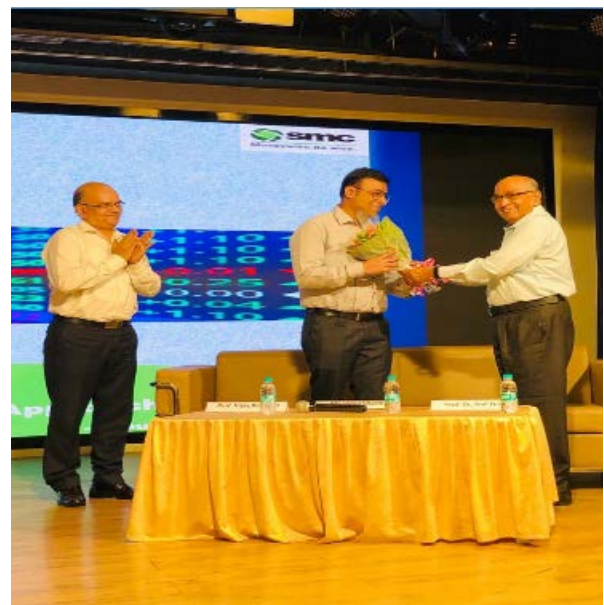


leads the Portfolio Management and Research Efforts for all Alternative and Risk-Adjusted strategies across the AIF, PMS, FPI and other mutual funds.

Mr. Moniz provided 'An Alternative view to Alternatives!'. Over the last 25 years, Mutual funds have done extremely well with over a ₹25 lakh crore market. AIFs are the next biggest wave that started from a ₹20 crores market in 2012 to a whopping ₹2.5 lakh crore in 2019. AIFs are not restricted to the bond and equity market but also widespread in the infrastructure, capital markets, real estate funds, hence providing a lot of variety. AIFs are broadly divided into 3 categories – Category I, II and III in an ad-hoc manner where Category I and II deal with unlisted and nascent businesses and Category III deals with the capital markets. The session ended with an interactive Q&A between the students and the speaker making it an engaging and knowledgeable session.

## Guest Seminar On Investment Approach

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research invited Mr. Vipul Sharma to deliver a session on Investment Approach on 27 July 2019. Mr. Vipul Sharma is the Institutional Sales (Equities) Head at SMC Global Securities Ltd. Mr. Sharma is an MBA and DFM from NMIMS.



Mr. Sharma started his session by throwing light on how Indian Economy has outpaced the World Economy in terms of growth, making it an attractive avenue for investment. The reasons attributed to this growth, according to him, are Proactive Government Reforms like GST implementation, revised IBC Framework, Financial Inclusion, etc.

While investing, it is a general practice to undertake the Top-Down approach. But while doing this we often concentrate more on the macro-economic factors such as GDP, Fiscal deficit, inflation and ignore the factors driving them. He highlighted that management risk is intolerable as an incompetent management can change the fate of a company.



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## Guest Seminar On Factoring Services In India

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) invited Mr. Pankaj Gupta to deliver a session on Factoring in India on 17 August 2019. Mr. Pankaj Gupta is Sr. Vice President and CFRO of SBI Global Factors Limited. He has a long distinguished career in the banking industry of more than 30 years.



Mr. Gupta started his session by throwing light on what factoring actually is and how it works. He explained how factoring is different from banking and why traditional banks in India have now entered into the business of Factoring. The industry was also not well regulated by as late as 2011 when the legislation Factoring Regulation Act, 2011 was passed in India.

In India, factoring as an industry is still not matured and is in a nascent stage. Though being a very big industry globally, its void is generally filled by banks giving cash credit to businesses.

The session ended with a Question and Answer session between the students and the guest making it a knowledge enriching session. Mr. Gupta was felicitated by Prof. Dr. Anil Gor of NLDIMSR.

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## Guest Session On The Portfolio Management Scenario

The seminar was conducted by Mr. Amit V. Shah, Associate Director at PNB MetLife. As it is rightfully said, 'A portfolio manager must focus on the global economic scenario', Mr. Shah rightfully briefed the students on this very same aspect.



The session began with Mr. Shah highlighting three main aspects that affect the economic growth currently, namely 'Debt', 'Demography' and 'Industry Disruption'. He highlighted how asset structures were changing from asset ownership to asset sharing. Mr. Shah covered a variety of emerging trends such as Fintech, Medtech, Education growth, IoT and product to platform shift. Also, light was shed on how excess money had entered the financial markets that went on to create 'ETFisation' and correlation-based trading. The event was a great knowledge building session as it covered a variety of topics and connected the dots up to a huge level of detail.



### **Knowledge Building Session on Mergers and Acquisitions**

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a knowledge enriching seminar on “Mergers and Acquisitions” on 28 July, 2018. The seminar was conducted by Mr. Rajan Janjani, Senior Director, Capgemini Technology Services India Ltd. Mr. Janjani regularly conducts lectures on topics like Strategy, Technology, M&A and Operations Management. The session was based on an interesting case study on the acquisition of Patni Computer Systems Ltd, a big IT company by iGATE Corp, a much smaller US based IT company.

Students also came to know about different types of M&A's. iGATE and PATNI Computers is a classic example of Horizontal Acquisition.

He also explained that iGATE and Patni Computers had different management styles Patni was an Indian listed company which was family driven and iGATE was process driven. He also narrated the story of how later iGate went on to rebrand itself in an innovative way, and was acquired by Capgemini, a European company.

## **Change Management**

Mrs. Vinu Pillai, the HR head at SmartConnect technologies conducted an insightful session on 'Change Management'. The concept was taught to the students by making students solve case studies in groups. In the end, each student was provided with individual feedback and tips to improve.

Students were taught as to how they should adapt to the changes occurring in the internal-external environment. Formal and informal strategies to anticipate challenges and help employees acclimatize accordingly and perform better. In the end, ma'am addressed the questions put forward by students. She stressed on always being ready to the answer to WIIFM (What's In It For Me?) put forward by any employee in the company. She further elaborated the harm one can go through because of one's incapacity to change by stating examples of Nokia and Kodak.

With this session, the students were left with new perspectives and better knowledge to handle the corporate world.

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## **Performance Management**

On 29 September 2019, a guest session was held by Ms Amrita Pandhi.

The guest speaker started with concepts of competency mapping by asking the difference between competence and competency. Further, the guest speaker shared the competency framework and explained the types of competency frameworks and their importance. She introduced the students to two types of competency i.e. workplace and core competencies. Sometimes an employee may not have the entire competency but might have a part of it. Realizing this helps understand the significance of sub-competency.

Then our discussion deviated to the lines of assessment centres where she spoke about how her organization uses these centres to hire valuable candidates based on core competencies. The first thing was the portal which they used to train the assessor for evaluating candidates because of the assessment centre.

She later explained assessment centres and how organizations use it to hire the best candidate. She also explained the ORCE training framework (observe, record, classify and evaluate) used by organizations. Then the guest speaker discussed the PMS process in her organization wherein employees are rewarded for performance and promoted for their potential. We also discussed how to use 9 box grid and MIRD analysis to identify employees eligible for increments.

Towards the end – the guest speaker discussed the PMS process in her organization. According to this, employees are rewarded for performance and promoted for their potential. The session was extremely fulfilling and insightful for all.

- » Understanding the importance of short term and long term goals for students.
- » Principle of physiology of excellence in NLP was introduced wherein internal representation was elaborated.
- » Students were made aware of the Mercedes Model which consists of three parts, namely, internal state, internal process and external behavior.
- » A very critical topic pertaining to the behavioural frames was explained and discussed with the help of interactive activities.
- » Personal Growth Lab added to the learning process of the students immensely and was very insightful.

## Neuro-Linguistic Programming

On 23 September 2019, A Personal Growth Lab session by Coach Kiran Padhi was organized for the second year PGDM-HR students.

Kiran Padhi, founder, Emerge transformation, is a certified Life Transformation coach, NLP coach, Law of Attraction Trainer and Career Coach.

The session started with noting 6 month and 12-month goals of students and reasons for the importance of the goals.

Later, the principle of physiology of excellence in NLP was introduced wherein internal representation was elaborated. Students were made aware of the Mercedes Model which consists of three parts, namely, internal state, internal process and external behaviour.

The internal state relating to our

emotions, feelings and values, the internal process, which is related to beliefs, thoughts, strategies, internal representations, mind and finally, external behaviour, which relates to actions, physiology and words. These three parts are interlinked as changes.

A very critical topic pertaining to the behavioural frames was explained and discussed with the help of interactive activities.

The seven behavioural frames were Cause and effect, Responsibility for results, Perception is projection, Outcome orientation rather than problem orientation, how rather than why, and Feedback, not failure and Possibilities instead of necessities and each of them is a different perspective or way of thinking about situations.

This Personal Growth Lab added to the learning process of the students immensely and was very insightful.



## Maadhyam 2019

The Ace Club - Marketing Club of N. L. Dalmia Institute successfully organized Maadhyam- A National Level Marketing Paper Presentation Competition on 20 September 2019. The topic was "PHYGITAL

- THE FUTURE OF MARKETING" where the top B-Schools from all over India battled it out for achieving the fame of winning one of the most prestigious competitions for management students.

The event was graced with the presence of Dr. Hitesh Bhatt, Ritika Kapur Dubash and Pankaj Prakash as the jury panel of Maadhyam-2019. A big congratulations to all the winners of Maadhyam. The committee members of the Marketing Club worked very hard on organizing this event and are working towards organizing more events for the marketing enthusiasts of the top B-Schools in India.

We would like to thank the management of our college and our Head of Department, Marketing, Professor Dr. Joyeeta Chatterjee, Dr. Amit Shrivastava Sir and Dr. Baisakhi Mitra Mam for the constant encouragement and support throughout the endeavour.

The Ace Club had also introduced a new intra-college event "ACE THE CASE" where students from Marketing, Finance and HR actively participated in the case study and presented their reports. The winners of "ACE THE CASE" were also announced at the Maadhyam event.

ACE Club plans to launch many internal marketing events to compel each future marketer to be at the top of their game. News House, Speak Up and GD Wars are a few of the many events set to take the stage in the next semester.



## International Marketing Conclave (IMC)

N.L Dalmia Institute of Management Studies and Research organized International Marketing Conclave on 21 September 2019 where seven eminent speakers from various industries from India and overseas came together and shared their experience and views about Phygital- The Future of Marketing. The speakers included Mr. Mehul Damani, Ms. Nehal Salah, Mr. Koushik Majumdar, Mr. N.M Sarma, Mr. Rinkesh Shah, Mr. Akshay Sengupta, Mr. Ninad Chhaya. The event was attended by various corporates, alumni, faculty and the students.

Key learnings from the event:

- 1) 3I's of marketing
- 2) Extended P's of Phygital Marketing
- 3) How Phygital is the present of marketing
- 4) Technologies which help to deliver a better customer experience
- 5) Delta 4 model
- 6) Unique Bragging point > Unique selling point
- 7) Real-life applications of Phygital Marketing

## Utkarsh

Utkarsh is an Annual National Level B-School Paper Presentation Competition sorted out by the N.L. Dalmia Institute of Management Studies and Research (NLDIMSR). Throughout the years, Utkarsh has strived to be the point of convergence of youthful assessments on the worldview of the present business condition. Fast approaching jury individuals from the domain of HR the executives are welcome to declare the groups and give some priceless bits of knowledge into the theme. The topic for Utkarsh 2019 was "HRM Experience in Organizations: An AI Perspective in Global Context", where the executives' understudy over the nation are urged to exhibit their musings and present a comprehensive perspective on HR work. The five groups that made it to the finals of Utkarsh 2019 were: 1. Xavier Institute of Management and Research, Mumbai 2. Vivekanand Education Society Institute of Management Studies and Research, Mumbai 3. N.L. Dalmia Institute of Management Studies and Research, Mumbai 4. Foundation of Rural Management, Anand 5. Advantageous interaction Institute of Telecom Management, Pune.

- » Utkarsh is an Annual National Level B-School Paper Presentation Competition sorted out by the N. L. Dalmia Institute of Management Studies and Research (NLDIMSR).
- » The topic for Utkarsh 2019 was "HRM Experience in Organizations: An AI Perspective in Global Context", where the executives' understudy over the nation are urged to exhibit their musings and present a comprehensive perspective on HR work.
- » Prominent members from the corporate world shared their broad experience when they came to pass judgment on the occasion.

Prominent characters from the corporate world shared their broad experience when they came to pass judgment on the occasion 1. Dr. Neil Sequeira, Vice President – HR and Administration, Kokilaben Dhirubhai Ambani Hospital 2. Sarmistha Roy Chowdhury, Chief Manager - Head HR and Administration, Power Exchange India Ltd 3. Shantanu Vaidya, General Manager - Corporate HR and General Administration, Godavari Biorefineries Ltd. The particular groups directed an introduction under the watchful eye of a board of Judges.

The triumphant group was from Xavier Institute of Management and Research, Mumbai which was granted with the winning trophy and prize money of Rs. 30,000/

Not a long way behind was Institute of Rural Management Anand who introduced some model perspectives and won the second prize of Rs. 20,000/ - and Runner-up trophy. Towards the finish of the occasion, judges gave their input in the group introductions and additionally looked at the subject of the occasion. By and large, the Event featured the boundless capability of HR.

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## Manusandhan

On 30 August 2019, the HR students of NLDIMSR, organized 'Manusandhan', a flagship event of Annual HR Conclave- The Knowledge Trifecta.' Manusandhan' means connecting minds where industry experts enrich us with meaningful insights from the corporate world. The event begun at 9:30 am with a small prayer song and lighting of the lamp. It was then taken over by our keynote speaker Mr. Ashok Ramachandra, CEO Schindler who spoke about HR perspective from a CEO's point of view. He spoke about

his experience with the evolving technology and how the company is taking over various shifts in technology. Mr. Sangram Pradhan, President HCM at YES Bank followed the session with his meaningful insights about AI in the Banking sector. He also shared about the use of AI in YES Bank in various functions. The event further carried on with insights of Ms Raj Aradhyula, CPO at Fractal Analytics who discussed the actual impact of AI and the way we perceive it. She discussed how AI is just the automation of certain HR processes and not something to be worried about. Mr. Rajesh Lele, GM, e -HR Projects at Tata Motors took the event forward and spoke about the changing dynamics and how these changes affect HR functions. Our last panelist, Mr. Harpreet Khanduja, VP HR at Reliance Jio enlightened us on various HR functions and domains using the real-life examples in a very interesting way. He discussed upon the fact that processes can be automated not the experience.

The event was progressed with Prof. Rima G Chowdhury, HOD HR, expressing her views on the theme and leading it into a discussion with all the panelist facilitating the exchange of information and ideas, while also addressing questions from the audience. She also mentioned how AI can impact the various HR functions enormously. The discussion and event were concluded by Prof. Rima, thanking all the esteemed panelists for giving their meaningful insights about the role of AI in different domains of HR. Further, a vote of thanks was given by the students and a felicitation ceremony for the guest by Mr. Dinesh Hegde, Dean Academics and faculties of the HR stream. The students disbursed for a quick lunch before coming back for the next event.

- » The Knowledge Trifecta.' Manusandhan' means connecting minds where industry experts enrich us with meaningful insights from the corporate world
- » It was then taken over by our keynote speaker Mr. Ashok Ramachandra, CEO Schindler who spoke about HR perspective from a CEO's point of view
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## Anveshan

Anveshan was the exploration section of International HR Conclave 2019, having the point of investigating the new patterns in AI and its effect on different elements of Human Resources. The occasion was on 31 August 2019, composed by the HR Committee at NLDIMSR. We began the occasion with our First speaker, Dr Debi Saini. Dr Debi is an Emeritus educator HRM at IIM Ranchi. He talked about the various parts of HR which can utilize AI to make a superior encounter for all partners: 1. Making and Designing Workplace Experience, 2. Information-driven Recruitment Ecosystem, 3. Preparing and Development to a learning association, 4. Managing Gig economy, 5. Obituary of Pluralism in Employee Relation, 6. Development of Neo Welfare State. After a short conversation on the previously mentioned focuses, the occasion was taken ahead by our next speaker, Sunil Moore who is HRBP at Voltas Ltd. "Advanced Transformation isn't about Technology by any stretch of the imagination. It is about individuals' with this statement of Josh Bersin, Mr. Moore felt free to clarify the Top Trends in AI. After which, he talked about the various properties of Effective HRM with the utilization of AI. Mr. Moore likewise talked about a portion of the components that are Key to Success for any association in this VUCA world. The security and moral issues were additionally raised. Before finishing up, Mr. Moore additionally quickly addressed the various jobs of HR for fruitful AI utilization.

The occasion was then additionally proceeded by Mr Soudip Chowdhury, who is the originator of Eugenie.ai. Mr. Soudip examined the HR Tech industry and how it could prompt more straightforwardness

- » Investigating the new patterns in AI and its effect on different elements of Human Resources
- » This includes designing Workplace Experience, Information-driven Recruitment Ecosystem, Preparing and Development to a learning association, Managing Gig economy, Obituary of Pluralism in Employee Relation, Development of Neo Welfare State
- » Speaker Panel included Dr Debi Saini who is an Emeritus educator HRM at IIM Ranchi, Sunil Moore who is HRBP at Voltas Ltd. and Mr. Sudip Chowdhury, who is the originator of Eugenie.ai.
- » Mr. Sudip Chowdhury quickly addressed the different advancements like Machine Learning, Big Data, Anomaly Detection, Behavioral Science and Robotic Process Automation

in the framework. He likewise quickly addressed the different advancements like Machine Learning, Big Data, Anomaly Detection, Behavioral Science and Robotic Process Automation. He additionally clarified about the different employments of AI in HR with the assistance of instances of various programming. Aside from this, he additionally talked about Reverse Bias and how it could help in advancing assorted variety. To wrap things up he clarified how Behavioral Science can be used in different HR capacities.

Dr. Prof Kanti Mohan concluded the event with a summary of the topics discussed and thanked all our esteemed speakers for sharing their knowledge on the topic. A vote of thanks by student and felicitation ceremony led to the culmination of the event.

### Shikhar 2019

Shikhar 2019 is the Flagship event of N. L. Dalmia Institute of Management Studies and Research. A top-level B-school paper presentation competition which was held on 26 September. Many institutions participated and submitted their report from which we selected TOP 5 Institutes and they presented on the day, from which Judges selected TOP 3 Winners which are as follows.

1<sup>st</sup> - Shruti Goel and Divya Nalluri from National Institute of Industrial Engineering NITIE, Mumbai.

2<sup>nd</sup> - Aditya Pradhan and Palak Lapasia from N. L. Dalmia Institute of Management Studies and Research.

3<sup>rd</sup> - Radhika Phatke and Vibhavari Tumulri from Narsee Monjee Institute of Management Studies NMIMS, Navi Mumbai.

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### National Education Day Event

Nothing is essential for helping an individual to realize the nature which is inherent in him apart from education. "Education is not preparation for life, education is life itself. Taking this view forward "National Education Day" was celebrated with great verve and enthusiasm on 11th November 2019 in "N. L. Dalmia Institute of Management and Research" to commemorate the 131st birth anniversary of Maulana Abul Kalam Azad, who was a great freedom fighter, an eminent educationist and the first Union Minister of Education.

As a part of the celebration, various activities were organized by MMS students with the support of our HOD of General Management, Dr. Amarjeev Kaul Sir. The preparation for the event was started a week prior and was successfully inaugurated by dignitaries, CEO Seema Saini Ma'am and

Dean Dr. Dinesh Hegde Sir who shared their wonderful thoughts about education.

This was followed by video clips about National Education Day and then our

student gave some insights about views and contribution of Abul Kalam Azad towards education, backed up by a video on the same.

Later students presented some wonderful work of Abul Kalam Azad with their unique touch of self-composed speeches and poetries. Some thoughts about the contribution of Mahatma Gandhi were also recited in the form of speeches and poems. The icing on the cake was a video of narration by Sir Michael Caine, on a poem by Rudyard Kipling titled 'If'.

The entire event did reinforce that education is the most powerful weapon that can change the world.

## EVENTS BY GENERAL MANAGEMENT

The My Social Responsibility (MSR) committee is a social initiative taken up by the students of N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) under the guidance of Prof. Pius Moras. The MSR committee, headed by Hitesh Singh (Student CEO, MSR) and Sneha Singh (Student D-CEO, MSR), organized various events in the year 2019.

From 16 to 20 August 2019, MSR in collaboration with the NGO GOONJ conducted a donation drive for the flood-affected areas in Kerala. Items such as toiletries, sanitary napkins, medicines, food items, footwear, clothes etc were collected in the college campus. A massive total of 163 boxes consisting of these items were packed by the MSR team and dispatched to GOONJ who further segregated these items into survival kits and donated them to the people stranded in the flood-affected areas. Such initiatives make us socially responsible.

One of the key projects organized by MSR was 'Project Dignity', a social awareness initiative in association with Indian Development Foundation (IDF) to break the taboos about 'periods' and engage the students and faculty of NLDIMSR in spreading awareness about the same with '#LetsTalkPeriods'. Periods and menstrual hygiene are taboo topics in Kondgaon (Palghar district), a village adopted by NLDIMSR. Hence, with the help of IDF, we conducted a Menstrual Awareness Camp for 300 students and parents of Kondgaon village to make them aware about menstrual hygiene and how it is a topic to be discussed openly without hesitation.

Every year, MSR conducts its grand annual fund-raising event called 'JALSA' wherein all the students and faculty contribute a certain amount to help us to raise funds. And the best part? Everyone gets to enjoy by grooving to the Navratri tracks. Taking 'Project Dignity'

forward, we use the funds raised in the event to donate sanitary napkins to around 270 girls of Kondgaon. In addition to this, the MSR team also conducted a huge donation drive in collaboration with Kotputli Kshetra Pravasi Sangh (KKPS) on 23rd November 2019. The donation included 200 packets of grocery items such as oil, salt, sugar, flour and toor dal. Biscuits to around 400 kids, sarees to around 100 Anganwadi women and footwear to around 70 kids were also donated.

On Children's day, MSR conducted Roti Donation Drive in association with Roti Bank Foundation wherein we received more than 4000 rotis from the students, faculty and staff of N. L. Dalmia School and NLDIMSR. These rotis were donated to more than 700 people. The main goal of this drive was to eliminate hunger by feeding kids who aren't privileged enough to eat meals every day. MSR also conducts medical camps at Kondgaon village every year to improve the quality of life and health of the people living there.

The yearly student visits to Kondgaon village, organized by the MSR team, help them become socially responsible. In the corporate world where organisations engage in Corporate Social Responsibility (CSR), the future managers must know what being socially responsible is, right from the base. MSR is leaving no stone unturned to find every opportunity in which it can serve the society. From spreading awareness regarding social causes to helping in eliminating hunger, MSR always strives to contribute for the betterment of the society and is planning for more such donation drives that will help the society one way or another.

## **Placement Committee**

The Placement committee tirelessly works throughout the year to provide the entire batch with job opportunities with the best of profiles and packages with due support from the placement department. The committee has been instrumental in compiling the placement brochure, conducting guest sessions, lead generation and student's preparation and counselling. Organizations like HUL, Citi Corp, Godrej Boyce and Manufacturing, TCS, Bennett and Coleman, Darashaw, ICICI Bank, Kotak Bank, Tata Croma are a few amongst several reputed organizations that have opened their doors for the students of our institute like no other year and have also have partnered with us at various levels.

## **Finance Placement Committee**

Finance placements are supported by Dr. Anil Gor and finance faculty members. The personal touch with the industry leaders also majorly accounts for placements for the finance students being more than 160 in number year on year. The finance placement committee supported by CRs and the newly formed placement committee for the new batch.

## **Marketing Placement Committee**

The Marketing student placement committee at the institute has offered more than 100 companies to Marketing students across functions and sub-streams to the current batch. The committee is in the leadership of Dr. Joyeeta Chatterjee who is dynamic and out of the box thinker which makes her the best fit to be the Marketing head. She supports marketing placements to a greater extent along with the key support of Marketing faculty members.

## **HR Placement Committee**

The HR student placement committee has worked day in day out to provide support to students in placements and has worked to provide strength to the HR placement with remarkable results. The committee has performed exceptionally well and students have got opportunities at reputed organizations for its students.

## **My Social Responsibility**

MSR- My Social Responsibility, is a social initiative that was started by the NLDIMSR students of 2011 batch, to provide an opportunity to students of the institute to help the underprivileged sections of the society. The students of MSR Committee, with the funds collected from the faculty and students. The proceeds are donated to various NGOs in Mumbai.

Many interventions in the areas of health and sanitation, education, environment, skill development and women and child welfare have been planned by the students under the guidance of a senior faculty members. Medical camps, tree plantations, spreading awareness about using toilets and efforts to reduce open defecation are undertaken.

This collaboration is expected to serve the twin purpose of touching and enriching the lives of the people in this village as well as providing valuable rural exposure to the MBA students of our institute through its social responsibility program.

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## **Alumni Committee**

Alumni Committee, known as Alcom, works for and in association with the alumni, who are an integral part of the Institute. It tries to keep the alumni, who have made a mark for themselves in different fields, connected to their Alma Mater. The committee organizes an Alumni Meet annually. As our alumni are involved with the institute right from admissions to the placements and are always willing to walk an extra mile for us, we try to express our gratitude to them through this platform. The Alumni Meet is an occasion of fellowship and nostalgia where the alumni reunite with their peers, seniors, juniors and professors. These meets also give a chance to the current batch of students to network and gain insights about the corporates and different industries from our senior alumni. Alcom aims to further strengthen the bond with the alumni and pass on their valuable experiences and achievements to inspire the coming generation.

## **ACE Club**

Ace club believes that- they are not a team because they work together; they are a team because they respect, trust and care for each other. Ace Club is an association of students of the marketing discipline of the Institute. The club is involved in organizing guest sessions, marketing quizzes, online case studies to widen the horizon of the students. They organize marketing conclave, where doyens of the marketing domain deliberate around a theme and contribute to building perspectives. Another annual event Maadhyam – a national level paper presentation competition participated by students from across the country's top b-schools, offering contemporary views on latest marketing issues. Ace Club also has the ambition to launch a book club and other

interesting, informative and thrilling activities in the upcoming year.

## **HR Club**

HR Club, since its inception, has its roots in the deep understanding of HR and management related issues. Its purpose is to provide highly competent future managers with the necessary exposure to the modern concerns related to Human Resource Management. Club activities such as management games, quizzes and games are organised on a regular basis to promote team spirit and implement HR practices in real-life situations. The main motto of the club is to try and impart practical knowledge and application of the theoretical concepts that the students learn via classroom & non-classroom trainings.

## **Finance Forum**

Finance Forum is an executive body managed by student representatives of the finance stream. The forum aims to transform the academic skills of students into industry fit by providing insights on job-specific finesse. The forum has its flagship event Mulyankan, a National Level B-School competition and Vishleshan, an Intra- college paper presentation competition other than that the forum organises workshops, guest lectures and seminars by industry veterans. Finance forum also publishes DELTA, a semi-annual e-Magazine of our institute. Delta, in a nutshell, is a financial paradigm for generating and gathering ideas, opinions and views from young minds of future financial leaders. The Finance forum endeavours to bridge the gap between the students and the finance industry by providing a holistic experience and ensuring that they are better prepared to handle the nuances of the corporate world.



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Sector 1, Srishti, Mira Road (East), Thane (MMR) 401107, Maharashtra.  
Tel: +91 22 4299 0033 | Email: goonj@nldalmia.in