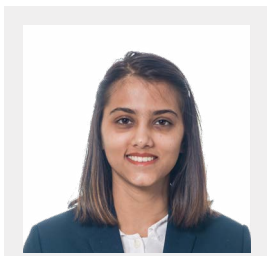
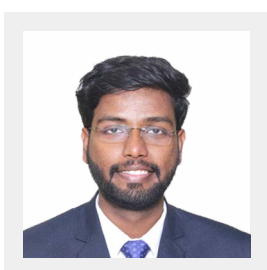
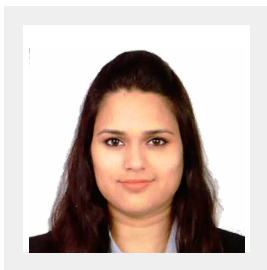
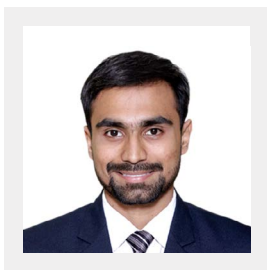




N. L. Dalmia[®]
Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)



**Aditya Pradhan****Kinjal Parmar****Kanchi Somani****Shilpa Chandani****Prachi Vora****Shreya Katakwar****Jayesh Nair****Mrunal Kongre****Akash Agarwal**

From the **Editor's Desk**

Change is inevitable and progress is optional. Life is uncertain with change being the only constant. We need to change with time, we need to learn and improve. It is necessary to make mistakes because that's how we learn although it's not necessary to always learn from our mistakes. Be observant and learn from somebody else's mistake and be ready to make your own new ones. It is said if you stop learning we start dying, so always learn from your experience and keep on moving because life goes on.

With this edition of Goonj, we have learnt and tried to improve. There are lot of things beyond academics and we are going to showcase some utterly talented students who have varied interests. We hope you all like it. Happy reading!

For any queries & suggestions mail us at goonj@nldamia.in

CEO's Message

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.

The brainchild and vision of the founder, late Shri Niranjanlalji Dalmia fondly known as 'Babuji', was established under the aegis of the N. L. Dalmia Educational Society in 1995, with the aim of becoming a world-class management institute imparting high quality management knowledge to the eager Indian youth and chiselling them into allrounder leaders in the business and marketing world. With the student centric courses being taught by top-notch faculty, giving global exposure and the right academic and professional moulding, the institute is now one of the top business schools in Mumbai, having received global recognition through collaborations as well.

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. This wouldn't have been possible without the relentless hard work and contribution of the management which has been exemplary in carrying on babuji's legacy. However, apart from being leaders in the business and marketing world, the students are also shaped into figures of human sensitivity. with the various CSR (Corporate Social Responsibility) activities organized by the establishment and the student committees in it. The institute has made sure that no stone is left unturned to embed the belief in the students that knowledge and compassion is the quintessential element of a true leader and that apart from this, they're also given countless appropriate opportunities to birth their dreams and aspirations into a reality.



Dean's Message

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!

To begin with, I would like to wish you all a very joyous, prosperous and peaceful New Year 2019! In this brief period of two years since inception, Goonj has made a mark of its own bringing together Faculty, students and other stakeholders of the Institute on a single platform, highlighting various events and activities involving them all, but propelled mainly from the students. The issues that have been brought out so far bear ample testimony to this fact. 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! You will learn more about them in the pages that follow in Goonj.

Equally significant were the research projects undertaken for the Maharashtra Police successfully concluding after seven long months of hard work put in by our Faculty ably assisted by the student volunteers. So is the training programme on Long Logistics Management Course (LLMC) carried out for INS Hamla. In addition, we have the ongoing Big Data Certification Programme and other MDPs from time to time. Besides, there are a number of stream-specific initiatives by the respective HODs and colleagues by way of value added sessions, certifications with inputs from industry experts from time to time, thus boosting students' capability and confidence to face competitive events, placement interviews etc.

Finance

Dr. Anil Gor



It is the combined efforts of students faculties and alumni that our institute enjoys the reputation of preferred institute for studies in Finance.

The Institute is hot favourite of students seeking specialisation in finance It is indeed a reflection of hard work done by 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 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 & knowledge of our students. It is the combined efforts of students faculties and alumni that our institute enjoys the reputation of preferred institute for studies in Finance.



Marketing

Dr. Joyeeta Chatterjee



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 2018-20. 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 26 September 2018. With these accreditation and associations, NLDIMSR has not only met standards of excellence but also made a commitment towards enduring improvement to ensure that the institution will continue to deliver quality education to its students.

Human Resources

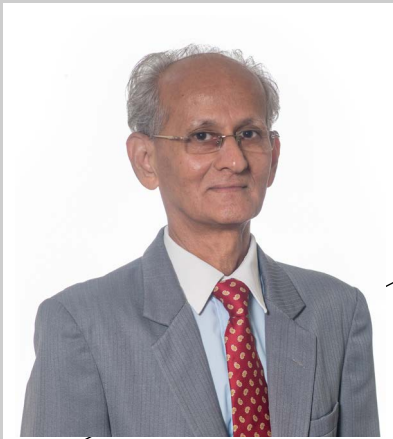
Dr. Rima Ghose Chowdhury



Leadership and Teamwork, in particular, can be a great enabler for organisational culture which promotes innovation, collaboration and creates value.

Taking a cue from AICTE guidelines, at the Institute, 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.

The delivery is designed towards developing the students in areas of six key learning outcomes that every employer seeks in management talent, or in other words, what the business world will look for in the new breed of leaders about to step into the corporate arena - Business Environment and Domain Knowledge (BEDK), Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques, Global Exposure and Cross-Cultural Understanding (GECCU), Social Responsiveness and Ethics (SRE), Effective Communication (EC), Leadership and Teamwork (LT). Leadership and Teamwork, in particular, can be a great enabler for organisational culture which promotes innovation, collaboration and creates value. The ability to lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context, will be the mantra for thriving.



General Management

Dr. Amarjeev Kaul



Presently, we are witnessing a major disruption in technology and management thanks to IOT, Block chain technology , the way we look at things around us, the way organisations and economies function is changing.

General Management will inspire you to become a corporate-level manager and motivate you to move out of the functional management-level. Presently, we are witnessing a major disruption in technology and management thanks to IOT, Block chain technology, the way we look at things around us, the way organisations and economies function is changing. The Eco-system of the Global economy is and will witness major changes.

A survey by PWC of 1,300 CEOs at the World Economic Forum 2019 highlighted two things i.e. 'over-regulation' and 'policy uncertainty' . Further 'confidence is waning' on account of protectionism related trade tensions. However, many positive trends will continue to play in the long-term. Artificial intelligence will manipulate customer experiences.

Millennials' will need to manage Gen-Z as employees and customers. Wages, healthcare costs, and employment will boom. Live streaming and live social interactions will change decision-making, marketing, learning, and entertainment. Business to consumers will give way to business to community. Subject matter experts will fill the gaps created by technology disruptions lead by small companies. Blockchain enabled transactions will become seamless rapidly.

Can India shed the tag of 'Developing Nation' by 2050?

72 years since independence, India continues to be tagged as a developing nation. What does it take to become a 'developed nation'? One does get a feeling that that with a GDP growth as high as 7% (much higher than many developed nations), a booming service sector (again one of the criteria of being anointed the status of 'developed'), increasing literacy rates, a relatively stable political environment, robust financial system and markets, improved physical infrastructure are some factors working in India's favour. At the same time, the nation is burdened by its poor state of health and education, increasing social discontent on religious and caste issues, high poverty levels and low industrial production. United Nations has classified Indian economy as a developing economy based on economic criteria like GDP, per capita income, standard of living, industrialisation etc.

To sustain current growth levels, manufacturing sector especially MSMEs need to be boosted. A targeted and focused policy to encourage private investment in manufacturing sector is needed. Improving manufacturing infrastructure, innovation in production technology, increased transport and logistics support, availability of capital at economical costs to MSMEs will surely provide the much needed impetus to Indian manufacturing

sector. Rapid industrialisation is the key to economic growth. Indian financial system is dominated by banks and more so by public sector banks. Restructuring ownership and better governance, thereby improving operational efficiency, is needed to strengthen banking sector. India has to build its risks assessment capabilities to remain competitive. More room for fiscal and monetary policy to accelerate growth is required. Policy makers has to strive to achieve balance between protectionism and global competitiveness to encourage exports. Productivity of scarce land and water resources needs to be monitored.

A robust manufacturing sector, increasing exports, market oriented and efficient financial system will pave the way to sustained increase in GDP and better employment opportunities. This should naturally lead to, albeit with policy support, higher per capita income, better education and health facilities, increased per capita GNP making India one of the strongest economies globally.



-Dr. Jyoti Nair

Student's Achievements



**Our students participated in
Risk Management Competition
organized by Citi Corp.**



The theme of the competition was Credit Analysis. Case study comprised of credit analysis of an MNC while giving a big ticket loan and what important parameters a bank should consider while financing the MNC. CitiCorp had selected

5 students from the Institute to present the case study in their corporate office in Nirlon knowledge park at Goregaon. Finalists were rewarded with gift vouchers and PPIs.



*Akash Agarwal and Neha Deshmukh with judges
CA Mr. Zubin Billimoria and CA Ms. Sangeeta Pandit*

Institute's students bag 1st prize in an Inter-College Finance competition organized by SIMSREE.

An inter college finance competition "FINVESTO", held on October 31st, 2018 organized by Sydenham Institute of Management Studies Research and Entrepreneurship education (SIMSREE), Mumbai in association with The New India Assurance Company Ltd and Central Bank of India. The students of N. L. Dalmia Institute of Management Studies and Research- Akash Agarwal and Neha Deshmukh (PGDM Finance) secured 1st position in the contest. The theme of the competition was Personal Finance and Value Investing.

Institute's students become the 1st Runner up in an Inter-College Stock Market Championship organized by BSE Institute Limited.

An inter college stock market championship "Stock Torero-Tame The Bull", held on December 7th, 2018 organized by BSE Institute Limited, Mumbai in association with BSE Investors' Protection Fund was held at International Convention Hall of Bombay Stock Exchange.

The students of N. L. Dalmia Institute of Management Studies and Research- Akash Agarwal and Neha Deshmukh (PGDM Finance) were the 1st runner up in the contest.



*Akash Agarwal and Neha Deshmukh with
Mr. Ambarish Datta (MD and CEO, BSE Institute
Limited) and Mr Vinod Nair (Head Academics and
Product Development, BSE Institute Limited)*



CCRA Session

The Institute organized an informative seminar on Certified Credit Research Analyst program on 14th July, 2018. It was addressed by Mr. Aditya Gadge, CEO, Association of International Wealth Management of India (AIWMI).

The major objective of this session was to educate the students about the working of credit rating industry, the role of credit analysts and promising career opportunities in it. **- Aditya Gadge**

Knowledge Building Session on Mergers and Acquisitions

The institute organized a knowledge enriching seminar on "Mergers and Acquisitions" on 28th of July, 2018 which was addressed by Mr. Rajan Janjani (Senior Director, Capgemini Technology Services India). The session was based on a case study on the acquisition of a large IT company i.e. Patni Computer Systems Ltd, by a comparatively a much smaller US based IT company iGATE Corp. **- Rajan Janjani**



Pinaki Bhowmick



Yogesh Rao



Kiran Surve



Prasanna Lohar



Manojit Saha



Shailesh Dhuri

Big Data Analytics – The Future Of Sustainable Development

The Institute organized a round table conference on 28th July 2018 bringing together highly esteemed dignitaries from various fields to discuss the topic 'Big Data Analytics-

The future of sustainable development'. The panel consisted of IIM graduates and Data Analytics specialists Manojit Saha, Shailesh Dhuri, Prasanna Lohar, Kiran Surve, Yogesh Rao and Pinaki Bhowmick (founder 'DX & Beyond'). The discussion discussion started with a basic introduction of Data Analytics and further proceeded into advanced topics of its applications, data models, data democracies, credit rating models and advancement into new sectors.

Session on Employee Retention Strategies

The Institute organized a guest lecture on Employee retention strategies addressed by Madhavi Rai (AVP HR Sanctum wealth management) on 20th September, 2018. The session covered key aspects of Evolving Retention Strategies, including Right Fit, New Hiring Styles and Stay Interview. **- Madhavi Rai**



Session On "HR As Business Enablers Who Creates Leaders For Tomorrow"

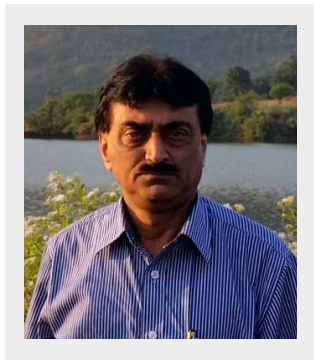
The Institute organized a guest lecture on "HR as business enablers who creates leaders for tomorrow" addressed by Mr. Bhaskar Ghoshal (VP HR, Fintree Finance Pvt. Ltd) on 4th October, 2018. **- Bhaskar Ghoshal**



Session on Fintech Technologies



Vikram Pandya



Haresh Jani



Shreyas Jani

The Institute organized a seminar on FinTech Technologies on 1st September 2018. Vikram Pandya (Director of FinTech at SP Jain School of Global Management), our own alumni Shreyas Jani (Research Head, The Fintech Yatra) and Haresh Jani, a fellow member of ICSI were guest speakers.

Various enablers of FinTech such as Big Data, Block chain, API, AI/ML, Edge Computing, Block chain, API Banking, Scalable Cloud, etc were discussed along with career opportunities in each of the fields.



Workshop On Conversations

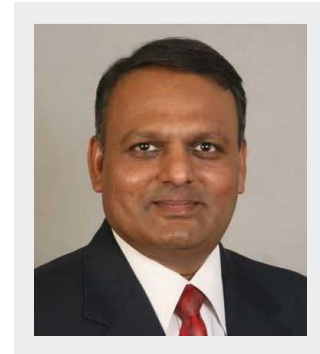
The Institute organized a workshop on Conversations addressed by Gaurav Gupta (Senior Manager HRBP-Human pharma business unit-India) on 7th December, 2018. The session unveiled the concept of conversational intelligence, which means striking effective communication and having purpose for conversation. Further, five types of conversation with respect to Manager subordinate relationship were discussed. Some of the key points being Counselling, Coaching, Mentoring, Reverse Mentoring and Feedback.

- **Gaurav Gupta**

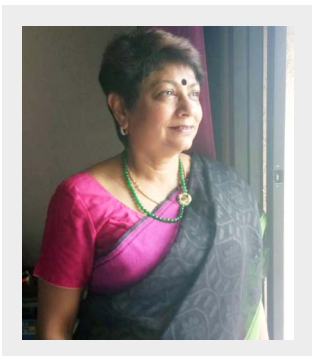
Seminar on Career in Banking

The Institute organized an informative & knowledge enriching seminar on "Banking Careers" on 22nd December, 2018. The session was addressed by Amit B. Shah (Director, IDFC First Bank). Shah gave his views & shared his experiences ranging right from KYC norms to the need of Fin-Tech in Banking Industry, Careers in Banking Sector, Risks in Retail Banking & possible solutions thereon.

- **Amit B. Shah**



Session On Sales As A Career Option



The Institute organized a guest lecture on Sales as a career option addressed by Dipali Desai (Brand Manager, Tata Motors). Desai quoted that sales gives the opportunity to mix with a wide variety of other people in a particular industry. It is a front end process, thus enhances the personality and confidence of an individual.

While the emotional rewards range drastically from sales job to sales job, and not all sales positions are rewarding at all, the thrill of victories, the income rewards, the flexibility associated with sales, and the fact that one is creating and securing employment for others, makes choosing this career a very attractive and considerable option.

- **Vinath Hegde**

Sustainability in the world of Artificial Intelligence

The Institute organized a guest lecture on Sustainability in the world of Artificial Intelligence by Kartik Johari, VP Marketing, Nobel Hygiene. The session focussed on the basic knowledge that how the youth of this era should be well versed with current technology ,basic coding logic, application interaction. It also emphasized on creative thinking and how to stay humble and hustle hard.

- **Kartik Johari**



Session on Customer Relationship Management

The Institute organized a guest lecture on Customer Relationship Management (CRM) addressed by Vinath Hegde (Head, CRM Eureka Forbes). Hegde explained CRM in relation to the call centre of Eureka Forbes as to how their call center has helped them to build trust and relationship, which lead to improvement in quality and service and hence improved their sales. She also emphasized the challenges that their call center faces such as high attrition rate, training cost, call traffic, and irregularities.

- **Dipali Desai**



EVENTS

International Marketing Conclave

International Marketing Conclave on the theme “Design Thinking: A Key to Happy Customers” exemplified the true essence of an event that resonates its stature and proved to be an event truly international. It was conceived from an idea to make the Institute a centre of knowledge and ideas guided by real time insights.

Design Thinking is not only a business concept but a novel approach in providing epitome of need fulfilment by proactively realising and breaking the status quo in current level of operations. This is done by empathising with customers and stakeholders, defining the issues elaborately, ideating through an ideal brainstorming approach, prototyping the ideas shortlisted and checking their feasibility through testing.

It is not just a way of thinking. It is the subconscious thought that goes behind Ideating, Designing, Creating and delivering a product. Empathy being the key to design any product or a solution. Heart and Mind should work together. Design Thinking has to be ingrained in the DNA of businesses and hence should be used throughout streams and specializations around the globe to offer the customers what they really want and thus to eventually develop a loyal customer base. After all, not just happy, but delighted customers add exceptional value to organizations.

Recognizing this rising need of applying Design thinking to business processes to acquire and retain customers, the institute organized The International Marketing Conclave 2018 on Design Thinking on 18th August 2018. The stage was a witness to 11 prominent industry stalwarts, heads and Design Thinking practitioners who discussed in depth the fine nuances, challenges and potential of this mammoth concept of Design Thinking.

- **Ajay Aggarwal** (Design Thinking Practice Lead, KPMG)
- **Namrita Mahindru** (Sr. GM Mahindra & Mahindra)
- **Shrutin Shetty** (Design Strategist, A-Team Business Consulting)
- **Avinash Jhangiani** (CEO, Play2Transform)
- **Margaret Osborne** (Seneca College, Canada)
- **Milind Shahane** (CEO, Tata ClassEdge)
- **Dr. Kaustubh Dhargalkar** (Founder, Potentials and Possibilities)
- **Babita Baruah** (Managing Partner, GTB India, WPP)
- **Anurag Yadav** (Country Sales Director and Global Sales Lead, British Telecom)
- **Y. Vikram Kumar** (Country Manager, HP India)
- **Milind Acharya** (Head of Marketing, Bunge India Pvt. Ltd)



The institute organized the event Mulyankan, a National Level Paper Presentation Competition for B-School students on 5th October, 2018. Five teams representing ISB Hyderabad, NIBM Pune, N. L. Dalmia Institute of Management Studies and Research, NMIMS and SIMSREE (Sydenham Institute) competed to win the coveted trophy of Mulyankan 2018. The topic for the competition was **"Equity Challenge-Spot the Multibagger"**.

Mulyankan 2018 (5th October, 2018)

The panel of honorable judges included Vinit Bolinjar, Head Equity Research, Ventura Capital; Uday Patil, Director, KeyNote Capital, and Nishit Mehta, Head Equity Research, Evercore Advisory LLP. The judges gave their insights on the topic and added value to the

event with their significant experiences.

The winner of esteemed Mulyankan 2018 trophy was N. L. Dalmia Institute of Management Studies and Research, followed by ISB Hyderabad and NIBM Pune teams as the first and second runner up respectively.





Finance Conclave 2018 (6th October, 2018)

The event started by the speech of Keynote speaker A. Balasubramanian, CEO, Aditya Birla Sun Life AMC Limited. He conveyed an important message that the companies that create long term solutions are relevant across decades.

The first panel had experts from the field of Equity Research comprising of Mangalam Maloo, Anchor CNBC TV18, who moderated the panel. Dnyaneshwar Padwal, Nishit Mehta and Vinit Bolinjkar were other panelists. The panelists emphasized that the key trait of a successful investor is to be emotionless

while doing transactions.

The second panel comprised of industrial honchos from the Portfolio Management industry - Vinayak Kanvinde, Gaurav Jain and Dhawal Gala. They gave their valuable insights on how to build a portfolio taking into consideration the various risk factors.

The last panel had three of the most experienced proprietary traders of the industry Yash Agarwal, Hitesh Lodha and Anshuman Mishra who explained how practical learning in the financial markets trumps over the theoretical learning.



Manusandhan 2018

The Institute in collaboration with the Bombay Management Association hosted its first Annual HR conclave The Knowledge Trifecta 2018. "Manusandhan" was a flagship event. "Manusandhan" means Connecting Minds, where industry experts enrich us to become better leaders. The panel discussion aimed at providing the students, a comprehensive view of how "Culture eats strategy for breakfast" which was the theme for the event.

Esteemed Speakers included:

- **Amit Das** (Director - HR & CHRO, Bennett Coleman & Company Ltd. (Times Group))
- **Siby Sebastian** (CEO, State Bank of Mauritius)
- **Samar Srivastava** (CPO, Huhtamaki PPL)
- **Rajorshi Ganguli** (President & Global HR head, Alkem)
- **S.K. Dutt** (Sr. Advisor, UN (EMPRETEC))
- **Chander Thaper** (CHRO, Hiranandani Group of companies)



Utkarsh 2018

Utkarsh is an Annual National Level B- School Paper Presentation Competition organized by our college. Over the years, Utkarsh has strived to be the focal point of young opinions on the paradigm of the current business environment. Eminent jury members from the realm of HR management are invited to adjudge the teams and provide some invaluable insights into the topic. In this year's event, the focus was to promote thought leadership with a holistic view of the HR function.

Esteemed Speakers included:

- **Salil Desai** (Director of Talent & Culture, Sofitel Mumbai BKC)
- **Vinu Pillai** (Team HR, Quickr India Pvt. Ltd.)
- **Milind M. Shahane** (CEO, TATA Interactive Systems & TATA Class Edge)

Anveshan- Rebuilding HR with emerging Technology 2018



For the first ever in the history of NLDIMSR, the Annual HR Conclave- The Knowledge Trifecta 2018 unveiled Anveshan – A Research Paper Presentation by academicians and corporate experts who enlightened eager minds with their valuable insights on the theme “Rebuilding HR with emerging technology”. Anveshan, was the illuminated path that the students of the Institute were privileged to have the chance to tread to quench their thirst for knowledge with constant guidance from experts.



Esteemed Speakers included:

- **Dr. Joy Mukhopadhyay** (Adjunct Professor, Presidency University)
- **Surajit Sen** (CEO, Crest Technologies)
- **Dr. Snigdha Rani Mishra** (HOD-HR, ITM)
- **Dr. Vidya Rao** (Founder, Innovatus, Marketers Touchpoint)
- **Dr. J. Shanthilakshmi** (Associate Professor, Jansons School of Business)

Shikhar

The institute organised 'Shikhar', the National Level Paper Presentation Competition for B-School students, on 26th September, 2018. The panel of honourable judges included former Chief Economist of State Bank of India Dr. Brinda Jagirdar, Sr. Vice President, Research and Statistics of Indian Bank Association,

were stated through creative economic models.

Five teams representing IIM Indore, Prin L. N. Welingkar Education Mumbai, NITIE Mumbai, NMIMS and N. L. Dalmia Institute of Management Studies and Research competed to win the coveted title of Shikhar 2018. The



Jayasree Menon and Asst. General Manager from Union Bank of India, Mukul Shrivastava. Before the paper presentation competition team Shikhar had organised an exhibition related to the topic in the seminar hall. Topics such as Facts and reasons for trade war, hyperinflation, Indian economy growth, rising crude oil prices, falling rupee

topic for the competition was "Global Economic Challenges and Opportunities and Relevance to India". The winner of esteemed Shikhar 2018 trophy was N. L. Dalmia Institute of Management Studies and Research, followed by IIM Indore and NITIE teams as the first and second runner up respectively.



Aakarshan

They say, 'The great thing about new friends is that they bring new energy to your soul.' But, that is what they say. We at the Institute would love to differ! We believe, 'The great thing about new friends is that they are equally as clueless as you!' When did we realize this? Well, during Aakarshan – the most awaited event at the Institute for both the juniors as well as the seniors.

Before Aakarshan, the seniors had succeeded in creating a huge suspense about Aakarshan which left us all wondering and clueless about what the fuss was all about. The pre – Aakarshan social media challenges had all of us on our toes, even during the mid-terms. We explored and scoured every place in the campus, right from the classrooms,

staircases to the grounds.

Cut to 30th and 31st August, 2018. It's 7am and the college is buzzing with energy! Seniors in black, juniors in blue. The seniors running around to fix the best games and experiences for the Juniors and the juniors all excited and energetic, unaware of the big drama which was about to unfold before them. The names of the events for the two days were unveiled. And boy! No guesswork from here onwards. Only witty logic, some Chanakya-ish strategies and a truckload of teamwork, co-ordination and trust could take you to the winning trophy! Unknowingly we actually practically applied everything that we learnt in the classrooms – Division of labour check, brainstorming check, getting out of the comfort

zone check, empathy and teamwork check and so on.

The night of 31st will forever stay etched in our minds. The Auditorium was buzzing and vibrating with the loud thuds and War cries of all the divisions. The counter War

Cries were an epitome of wittiness and sarcasm. The brilliant dance performances gave goosebumps to everyone in the audience. The excitement was at its peak when the time came to reveal the winners of Aakarshan 2018. And it was Division C! The marketing war cry filled the auditorium. The winners marched to the stage and lifted the trophy, thus bringing an end to the two days of anticipation, excitement and sleepless nights. So now, keep calm and wait for Aakarshan 2019!

Sports

The sports of the Institute commenced from 13th September 2018. The sports included Football, Cricket, Badminton, Table Tennis, Carrom, Relay Race, Tug of War. Out of these, each class had to choose a single sport as their Joker event which added on to the twist – as this could double their points in the chosen event, provided they win it.

Each class gave in their best during these three days, it didn't matter who won or lost, the juniors as well as seniors. The event was concluded on 15th September 2018.



Donation Drive for Kerala Flood Victims



Team MSR organized a flood relief drive for the people of Kerala on 20th, 21st & 22nd of August, 2018. The event saw participation from all the students & faculty of the institute.

The team managed to collect 2 trucks full of grains, pulses, clothes, toiletries & other necessities for the affected.



My Friend Ganesha (September, 2018)

On 11th September 2018, the My Social Responsibility (MSR) team organized a special event named 'My Friend Ganesha'. The event involved teaching the students of N.L. Dalmia High School to create environment friendly clay models of Ganesha which were then displayed and

sold to the parents, faculty and students at the Institute's campus. The money raised through this event was utilized for the outreach programmes at the Kondgaon Village (The adopted village of the Institute).



Kondgaon Utsav

On 3rd October 2018, the MSR Team organized the 'Kondgaon Utsav', an event, wherein the villagers from Kondgaon came to sell the organic vegetables grown in their farms, along with Warli painted handicrafts and pottery products with live demonstrations. The team worked on the market set-up in the Institute campus wherein the vegetables and handicrafts were sold at a reasonable price like in a typical village market.

At the pottery kiosk the faculty, staff and students participated and created their own pottery products with the support from the potter. Kondgaon villagers also performed their traditional 'Tharpa' dance with the students. This event served to be a great contributor towards the development and well-being of the village folks. It also helped everyone to understand the tribal culture and their perspective of-----



Jalsa (October 2018)

To celebrate the spirit of Navaratri the festival of 'Nine Nights' that emphasizes victory of positivity over negativity (Good over Evil); the MSR Team organized 'Jalsa', a Garba event in the college campus on 11th October, 2018.

The event also raised funds for its outreach programmes in Kondgaon. It was an evening full of fun which also had four exciting prizes for the Best Dressed and the Best Dancer. It was truly a memorable event wherein over 300 students danced with joy while supporting a noble cause.





NLDtalk aims to enlighten the students of the Institute and create a wave of refined individuals by presenting before them heart-touching and inspiring stories. To achieve this aim, individuals from diverse industries and different walks of life are invited to take the stage and narrate their life stories and experiences.

NLDtalk Edition 4.0 was held on 29th September, 2018 from 3.30 p.m to 5.00 p.m. The audience witnessed a melange of stories shared by four prominent speakers:

Harish Iyer - A social, cultural, environmental and equal rights activist, Mr. Iyer is a crucial and the beloved face of the LGBTIQ movement. He is the only Indian to be featured among the top 100 most influential LGBTQ people in the world.

Alvin Saldanha - A branding Guru, Mr. Saldanha has an experience of over 3 decades in advertising industry. He is the founder and Chief Creative Officer of Brandarms.

Anmol Rodriguez - An epitome of grit and grace, Ms. Rodriguez is a powerful acid attack survivor. She is a model, a massive social media influencer and co-founder of an NGO focusing on acid attack survivors.

Kartik Soneji - Continuing with the tradition of having with us an in-house speaker, Kartik Soneji, a student of N.L. Dalmia High School was the student speaker at NLDtalk Edition 4.0. At a young age of 17, Kartik has secured 10th Rank globally and 1st Rank in India in Microsoft Office Specialization.

NLDtalk Edition 4.0 was an attempt to motivate the students to move out of their comfort zones, to face their fears, speak up and take charge of their destiny. The overwhelming response received from the audience is the proof that the purpose has been accomplished.

Alumni Meet

The Part Time MBA (MMM/MFM/MHRM) Alumni Meet 2018 was held on 15th December, 2018 in the campus of N.L. Dalmia Institute of Management Studies & Research (NLDIMSR) and was attended by over 125 alumni from the batches of 2003-06 to 2015-18.

The Alumni representatives of each batch were called on stage to share the story of their journey at NLDIMSR and how it had made a difference in their lives. They thanked NLDIMSR for providing them the platform to excel in life and supporting them in their professional growth. The event was Nostalgic for the Alumni and at the same time it served as a good networking platform.



Placement Committee

The Placement Committee consists of a bunch of the most dedicated and sincere students at the Institute. The 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 Ms. Deepa Birje (Placement Executive), Dr. Anil Gor (Chair-placements and HoD Finance). 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 door 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 is greatly supported by Dr. Anil Gor and finance faculty members as well as from the Alumni who have reached top runs of the ladder. 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 batch 2018-20.

Marketing Placement Committee

The Marketing student placement committee at the institute has offered more than a 100 companies to Marketing students across functions and sub-streams to a batch of 57 students. 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 the greater extent along with the key support of Marketing faculty members.

Human Resources 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. The Institute is able to reach this benchmark under the guidance of an avid industry expert, Dr. Rima Ghose Chowdhury, HR Head, along with her dedicated HR faculty members.

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 needy and the underprivileged sections of the society.

The students of MSR Committee, with the funds collected from the faculty and students have organized various drives like distribution of educational kits to needy students, 'Joy of Giving' weeks. The proceeds are donated to various NGOs in Mumbai. In November 2016, a heartfelt need to work on a larger canvas and work for the holistic development of a tribal village was acknowledged. Therefore, in December 2016, the Institute adopted Kondgaon Village in Vikramgad Taluka of Palghar District, a 100% tribal village of over 3500 people, for its empowerment and development. 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 member and are being implemented by them as a part of their experiential learning. 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.

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 organising 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 in 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.

Creatives By Students

Government's Push Against the Wall!

Prasad Wankhede PGDM Finance, First Year



The government has infused nearly Rs.1.25 lakh crores in PSBs since the announcement of bank capitalization. The government's futile efforts to pump in the capital and reluctance to entrust RBI with this right shows government's 'push' against the wall. The United States and China took some measures to deal with trade war which gave some relief.

Compared to the dollar over the past one year, the rupee has depreciated by whopping 10.93% from the levels of Rs.64. Meanwhile, the foreign currency reserve of India fell below \$ 413 billion to \$ 392 billion. Due to skyrocketing prices of crude oil, the CAD (current account deficit) had swollen and it led to worrisome atmosphere. Fortunately, the price of crude oil came down from about \$85 to \$53.

It is surprising to see community of economists spoke about inflation and recession during crude price swings from \$85 to \$53 respectively. In February 2018, the RBI put forward policy on recovery and restructuring of non-performing loans. Banks have been mandated to give information on

all major loan disbursements through monthly reports from the new financial year. Eleven government banks were brought under the immediate action plan and that created tension between government and the RBI and resulted to Governor Patel's resignation.

There was a sheer disappointment among investor community after announcing 10% tax on long-term capital gains in the previous year's budget. This led to high market volatility and confusion. Since then, there has been an increase of almost 8% in the index in a year, but the mid-caps and small-caps dropped below 30 to 40 percent, except for the top 100 companies, and the index again returned to the level of February 2018. In this year 2019, the Lok Sabha elections, the unexpected rainfall and especially the uncertainty created after the state election results of the five states has engendered the possibility of stagnancy in the capital market for coming four to five months. If investors keep vigilance during this period, then there is a possibility of a good return in equity investment in the coming two to three years.

Hey Brain!

Vaibhavi Mehta, PGDM Marketing - First Year



A friend of mine once told me, "Our existence is very minuscule in the whole timeline, puff we are born, puff we are gone." This didn't hit me until today.

As I stood there with my feet immersed in the salty waters of the Arabian Sea, feeling the granules of sand trying to escape from beneath them, I let the realization of how vast and enormous this universe is engulfing me.

I looked up at the humongous blue sky laded with puffs of clouds and kept staring at it for a few moments. Then, shifting my gaze towards the endless horizon, I thought about the humans standing on the other side of the sea.

I thought about the terminator which divides the globe into day and night.

The silhouette of two birds flying against the now dark orange backdrop

caught my eye. And in that moment I realized how tiny we are as individual Homo Sapiens.

Tiny yet so much more powerful than those birds. How? The brain. The ever so complex connections among the billions of neurons in our brain, make all the difference.

Yet, we Sapiens (literal meaning - Wise) aren't really living upto our name, are we? The constant overthinking, worrying and exploitation, our dear Brain is subjected to, is just leading it to rust.

So here, after 21 years I have come to realize that if there is something I am the most grateful for, then it's my Brain. I and only I have the right to control it. Not a liquid, powder, person or a situation.

Indian Brands Making A Big Impact On The Globe. Do We Know Them Well?

Nikita Pal, PGDM Marketing, Second Year



As aspirational Indians, we seek inspiration from the western world and are ignorant to home grown brands until it manages to become a Harvard case study. Here are top three Marketing lessons to be learnt from some lesser celebrated Indian brands.

Brand building is a test match, not 20 – 20!

India's largest online entertainment ticketing platform, Book My Show is a case in point for the journey that started in 1999 to only witness the positive results from 2007. The idea literally struck Ashish Hemrajani on his vacation under a tree when he happened to listen to a radio ad selling tickets to a rugby match. At this point the e – commerce industry in India was at a nascent stage. What is essential to keep your business breathing in such long growing up period is keeping the focus strong while optimally engaging with your audience as well. Patience and persistence together is the key.

Customer Feedback is the new oil!

Paper Boat has become synonyms to nostalgia. The brand has become the undisputed leader in its category with some unique ethnic drinks like Aamras,

Anar or even Chilli Guava. At Paper Boat, they create drinks that were lost in the past through trial and error. Once the flavour is in place the team meets the customers with a view to collect customer opinion and tweak the formula to meet customer expectations. The company always scales up its production & distribution only based on customer feedback. Not only on the flavour but one will be surprised to know that the brand has incorporated packaging inputs too from its customers.

Seeking opportunities in Marketing without big budgets

In a typical Gabbar Singh style, one customer said to the other, "Tune burger, pizza bahut khaya...abh "Goli" Khaa!!" A store boy copied him and others followed. Little did they know and it spread like wildfire across Mumbai. Goli Vada Pav has a very active Facebook page which is around - Vada Pav + Cutting Chai + Amchi Mumbai = Awesomness! Content piece like - Goli Gyan, Garam Goli and Goli Gossip are very well adopted by the masses. Budgets required? Hardly any.

Conclusion- Observe well to find your aha! Moment while sitting next to your customer and big budget is no excuse!

HR Trends 2019

Pooja Deshpande, PGDM HR, First Year



In the rapid evolving world, we live in, this is another year that would transform business by majorly changing economical, technological and social culture. 2019 is combination of artificial intelligence (AI) and human intelligence that will change the work (task) and the workers.

The future of HR is both, digital and human, so the focus of HR leaders will be optimizing the combination of human and automated work. Following are some of the latest trends in HR:

Technological advancement – People analytics:

New applications of AI rely upon many basic HR services applications and recruitment service. For many organizations, the first pilot of AI technology is recruitment and onboarding process as in this domain, companies are significantly reducing time to hire. Thus, it will save time for recruiters in getting right talent and to a large extent it will help in reducing the biasedness so the process would be faster and effective as a result they will focus more on enhancing Learning & Development and improving employee-employer relationship.

Investing in employees:

Studies have proven that when you

treat your employees as an asset, they tend to get connected to an organization emotionally, physically and socially. So, investing in employee well-being, creating a conducive ecosystem for learning and growth will improve employee productivity and engagement. It can eventually help in making an organization, a great place to work in. Employee wellness will take whole new dimension in the current year which aims to build a happier and healthy workforce by investing more in innovative programs, financial development technology, leadership program, stress management and mental health.

Virtual Reality (VR) can replace corporate training:

Learning and Development is piloting Virtual Reality to train employees. One case that came across while writing the article was, training employee for compliance and soft skills training. Verizon is using VR to train their store managers. VR is the best way to effectively replicate the learning experience. As talent must be upskilled when AI and automation help organizations to be more human driven, employees should be more skilled.

So this year role of HR will be more on strategic decision and business planning.



THROUGH THE LENS



Shubham Kadam



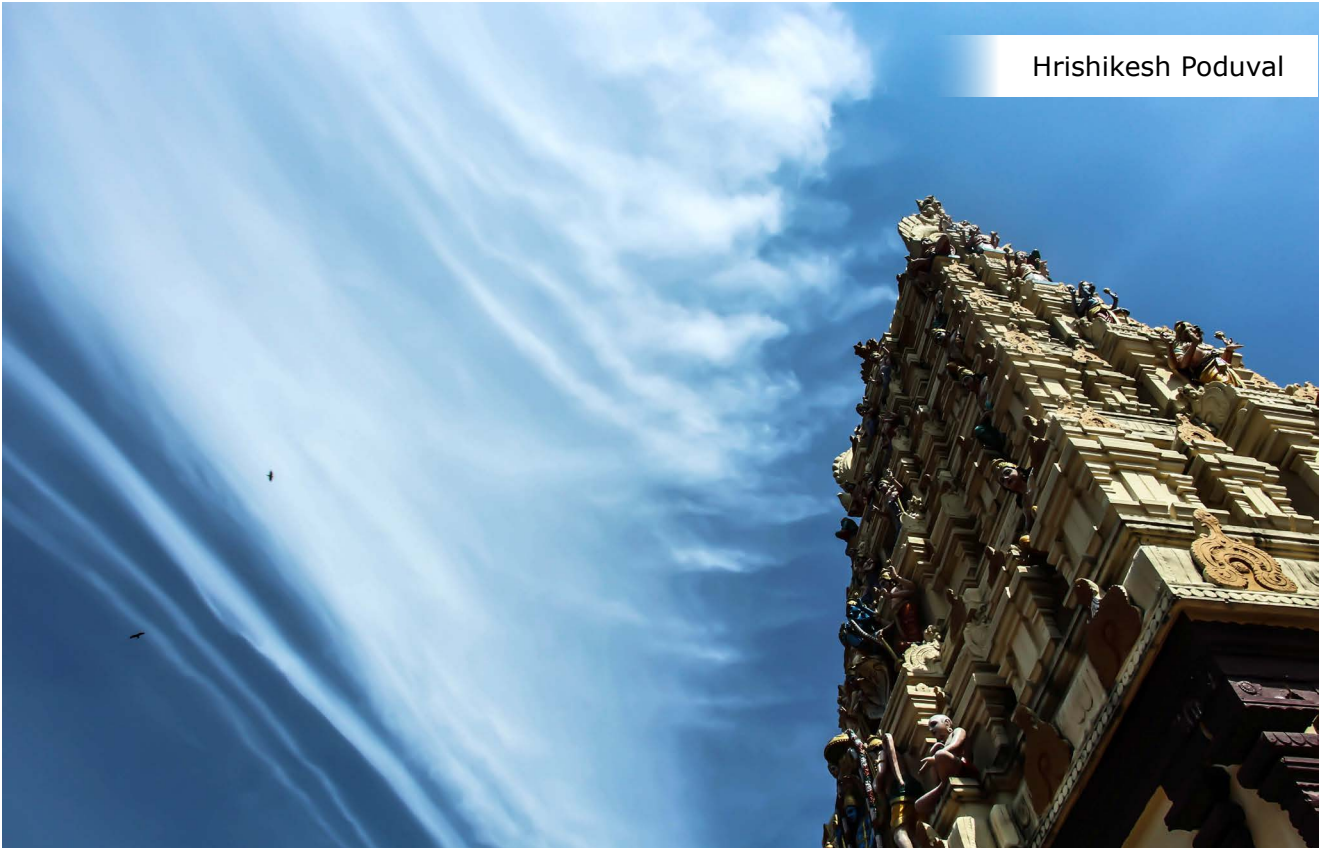
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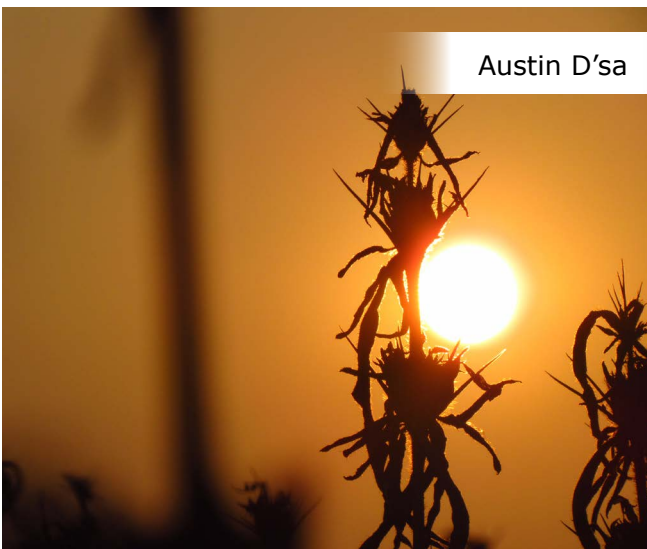
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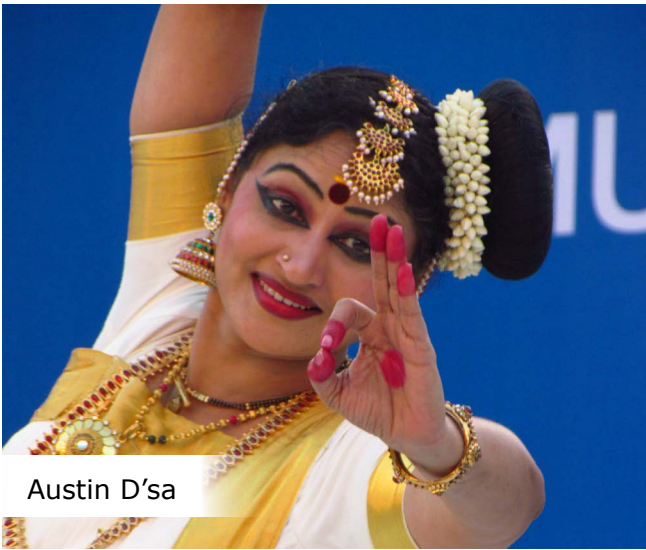
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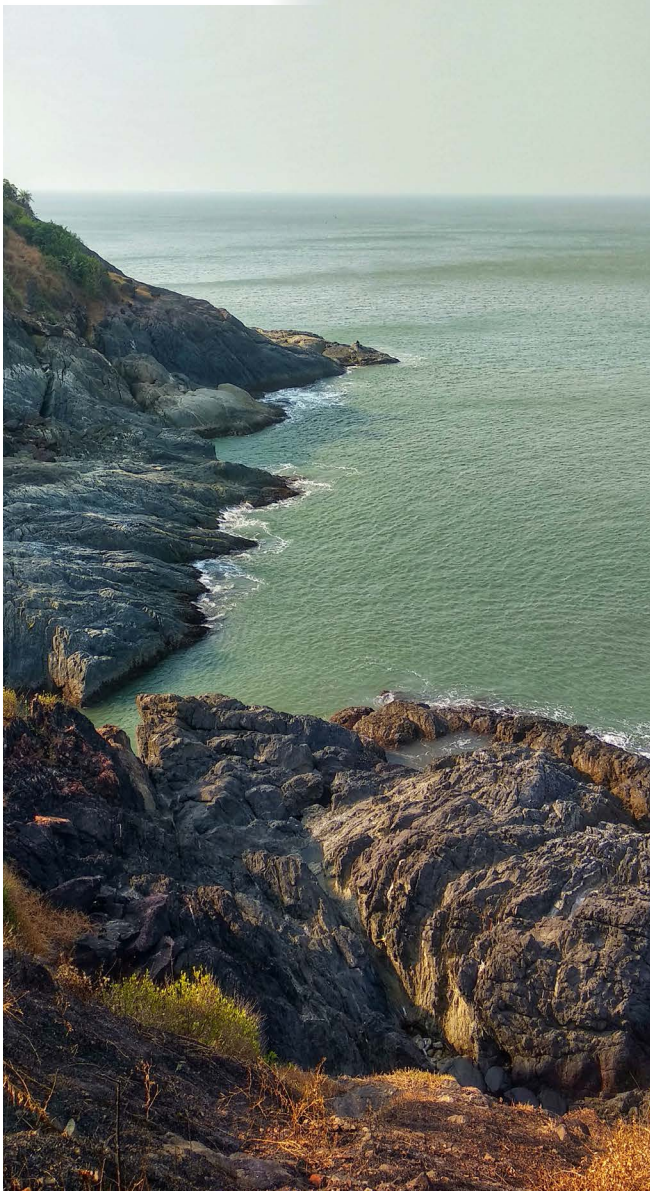


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