

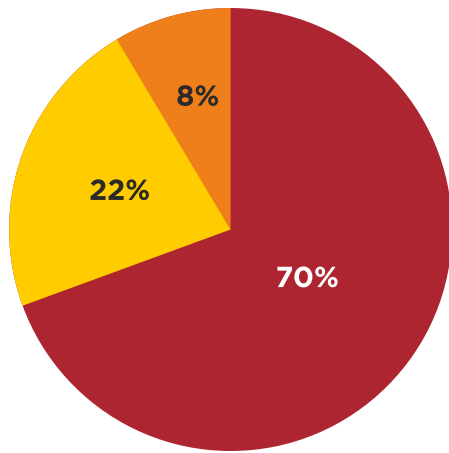


**Edition
June 2019**



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

Student Composition Batch

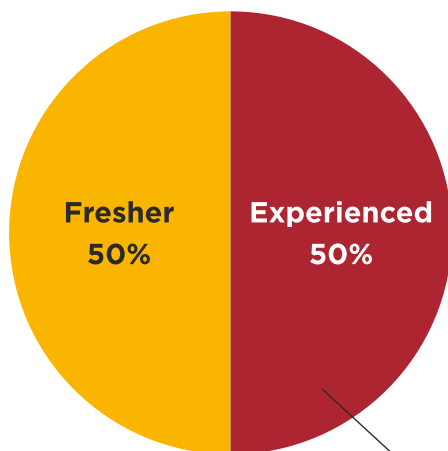
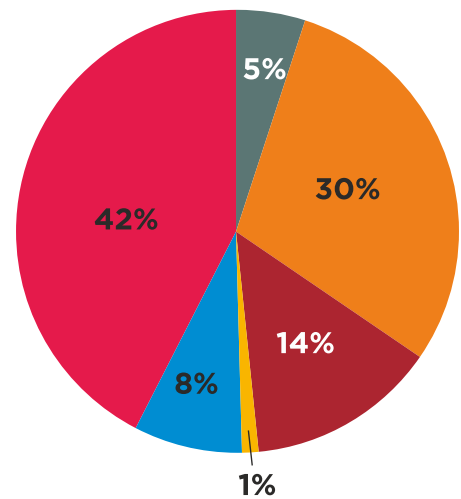


SPECIALISATION

- Finance, 167
- Marketing, 53
- HR, 20

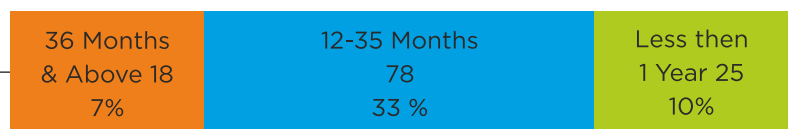
GRADUATION QUALIFICATION

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



WORK EXPERIENCE

- Experienced, 121
- Fresher, 119





Aditya Pradhan



Kinjal Parmar



Shilpa Chandani



Prachi Vora



Shreya Katakwar



Jayesh Nair



Mrunal Kongre

From the **Editorial Team**

Enjoy every moment you have because in life there aren't rewinds, only flashbacks. We, the editorial team, have worked to bring up an exhilarating flashback of activities, events and achievements of our students and the Institute.

This edition also showcases the creative thoughts and ideas of our students that are reflected through their articles, poems and photography. Alongside the academic and curricular inputs, co-curricular and extra-curricular activities help shape the overall personality of the students.

We, as a team acknowledge the encouragement and support we have received from our CEO, Prof. Seema Saini and Dean-Academics, Dr. Dinesh Hegde. We are also grateful to Prof. Dr. Baisakhi Mitra for constant support and Prof. Caral D'Cunha for enriching our magazine with her insightful article.

Good wishes to all!

GOONJ Team



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 Niranjnlalji 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.



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!



Dean's Message

Dr. Dinesh Hegde

To begin with, I would like to wish you all a very joyous, prosperous and peaceful New Year. 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 Management Development Programs (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.

What is more, a number of our students have brought laurels to the Institute by winning top prizes in several National level competitions held in IIMs and IIT. For more, read on....



We have a state of the 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.

Finance

Dr. Anil Gor, HoD

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 and 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.



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.



Marketing

Dr. Joyeeta Chatterjee, HoD

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 26th September 2018. With these accreditation and associations, the Institute 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



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

Human Resources

Dr. Rima Ghose Chowdhury, HoD

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 CrossCultural 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.



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



General Management

Dr. Amarjeev Kaul

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 Internet of Things (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 Price waterhouse Cooper (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.

The Act of Balancing

Prof - Caral D'cunha

Work-life Balance: the way millennials do it millennials have continuously been acknowledged for making 'work-life balance' a high preference. The right work-life balance permits the millennial to be a part of a winning business enterprise and continue to be concerned in their community. Millennials are searching for employers who've set up flexible work environments that permit them to learn, earn and also get some additional time.

Flexibility: Flexibility is regarded by using millennials as a vital career function. Aside from presenting flexible hours, millennials want to work from home. With the improvements in technology, working remotely is an easy solution. The blessings from permitting a worker to work remotely is linked to loyalty and productivity. Millennials need to be trusted.

Meeting Life Goals: Millennials use their expertise and passion to drive their ambition and desires. Studies suggest 50% of millennials choice training and a plan for improvement from their corporation. Millennials seek to examine and expand upon their present-day skill set. For instance, millennials will take classes, watch webinars and work greater hours to sharpen their abilities. They experience it is crucial to discover one-of-a-kind regions of the agency to find in which they are able to provide precious contributions. Spend time helping the millennial on your place of business with the aid of growing a profession plan for increase.

Keeping energy: Altruistic, energetic



and optimistic are ways the millennial can be defined. Millennials are focused on solving social problems and environmental modifications. They need to create a fine social alternate. A Forbes survey observed that "80% of millennials are energetic in their network outdoor of work." so, consider planning a time to volunteer as a group for an NGO. Millennials are looking for complete-time stability, yet they do no longer want their private and professional commitments to clash. In fact, many millennials are satisfactory with completing projects over the weekend or responding to e-mails at night time. Millennials are constantly evaluating how they could use their power to reap their professional dreams and love their lives.

Integration: Traditionally, we were taught to maintain work and lifestyles separate. It may be a reality; however, millennials recognize the overlap is vital. Millennials accept this with the aid of continuously learning and shaping the way they balance the two demands. Much like the other generations inside the personnel, millennials want to be respected and take satisfaction in their place of work. ◆



It is said, "Behind every successful woman is herself", and our beloved alumni, Miss Ami Sampat has proved this right. Miss Sampat, AVP-Debt Markets Derivium Traditional Securities India Pvt Ltd. and the alumni of N. L. Dalmia Institute of Management Studies and Research has made the Institute proud by achieving a place in "INDIA'S TOP 100 "WOMEN IN FINANCE" – 2019, on 08th March 2019 celebrated as International Women's Day worldwide. India's Top 100 "Women in Finance" organized by AIWMI (Association for International Wealth Management of India) is a campaign designed to identify the most successful and respected women professionals working in the areas of finance, financial services, financial education and

financial journalism in the categories of Guiding, Leading, Progressing, Promising and Supporting Women.

Derivium Traditional Securities India Pvt Ltd is involved in activities auxiliary to financial intermediation. Ami Sampat, MBA Batch 2010-12 student started her career with Derivium Traditional Securities India Pvt Ltd as Fixed Income Dealer in 2016 and with her zeal and passion for work, became the Assistant Vice President- Debt Markets in just 4 years' time. Ami Sampat excels in capital markets, fixed income and valuation.

Ami Sampat stands tall and proud with her achievements in professional life inspiring other women to fight for their goals. ◆



Vishleshan 2019

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research conducted its annual intra-college case study competition, 'VISHLESHAN 2019' on 9th February, 2019. Its theme was a Case Study on Apollo Hospitals hiving off its pharmacy arm into a separate entity. Mr. Kunal Valia was invited to judge the competition. He is an investment product specialist and an alumnus of the 3rd batch of the Institute (1999-2001).

To begin with, the shortlisting for Vishleshan from every class was done based on the 5 best performances of students from each class in BizQuiz competition, organized by Business Standard. It was a quiz competition comprising of 50 questions testing the general knowledge and awareness skills of students. Further, a team of maximum 3 members was formed from every class to present the case study and its analysis thereafter. The teams came up with a

plethora of information dug deep by them and their future analysis & forecast based on various assumptions.

Team E from MMS Finance, comprising of Namita Palkhe, Bharat Jaju and Arjun Sudarshan bagged the first prize. Team C from PGDM Marketing, comprising of Aditya Pradhan, Vaibhavi Mehta and Aditya Patil were the runners up of Vishleshan 2019.

Mr. Valia also give his valuable inputs with regards to students, to go through the financials of any company thoroughly to better analyse the future growth prospects.

Alongside that, Mr. Valia inaugurated the 19th Volume of the bi-annual e-Magazine 'DELTA' which consists of contributions from students, faculties and alumni, specifically related to the financial world. The event ended with our HoD Finance, Prof Dr. Anil Gor felicitating Mr. Valia for taking time out from his busy schedule. ◆



From Left: Shimoni Timbadia, Arushi Bajaj, Kinjal Parmar, Megha Khaitan

CASECRYPT 2.0 Jamnalal Bajaj Institute of Management Studies (JBIMS)

Team “Dynamic Four” (1st Year PGDM/MMS - Marketing) won the First Place at CASECRYPT 2.0, conducted by Jamnalal Bajaj Institute of Management Studies (JBIMS).

We went through grueling elimination rounds, which included Paper Writing on Walmart’s acquisition of Flipkart and solving a live case submitted by the Government of Maharashtra, that is looking forward to a fresh perspective on the pressing issue of engagement

on the Village Book Facebook page. In the final round, We had to solve an industry case study in 20 mins. The top five institutes were N. L. Dalmia Institute of Management Studies and Research (NLDIMSR), Jamnalal Bajaj Institute of Management Studies (JBIMS), Goa Institute of Management (GIM), K. J. Somaiya Institute of Management Studies and Research (SIMSR) and South India Education Society College of Management Studies (SIES). ◆

Fixed Income Securities

Mr. Mehta led the students to the importance of fixed income securities by explaining how the Government borrows from Banks to meet the requirements due to fiscal deficit in the form of SLR requirements.



From Left: Mr. Jatin Mehta, Prof. Anil Gor, Prof. Chirag Shah

The Institute organized a knowledge enriching session on Fixed Income securities on 2nd February 2019. The institute invited Mr. Jatin Mehta to enlighten the students with his vast experience in this field. Mr. Mehta has completed his FRM. He is currently working with Reliance Life Insurance as a Treasury Manager. He has also worked in the treasury department of National Stock Exchange (NSE) and ShamraoVithal in his past 9 years of professional experience.

Mr. Mehta discussed the key points of interim budget. He led the students to the importance of fixed income securities by explaining how the Government borrows from Banks to meet the requirements due to fiscal deficit in the form of SLR requirements. He threw light on the industries linked to debt market- Banks, PFs, Insurance, Mutual funds- and how this is a booming sector to make careers in. Mr. Mehta also explained the structure of treasury of such companies. While explaining the yield curve showing the inverse relationship between prices and yield to maturity, Mr. Mehta put forth the 3 things you should look while investing in fixed income securities- **1) Cost of the bond 2) Amortized cost of the bond and 3) Market price.** ◆

The Interim Budget was presented on 1st of February 2019 the Interim Union Finance Minister Hon. Mr. Piyush Goyal. The budget is a political correction to appease the middle class and low income constituency of the nation. But economically speaking this budget has been presented when the Indian economy is not in the pink of its health.

The fiscal deficit target was missed for fiscal year 2018-19 and now it stands at 3.4 per cent. Despite the move towards a simpler tax structure through the Good and Services tax (GST), certain far-reaching reforms on the financial front through the new insolvency laws and benign crude oil prices for most of its tenure, the government had been grappling with a precarious economy. Employment remains a bigger concern for the growing economy to sustain what it demands of becoming a \$10 trillion economy by 2028.

The budget has brought a glimpse of tax haven sought by taxpayers with a taxable income upto Rs 5 Lakh. Taxpayers will enjoy Tax Rebate on income of upto Rs 5 lakh with addition to this there is an increase in standard deduction from Rs 40,000 to Rs 50,000. Tax exemptions for individuals investing in provident funds, specified savings, insurance and prescribed equities will increase this tax slab to a minimum of Rs 6.5 Lakh to a maximum of Rs 9.85 Lakh (including home loan*).

Pension for organised Sector was introduced under 'Pradhan Mantri Shram Yogi Mandhan' which will provide monthly pension of Rs 3000.

Pension for unorganised sector can avail the same by investing Rs 100 per month during their working age. This is a mega scheme affecting 10 crore workers in organised and unorganised sector.

Direct Income Support for Small and Marginal Farmers with 'Pradhan Mantri Kisan Samman Nidhi' specifies a Rs 6000 annual direct support for farmers owning a land less than 2 hectares. An additional 2% interest subvention and additional

INTERIM BUDGET 2019

Key Highlights

- Income up to Rs 5 lakh exempted from income tax
- Standard deduction raised to Rs 50,000 from Rs 40,000
- Direct tax proposals to provide Rs 23,000 cr relief to 3 crore taxpayers
- TDS threshold raised to Rs 40,000 from Rs 10,000 on interest earned on bank/post office deposits
- TDS threshold for deduction of tax on rent to be increased to Rs 2.40 lakh from Rs 1.80 lakh
- Tax benefits for affordable housing extended till March 31, 2020
- Tax exemption period on notional rent on unsold inventories extended to two years from one year
- Allocated Rs 20,000 crore in 2018-19, Rs 75,000 crore for FY2019-20 for PM-KISAN scheme
- Interest subvention of 2% during disaster to be provided to farmers for the entire period of rescheduling of loan



3% interest subvention upon timely repayment. This will add to income support run by state governments and thus improve upon the MSP (Minimum Support Price) which stands at 50% of the invested fund.

The Defence budget has been the highest till now with Rs 3 lakh crore, and this was achieved with a hike in military service pay. Also introduction of OROP introduced a Rs 35000 crore revenue deployment in defence sector.

Lastly, TDS threshold has been increased on house rent upto Rs 2,40,000 with tax exemption on notional rent of second house.

TDS on interest earned from Bank or Post office deposits has been raised from Rs 10,000 to Rs 40,000.

This free hand in the proposed budget was possible because of increase in tax base to 6.85 Crore contributing to Rs 12 Lakh Crore showing an increase of 80% in last 5 years. Concluding we await the final budget coming in July which will revise budget keeping in mind the need to disclose important statistics on farmer suicides, labour data and National Sample Survey Organisation (NSSO) survey on employment. ♦

CRA Session by **Mr. Aditya Gadge**

The Institute organized an informative seminar on Certified Credit Research Analyst program on 14th July, 2018. 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. Management students were made aware of recent regulatory updates and the role of credit analyst in the industry.

The session ended with the guest addressing the queries of the students, making it an exhaustingly interactive session.



Guest Seminar On **Factoring Services**

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research invited Mr. Pankaj Gupta to deliver a session Factoring in India on 17th 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 traditionally 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 HoD Finance N. L. Dalmia Institute of Management Studies and Research.



Big Data & Analytics – The future of sustainable Development



N. L. Dalmia Institute of Management Studies and Research organized a round table conference on 28th July 2018, bringing together highly esteemed dignitaries from various fields to discuss the topic of 'Big Data & Analytics'.

The panel consisted of IIM graduates and Data Analytic specialists from Left to Right 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. Prasanna Lohar, Innovation & Architecture specialist of DCB Bank Ltd. Mr. Amarkant Jain, a digital expert and co-founder of Sarvashreshtha Solutions LLP moderated the discussion.



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 diversity in career fields brought forth new perspectives.

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 diversity in career fields brought forth new perspectives. The discussion further proceeded into advanced topics of its applications, data models, and advancement into new sectors, data democracies and even credit rating models.

The guest addressed the queries of the students, institutes' alumni and faculty, making it an intensive interactive session. The session ended with a vote of thanks from the Institute esteemed faculty Dr. Dinesh Hegde and thus concluded the brilliantly informative session. ◆

The Institute organizes “Guest Session on Investing”

The Institute organized a guest session on “Today’s Mid-Cap is Tomorrow’s Large-Cap” on 23rd March, 2019. The session saw guests coming from Motilal Oswal and the session was delivered by Mr. Pankaj Murarkha of Renaissance Investment Managers. Mr. Murarkha has a vast & varied experience in the field of investment management. The session began with Mr. Murarkha talking about his investment experiences with few companies and explained how they grew over time. He told the students about the importance of value investing and how it makes you wealthy in the long run. He also spoke about abiding by an “Investment Philosophy” and its importance. He quoted

“Investment Philosophy for an investor is like what religion is to all of us.” He mentioned how successful investors have a philosophy & how they abide and stick by the same throughout.

He told that investment is a field where boundaries are not confined, it’s ever evolving and that we should have a philosophy which sustains and endures even when markets are not doing well. He gave a gist of the “Miracle of High Growth Investing”. At the end, students asked few questions which were well answered in detail by Mr. Murarkha. The session ended with our CEO, Prof. Seema Saini felicitating Mr. Murarkha for providing his valuable insights. ♦



Guest Seminar on Alternative Investment Funds (AIFs)

AIFs allow the operational ease of Mutual Funds with the flexibility of Portfolio Management Services which has made an economic revolution. AIFs are popular not only in the metro cities but also in tier 2/3 regions of the country.



The Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a guest session on Alternative Investment Funds on 19th July, 2019. The session was delivered by Mr. Nalin Moniz. Mr. Nalin Moniz, Chartered Financial Analyst 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. He graduated magna cum laude from Management and Technology Program at University of Pennsylvania with B.Sc in Economics (Finance,

Statistics) from the Wharton School and a B.S.E in Computer Engineering from the School of Engineering. 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 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.

AIFs allow the operational ease of Mutual Funds with the flexibility of Portfolio Management Services which has made an economic revolution. AIFs are popular not only in the metro cities but also tier 2/3 regions of the country. With over 700 registered players only in the last 6 years, AIFs have paved way for immense job opportunities.

Category I – a ₹30000 to 35000 crores market includes Infrastructure and Venture Capital funds. Category II, a ₹1.5 lakh crores offers funds that perform lending activities and funds that invest in unlisted companies such as Real Estate funds, Structured Credit, Distressed Credit, Private Equity and Pre IPO/IPO funds. Category III includes long-only investments primarily investing in small to mid-cap space and Hedge funds like Long-Short Debt Funds providing 7-8% returns and Long-Short Equity Funds providing 13-15% returns. 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 27th July 2019. Mr. Vipul Sharma is the Institutional Sales (Equities) Head at SMC Global Securities Ltd. Mr. Sharma is an MBA and DFM from Narsee Monjee Institute of Management Studies (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.

Mr. Sharma explained what is the approach at SMC which involves analyzing the factors



From Left: Prof. Anil Gor, Mr. Vipul Sharma

like- economic cycle and which level of the cycle will benefit what sector, what future plans the management has for enhancing the profitability, how efficiently are they using the capital employed, at what level is the company leveraged, how the company is taking care of the competition and risks like business, liquidity, valuation and management risks. He highlighted that management risk is intolerable as an incompetent management can change the fate of a company. The session ended with a QnA between the students and the guest making it a knowledge enriching session. ◆



N. L. Dalmia Institute of Management Studies and Research organized a Seminar on Valuation of a Financial Institution delivered by our own alumni Mr. Harsh Shah, Research Analyst at ICICI Securities on 28th September 2019.

Mr. Shah started by explaining the fundamental difference between the financial statements of a typical banking institution and a non-banking institution. He further went on to describe a bank

Guest Seminar On **Valuation of a Financial Institution**

as an intermediary between two parties with an intention to earn spread between the rate it receives and rate it pays.

He then elucidated the key terminologies with respect to a bank such as the Net Interest Income, Net Interest Margin, Cost to Income Ratio and Credit Cost. According to him, there are two ways to value a bank, one using the Relative Valuation approach, and the other using the Residual Valuation approach. Relative valuation uses the P/BV, P/ABV and P/E multiples whereas Residual Valuation is an approach to equity valuation that formally accounts for the cost of equity capital. DCF valuation is not advised because future cash flows of a bank are not predictable. ◆



From Left: Prof. Dr. Anil Gor, Ms. Aditi Gupta, Mr. Viraj Dhond, Prof. Vijay Kanchan

Guest Session on **Credit Rating of the BFSI Sector**

The Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a guest session on Credit Rating of the BFSI Sector on 7th September, 2019. The session was delivered by the institute's alumni Mr. Viraj Dhond and Ms. Aditi Gupta, both currently working with CARE Ratings Ltd. as a Deputy Manager, BFSI Sector ratings.

Ms. Gupta provided us with an elementary explanation of credit and the primary functions of a credit rating agency. Credit rating is an assessment of the creditworthiness of a borrower in general terms or with respect to a particular debt or financial obligation. Keeping this view in mind, credit rating agencies impart ratings to the debt instruments of companies. The

credit ratings include AAA, AA, BBB, BB, C, and D with AAA being the highest rating and D (Default) being the lowest. Key factors considered while giving ratings are political risk, economical risk and industrial risk. Historical performances of the companies are also crucial factors in determining the ability of the company to repay all its debts. Rating framework can

Guest Session on Treasury Management of Banks



The NBFC market owing to its specialization is increasing gradually as compared to banks that cater to different needs of the customers.

be well captured by the acronym CRAMELS (C – Capital, R – Resources, A – Asset Quality, M – Management, E – Earnings, L – Liquidity and S – Systems & Processes), considered as a golden rule for guidance. Mr. Dhond took the session further by throwing light on the various risks involved in different types of loans given by the companies of the BFSI sector and how these risks are analyzed by the credit rating agencies to impart ratings. Most common loans advances are towards housing which are considered risk-averse and the safest type of loans. Auto loans are another crucial avenue where the depreciating factor plays a defining role and adds on a little risk. Market volatility make loans advances against shares highly risky. Another type of loan where the risk concentration is high are corporate loans.

They highlighted the fact that the NBFCs market owing to its specialization is increasing gradually as compared to banks that cater to different needs of the customers.

The session ended with an interactive Q&A between the students and the speaker making it an engaging and knowledgeable session. ◆



From Left: Prof. Narayan Murthy, Mr. Raghunathan K N Prof. Dr. Anil Gor

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 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.

Treasuries are the profit centers for banks. They make money through- 1) Bond Trading 2) Forex trading 3) Derivative Trading and 4) Equity Trading. However, the banks are not permitted to trade on equity futures.

In case of excess liquidity, banks can- 1) Invest in short term securities or 2) Lend for short term. CCIL plays a significant role in the settlement of trades taking place in Treasury.

He also explained the Bond-Yield relationship, which is crucial to understand while trading in the debt market.

Some selected students at NLDIMSR have been taken to Treasury departments of few banks. In order for all the finance students to get more knowledge on Treasury, HOD Finance, Prof Dr. Anil Gor and Finance Faculty Narayan Murthy arranged this guest session and through such guest lecture, imparted knowledge to the students. ◆

Knowledge Building Session On The portfolio Management Scenario

Mr. Shah highlighting on 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.

By-Brandon D'souza



The Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a knowledge enriching seminar on the "Portfolio Management Scenario" on 31st of August, 2019. 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 on three main aspects which 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, Internet of things (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.

He also explained the NIFTY index weights and touched upon the degree of export driven industries in the same. Mr. Amit V. Shah also explained a financial model created and tweaked the numbers for analyzing shifts in share valuation according to new developments.

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. The session ended with Prof. Dr. Anil Gor felicitating the guest. ◆

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 28th 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 US based IT company. During the lecture, Mr. Janjani explained how he personally witnessed the complexity of the transaction and his experiences gave a good insight into the transaction. 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.

- The event was an introduction into the exciting world of M&A’s for the students and they were encouraged to delve into it further. The session ended with Prof. Dr. Anil Gor. ◆

Guest Lecture by

Mr. Deepak Dubey

A very insightful session on Machine Learning & Digital Marketing was conducted by Mr. Deepak Dubey, Chief Digital Officer, CNBC TV18. He emphasized on the impact of Machine Learning on Digital Marketing landscape. Implications include using data, content, and online channels to increase productivity and better understand the target audience. He enlightened us with the concept of Growth Hack Marketing which is a feasible alternative with a high return on investment.

Growth hackers are very much involved in content marketing and analytics. They dive deep into content performance and how users are responding to the companies campaigns. Information that is obtained through marketing channels provide the necessary information growth hackers need to design better growth strategies. Various SEO tactics were discussed black hat SEO, white Hat SEO and grey hat SEO. It was followed by pros & cons of developing an application. ◆

Guest Lecture by

Mr. Shrivathsan S

Mr Shrivathsan S, HR head at Times Network who delivered a lecture on creative problem solving. Our esteemed guest spoke about mental conditioning, illustrating the concept as utilized to develop and market new products.

We were asked to think of offbeat uses of commonly used products such as pens. This was followed by a discussion on how brainstorming is a key contributor to success in corporate environments. It also touched on various aspects such as free association which foster innovation and enrich human capital in an organization.

He also elaborated about stimuli of various forms being used in conjunction with aforementioned techniques (sense, word, object association) to generate new product ideas. Besides, nudge theory and its application in consumer decision making were also discussed. Moreover, we learned about creativity tools such as SCAMPER model and systems thinking with suitable examples which helped make it a wholesome and enriching session for all involved. ◆

Guest Lecture by

Mr. Sachin Nair

He took a session on various marketing strategies & importance of integrated marketing communications & evolution of modern marketing. He focussed on relevance of a campaign with respect to health of individual. Aspects like culture, beliefs & attitudes of people play a very important role in their engagement. How diversity marketing caters to diverse audience by customizing & integration of different market strategies. Example: Barbie Doll evolution. Understanding online behaviour of a customer plays a very important role in marketing, designing promotions & pricing. Importance of lead nurturing in B2B to make the purchase decisions quicker was discussed.

We learned how companies employ people in positions of power or respect in their undercover campaigns. Greatest advantages of undercover marketing are its low cost and its ability to generate word-of-mouth recommendations. These innovative marketing strategies give a new dimension to marketing. ◆

Why HR?



On 2nd Feb 2019, The Expert Talk Team Of N. L. Dalmia Institute Of Management Studies and Research Organized A Guest Session With Miss Shraddha Gotad. The Session Focused On The Various Streams Available Under Hr, The Interview Process And Her Experience In The Corporate World.

Why HR?, What Do You Want To Do In HR? What Do You Want To Achieve Through HR In Life?

Our Students Were Asked These Questions To Guide

Them Through Their Future Journey In Corporate And Understand Their Key Interests And Skills. The Session Provided With Various Insights About What Is Available For Them In The Market.

The Session Was Full Of Various Valuable Insights, Do's And Don'ts During The Interview And A Few Experiences That Gave Significant Areas To Focus Upon. It Was An Interactive Session Which Gave Various Strategies And Cleared Many Doubts Thus Creating A Learning Experience For The Pgdm Hr Students.

“Enhance And Update Your Skills And Success Shall Follow You” “Be Politically Correct” ◆

Measuring Learning Effectiveness

On 9th February 2019, the expert talk team of N. L. Dalmia Institute of Management Studies and Research organized a guest session by Mr. Danish Shaikh. The session started with an ice breaking activity where students performed fun role plays to test their convincing power.

“HR professional often have to make many decisions in order to have a proper development of department and employee growth regarding training, planning and needs. An HR Professional should give valid reasons for his decision and what he would gain from that decision.”

Later in the session he discussed few models like Kirk Patrick Model and the application of these models in the routine and how effective they could be, if applied well. He elaborated the entire model by giving some real life examples and cases. Danish also threw light on Training need analysis and how to apply the same. ◆

High Expectations Lead To High Output



On 9th March 2019, the expert talk team of N.L. Dalmia Institute of Management Studies & Research organized a guest session by Mr. Deepak Ahluwalia. The session focussed on the various HR Practices. The session started with students sharing their experience of and learnings from the industrial visit at Mahindra lifespaces. He began his session by asking what the is the role of HR in an organization and why an HR should be there when we have line managers?

Many interesting answers were given by students, to which they learnt, “HR acts as a Consultant, Change agent and Coach” in an organization. Later he explained about How to be a successful manager and people’s person.

Finally, session come to close with highlights on learning and development practices in Mahindra lifespaces. They basically follow 45-60-90 minutes training plan by using mobile learning, e-learning techniques and gamification. The session definitely encouraged all the HR minds to be an effective manager. ◆

Creative Problem Solving



On 27th February 2019, the expert talk team of N. L. Dalmia Institute of Management Studies & Research organized a guest session by Mr Srivathsan. The session highlighted “Creative Problem solving”. The session started with discussion on what is creativity. It is the extra 2% (above 5%) of our brain that gives you advantage over others.

What is the key that we use to limit ourselves? The answer to this is that we have been conditional to think in a particular way i.e. mental conditioning – ‘Break’. “Creativity has to be in your subconscious. Divergent relates to quantity and

variety of choices, novelty and specificity whereas Convergent is time, legal, Personnel, Finances and Relevance.”

Our guest speaker suggested that asking right questions is always a key and scamper technique. Lastly the highlight of session was the activities where student had to develop a problem statement and solutions on problem of Job opportunities in India. The session was full of valuable insights which gave our students a food for thought, creating an amazing experience to cherish. ◆

HR Practices



On 9th March 2019, the expert talk team of N.L. Dalmia Institute of Management Studies & Research organized a guest session by Ms. Amrita Pandit.

Ms. Amrita started the session by introducing the students to the L & D practices at Bajaj Electrical, "High expectations lead to high output". They have a program for employees where they focus on learning ability, fluid intelligence and emotional intelligence.

She explained about the class room training program and off site training, advantages of such training and how they impact in building a good team and stronger bond between the employees. Our guest speaker also briefed the students about the employee engagement and how training cannot be prescribed to anyone. She also mentioned about various initiatives Bajaj Electricals is taking in terms of E –Learning and Mobile learning training. The session came to end by discussing skill gap and how HR does need analysis. The session encouraged all the HR minds to be an effective manager. ◆



ACE Club Event - Maadhyam 2019

Maadhyam 2019, a national level inter college B school research paper presentation competition themed on “Artificial Intelligence and Marketing Experience” was organized by the N.L. Dalmia Institute of Management Studies and Research on 5 March 2019. The esteemed jury comprised of 1.Arindam Das, Lead, Strategy Execution, office-innovation and Artificial Intelligence,Accenture 2.Kaushal Todi, Technology Strategist, Microsoft 3.Soumyadip Majumder, Consultant,Artificial intelligence, Capgemini. It witnessed enthusiastic participation from all 5 competing teams who impressed all present with their depth of research about latest developments related to AI which are being harnessed to improve marketing experiences.

The teams commenced proceedings with

a brief overview of the discipline of artificial intelligence and its basic purpose i.e. develop machines to perform routine tasks more

It witnessed enthusiastic participation from all 5 competing teams who impressed all present with their depth of research about latest developments related to AI which are being harnessed to improve marketing experiences.

efficiently than is possible for the average human. Our eventual winning team briefed the pupils assembled about the various types of AI viz. weak AI, illustrated with iconic examples of IBM's Deep Blue computer that was developed to compete against chess legend Garry Kasparov and more relatable AI tools like Siri.

The overarching theme related to various prevailing and evolving applications of AI and its sub – disciplines like data mining, voice and pattern recognition were discussed at length and the audience was also enlightened about several instances in our everyday routine where we're confronted with AI tools that are being developed to make our lives more convenient. These were illustrated with the increased proliferation of voice assistants to perform mundane tasks, search engine recommendations etc. Much of AI that has gained a foothold in today's society is driven by data collected from a multitude of sources.

Novel concepts like neural networks, deep learning, data mining, virtual management systems and their applications in varied fields like enhancing agricultural yield (ICRISAT mobile app), improving accuracy of medical diagnostics (iCarbonX in China) , increasing convenience of commuters on public transportation systems (ITMS mobile app of the West Bengal transport corporation) were illustrated by the winning team comprising Omkar Varadkar and Aditya Pradhan, 2nd semester marketing students from N.L. Dalmia.

AI is being harnessed in several industries to facilitate ease of interaction between customer and service provider such as aviation, hospitality etc. This has resulted in industry experts estimating double digit CAGRs for various growth metrics of AI and a multibillion dollar valuation of all AI applications worldwide in the next decade.

It turned out to be an enriching experience for all competing teams and the students assembled. We anticipate an even more enthusiastic response from participants and students alike in subsequent editions. ◆

Leadership Forum

Leadership Forum event was presented by the Mr. Ivan Miranda who is a Vice President of JP Morgan Chase. He is an alumnus of Jamnalal Bajaj Institute of Management Studies.

He gave his insights and wisdom on leadership. Leaders help themselves and others to do the right things. They set direction, build an inspiring vision, and create something new. Leadership is about mapping out where you need to go to win as a team or an organization; and it is dynamic, exciting, and inspiring. This gets us to see the new dimensions of the world and ways of managing things. ◆

Mock Parliament 2019

Mock Parliament is a glimpse into the functioning of the Lok Sabha, its peculiar customs and traditions, presented with an NLDIMSR twist. Chairing the event, as the honorable speaker, was the ex-mayor of the Mira Bhayandar district, Mrs. Geeta Bharat Jain. It's a way our student's debate and legislate while they recreate the proceedings of the Lok Sabha. The sessions of Mock Parliament Trainings were conducted by Mr. Deep Kakade & the entire event was held under the constant guidance of Prof. Masuma Cyclewala & Prof. Amarjeev Kaul.

Flow of the event:

- a) National Anthem
- b) Oath
- c) Obituary
- d) Question Hour
- e) Calling Attention
- f) Bill: It was proposed by Ruling Party on "Legalization of Hawkers". After a debate between ruling and opposition party it was passed on for the Ruling Party. Opposition Team did a walk out from the debate. ◆

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. Sajita Pradip (Corporate Relations Manager), 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. 

General Management Committee

Gandhian: AICTE Panel

Debate- "Is Gandhian Thought Relevant in Today's Context?" Mohandas Karamchand Gandhi gave a new dimension to Ahimsa- an eternal, natural and the highest human value, in theory and practice. As the best and true representative of Indian Culture in his own time, Gandhi was a peacemaker's mentor. This was conducted to understand both the point of views of the topic- "Is Gandhian Thought Relevant in Today's Context?" 

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.



My Social Responsibility

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

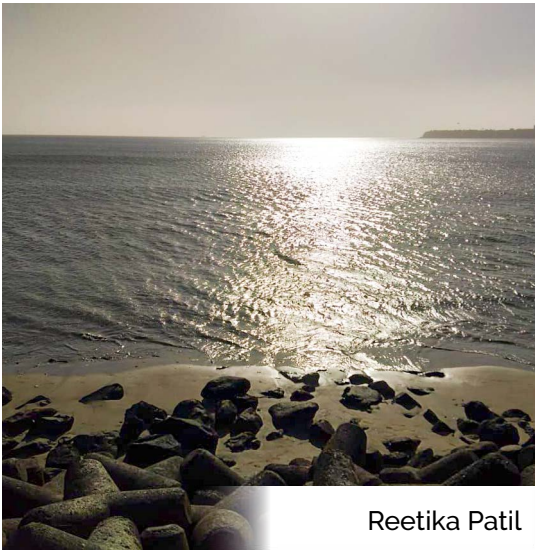
HR Club, since its inception, has its roots in



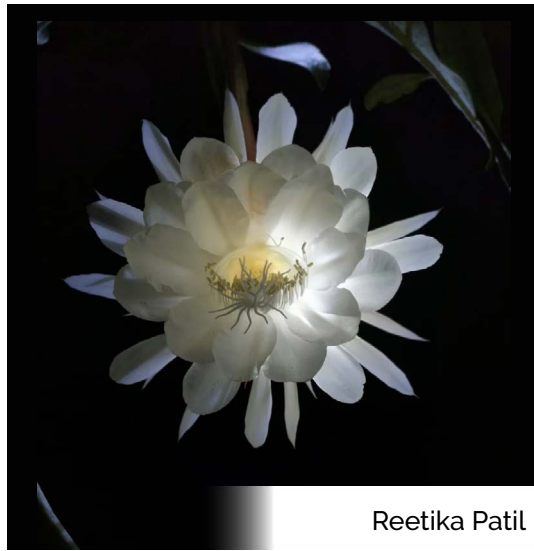
the deep understanding of HR and management related issues. Its purpose is to provide highly competent future managers with the necessary exposure to the modern concerns related to Human Resource Management. Club activities such as management games, quizzes and games are organised on a regular basis 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. ◆



Reetika Patil



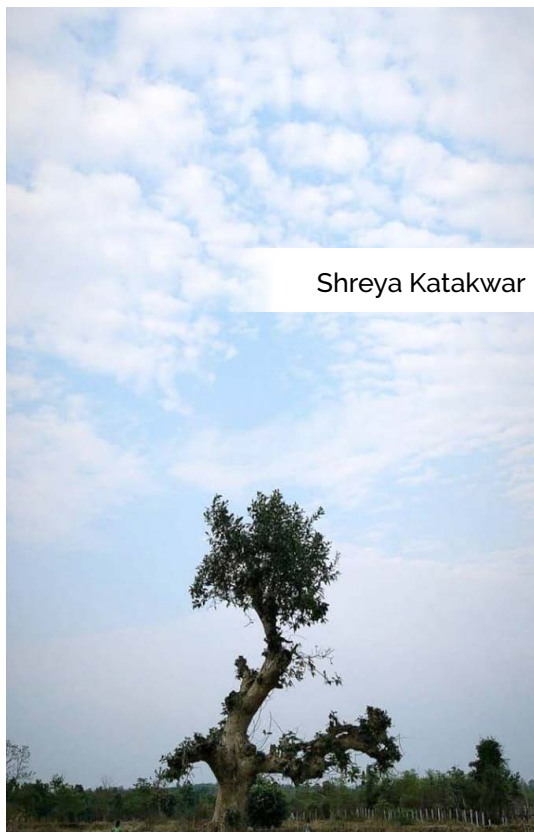
Reetika Patil



Shreya Katakwar



Shreya Katakwar



Shreya Katakwar



THROUGH THE LENS



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