



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

**Goonj**

# NEWSLETTER

Edition November 2022



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Marketing Department  
(NLDIMSR)  
(Art Direction & Execution)

# Thank you Alumni

for helping our students prepare  
for interviews!



## MOCK INTERVIEWS of 2<sup>nd</sup> year students with Alumni

The Alumni Relations Team (ALCOM) organized Mock Interviews for the 2<sup>nd</sup> year students, by inviting Alumni to help and to teach the students important techniques to ace an interview. 26 Sr. Alumni had participated in mock interviews which were held on 27 and 28 August and 3 and 4 September, 2022 to prepare the students for the final placement season.

Some of the Alumni who participated in this initiative were - Gaurav Jain, Hersh Patel, Arjit

Pandey, Ankita Agarwal, Shweta Tiwari, Tushar Paharia, Arihant Jain, Bijal Parekh, Gaurav Kumar, Hridesh Singh, Mohit Sahane, Vishaka Karnani, Gaurav Agarwal, Anant Ruia, Rahul Totia, Darshil Shah, Lokesh Sahu, Amreen Shaikh, Mangesh Palav, Rishabh Jain, Anil Chaudhary, Piyush Mehta, Ankit Jhaveri, Aarzo Khandelwal, Keshav Kanoria, Snehal Kulkarni, Karan Rathod, Ankur Kalani, Apurv Ranjan, Shivanshu Murarka.

# National Level Research Paper Presentation on "Central Bank Digital Currency: Is This the Future of Money?"



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NATIONAL LEVEL PAPER  
PRESENTATION COMPETITION



## CENTRAL BANK DIGITAL CURRENCY: IS IT THE **FUTURE OF MONEY?**

 **Monday | 26 September, 2022**  
**11.00 a.m. - 5.00 p.m.**

**S**hikhar is a National Level Research Paper writing competition where the finest students from the best B-Schools in India battle it out to attain supremacy in intellect and creativity. The theme for Shikhar this year was, **"Central Bank Digital Currency: Is This the Future of Money?"**

The event was organised by the General Management Committee (GMC) and it took place on **26 September, 2022 at Royal Homotel Suites, Mira Road, Mumbai.**

The esteemed panel of judges for the event were:

- **Chief Guest-** CA Vinod Kashyap, Co-Founder & Director of NexGen Knowledge Solutions Private Ltd.
- **Keynote Speaker-** Dr. Venkatachalam Shunmugam, Consultant at World Bank.
- **Judge 1-** Mr. Ashutosh Vashisht, Assistant Vice President at Multi Commodity Exchange of India Ltd.
- **Judge 2-** Dr. Bibekananda Panda, Assistant General Manager at SBI.
- **Judge 3-** Disha Kheterpal, Senior Economist in the Indian Banking Sector.

### The key insights of the event:

The judges were all praises for the event as these are kind of sessions where we sit together for events like these and share ideas, learn new philosophies, experience and gain knowledge from it. The efforts taken by the students were recognised by the judges and there were few concepts which they learned which gave a ground for discussions. There were discussions on various aspects of CBDC and their origin from crypto currency, decentralized held in sender and NPCL in receiver bank

on which the presenters and panel shared their views. The event was graced by Mr. Shailesh Dalmia, Honorary Secretary of NLDES, Prof. Dr. Seema Saini, CEO of NLDES, Prof. Dr. M.A. Khan, Director of NLDIMSR, faculty members and the entire batch of PGDM 2022-24.

Mr. Shailesh Dalmia, Honorary Secretary of NLDES announced the winners of the Competition. The winners are as follows:

- 1. Winner -** Welnnovate, L. N. Welingkar Institute of Management Development and Research
- 2. First Runner Up -** Team Lenders, N. L. Dalmia Institute of Management Studies and Research
- 3. Second Runner Up -** Team Aspirers, K. J. Somaiya Institute of Management.

NLDIMSR is the first ever B-School who has taken up the topic of Central Bank Digital Currency. It was a successful event which impressed the judges who showed keen interest in the topic and engrossed in discussions. The event was a great success with a lot of experience and very important take away by the audience. There were many new ideas and points brought forward which made it interesting and informative. It gave an impression which would surely make people wonder about the future of digital currencies.

## ***"Rapido's rapid disruption in the world of mobility"*** **A case study competition conducted by E-Cell**



The Entrepreneurship Club - Nurtur-E Cell conducted the flagship event Case-A-Thon on 11 November, 2022. The case study competition entitled "Rapido's rapid disruption in the world of mobility". Honorable Director, Prof. (Dr.) Maqsood Khan, along with the judges Dr. Baisakhi Mitra Mustaphi and Mr. Vasant Kumar Bhatia lit the ceremonial lamp to inaugurate the event. The event began with thoughts of wisdom from Prof. (Dr.) M.A. Khan. He shared the mantra to be a successful entrepreneur. The faculty head of Nurtur E-Cell, Dr. Vaishali Kulkarni shared the crucial aspects to keep in mind while starting the business. Next, Professor Anand Dhutraj - Faculty

head of Nurtur E-Cell shared his thoughts on entrepreneurship. He stressed how important dreams and the correct mindset is to be an entrepreneur.

The first judge for the day was Mr. Vasant Kumar Bhatia - an Active Philatelist and Numismatist, came forth and shared his thoughts. Next, the second judge of the day Dr. Baisakhi Mitra Mustaphi addressed the crowd. She shared that budding entrepreneurs should have patience and should be a good decision maker in every stage of life. The message from the Director sir, faculties, and judges was a source of inspiration and motivation as it set the tone for the competition to

begin. Firstly, the case study was read out to the audience by the event's host. The competition's rules were reiterated. The teams came up in the order and presented their analysis, findings and reasoning based on the case study.

Everyone put up their best efforts and gave tough competition to each other. Mr. Vasant Kumar Bhatia disclosed that the evaluation was done based on his expertise, knowledge and participant's presentation. The winners of Case-a-thon were Team Schnell - Dikshi Jain & Krishna Darak. All the participants were presented with certificates and appreciated for their zeal and passion.

## Think Tank - Dare to Think Different Competition by ACE Club

The Ace Club organized a promotional competition 'Think Tank - Dare to Think Different' for PGDM students of batch 2022-2024 on 20 August 2022.

The judges for the event were Prof. (Dr.) Baisakhi Mitra and Prof. Jestin Johny. The competition had 3 rounds. The first round was Pictionary round where one member of the participating team had to make their team member guess the brand allotted to them through a clue. In the second round, there was a quiz regarding brand awareness and basic marketing concepts that enhanced the students' knowledge of the marketing field. Based on performance of these two rounds, six teams were shortlisted to move to the final round. In the third round, participants had to create an advertisement or a short skit to promote a diaper brand of their own on discovery channel. After all the rounds ended, the winners were announced. The second runner-up for the event was Team Go-getters. Team Fast and Curious emerged as the first runner-up. Adarsh Narharshettiwar, Krunal Ingole and Manank Kaji from Team Ignite won the Think Tank competition.



### Guest Session on Career Options and Corporate Expectations from Marketing Professionals by Mr. Nagesh Alai

The session was conducted under the guidance of Dean Academics Prof. Dr. Joyeeta Chatterjee and Prof. (Dr.) Baisakhi Mitra.

The guest session was delivered by "Mr. Nagesh Alai", former Global & Group Chairman, FCB Ulka. Mr. Nagesh Alai is a Co-Founder at an AI technology start-up. He is a finance and legal professional having over 4 decades of entrepreneurial and corporate experience. The session was delivered in a very unique way where he first asked students what their expectations from a company would be. Following which he compared and corresponded them to what a company would expect from an employee in order to fulfill the company's objective as well as

personal growth of the employee. All the points were followed by personal anecdotes of Mr. Nagesh's life and it was an extremely participative session which kept the energy high throughout. He also took the students through the various industries where marketing plays a pivotal role and how one can be ready for those roles and those industries by explaining the kind of work one does in a particular environment. Highlighting the importance of always having a plan B and a plan C, he did not fail to ensure students that each one of them will receive a worthy start from NLDIMSR to their exceptionally fruitful career. He ended the session with a philosophy on vision, mission, profession and vocation.

Getting industry ready with Mr. Nagesh Alai and always having a plan B and C

## ***A medium called digital, by Mr. Milan Modi***

Brief about extensiveness of digital marketing and how the field is the recession proof.

The Ace Club organized a guest session on 12 November 2022, for PGDM Marketing students Batch 2021-23 & 2022-24, on the topic: "A medium called digital". The session was conducted under the guidance of Prof. (Dr.) Joyeeta Chatterjee. Mr. Milan Modi, Business Director of Digital Marketing, Madison World gave some insights about the extensiveness of Digital Marketing and how the field is recession proof. He also added to the discussion about the 3M's and the 3V's of Digital Marketing and the preferences of the audience more towards regional content as

compared to foreign content. He inspired the students and quoted, "If you are not paying for the product, then you are the product". Mr. Modi also gave Students an idea about the Marketing funnel, the brand, and media KPI's and the

7 Pillars of Digital Marketing. He took everyone in depth with the help of Case Study Presentations of some companies. He also conducted a quiz for the students to show their active participation. Towards the end of the session.

ACE  
The Marketing Club

N. L. Dalmia  
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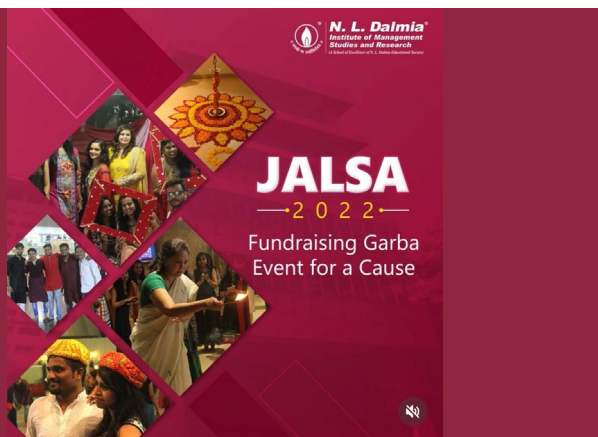
Leadership  
Series

Guest  
Session for  
**our PGDM  
BATCH 2022 - 2024**

Topic  
**A Medium Called Digital**



Mr. Milan Modi  
Business Director,  
Digital Marketing,  
Madison World



The event JALSA was organised by the My Social Responsibility (MSR) Committee on 30 September, 2022 in the college campus. When we hear the word "JALSA" we immediately conjure up images of alluring lighting, enticing music, DJs, and delicious food. Our thoughts frequently go toward large crowds, sporting events, and ethnic diversity, all of which provide us a tremendous number of memories. Each year MSR team organizes "JALSA " a fund-raising Garba event in the college campus through which MSR team has catered to various needs of the people in Kondgaon Village. This year the team raised funds with a motive

### ***Jalsa*** **A fund-raising garba event organised by MSR Committee**

of repairing the roof of a school in Kondgoan village which had students studying there from 1<sup>st</sup> to 5<sup>th</sup> standard. The garba event started on a spiritual note, with faculties and students coming together for Aarti. This was followed up by an evening of dancing, good food and lots of fun. Dressed in traditional garba attire, all the attendees were in high spirit and danced to the trendy and upbeat garba songs. The entire campus came to life with lightings, and photo booth decorations. With their energetic moves and grooves the students definitely set the stage on fire. Apart from dancing to the beats of Sanedo, there were many scrumptious food stalls at the venue. With the support from our faculties, management, students and also our sponsors', the event was a grand success.

## Guest Session on “Treasury and Risk Management” Forex Market



**Mr. Venkatachalam Subramaniam**  
*Assistant Vice President - Treasury*  
*Bank of Bahrain and Kuwait B.S.C*

**Saturday, 26<sup>th</sup> November 2022 | 01:00 p.m. to 02:30 p.m.**

### **Guest Session on Treasury and Risk Management** organized by Finance Forum

On 26 November, 2022, the Finance Forum of NLDIMSR organized a guest session on the topic “Treasury and Risk Management”.

The Guest Speaker for the session was Mr. Venkatachalam Subramaniam, Assistant Vice President of Bank of Bahrain and Kuwait B. S. C. The session was conducted under the guidance of Mr. Kartikeyan Ramanathan sir and Mr. Pushkar Parulekar sir.

Mr. Venkatachalam Subramaniam gave a brief about the Forex Market with the focus on the factors affecting currency movement. The focus of the whole session was to make students conceptualize the market terminologies with an understanding of exchange rate quotations pertaining to the purchase and sale

transactions. Moreover, sir discussed carry trades and how it moves the market. He further explained the carry trade differential strategy of leading market players.

Mr. Subramaniam stated USD to be the new safe haven after Gold. He also gave insights into options and forward contracts to understand the management of risk using currency which was followed by the explanation of need based integrated treasury. He also gave a brief about liquidity management with the consideration of money being raised by Fx Desk from Money Desk and vice versa.

With closing remarks, sir also delved into sustained depreciation while explaining the factors ailing INR.

## Mr. Praveen Ratna's take on

### **"The Role of the HR Analytics in Performance Management"**

The HR Expert Talk Team organized a guest session on the 28th August, 2022 for the first and second year PGDM HR students on the topic: "Role of HR Analytics in Performance Management" by the speaker Mr. Praveen Ratna, who has worked with Bajaj Capital Ltd. and Indiabulls Housing Finance Ltd. As a HR professional his expertise is in HR Analytics, Total Rewards, Performance Management and transforming the process through automation. The professor in charge was Dr. Chandrakant Varma. In his session he spoke about the Importance of HR Analytics, Benefits of HR Analytics, Metrics of Analytics, HR Matrix, and the Transformation of Data into Business.



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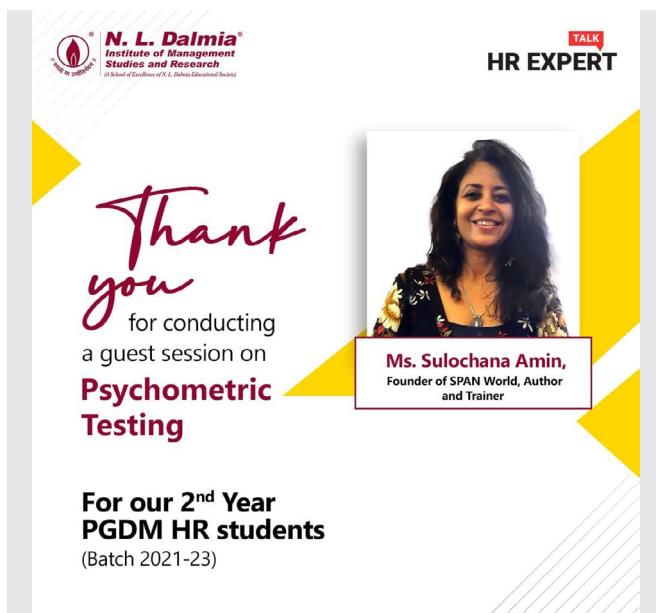
**TALK**  
HR EXPERT

*Thank you*  
for conducting  
a guest session on  
**Role of HR  
Analytics in Performance  
Management**

**Mr. Praveen Ratna,**  
HR Professional - Mentor and Speaker

**For PGDM HR students**  
(Batch 2021-23 & 2022-24)

## Ms. Sulochana Amin **"Know-how of the Psychometric Assessment"**



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**TALK**  
HR EXPERT

*Thank you*  
for conducting  
a guest session on  
**Psychometric  
Testing**

**Ms. Sulochana Amin,**  
Founder of SPAN World, Author  
and Trainer

**For our 2<sup>nd</sup> Year  
PGDM HR students**  
(Batch 2021-23)

The HR Expert Talk Team organized a guest session on the 17th September, 2022 for the Second Year PGDM HR students on the topic: "Psychometric Assessment" by the speaker Ms. Sulochana Amin, who is the founder of SPAN World and has 20+ years of experience in people management and process transformation. She has successfully led seven verticals: Training, Organizational Design, Change management, Signature programs, Psychotherapy, Faculty at B schools, and Behavioral Psychometric assessments. The professor in charge was Dr. Caral D' Cunha. Students learned to conduct the psychometric assessments and career development for the employees. Faculty also conducted a Psychometric Assessment and Career Development test for the students sharing valuable feedback.



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