

QUARTERLY NEWSLETTER

Edition January 2022

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FINANCE FORUM



Virtual Corporate Visit to Bombay Stock Exchange (BSE)

Date: 20th November 2021, Wednesday
Program Coordinator: Prof. Vijay Prabhu

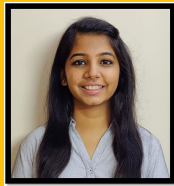
Finance Forum organized a “Virtual Corporate Visit to Bombay Stock Exchange (BSE)” for the finance students of batch 2021-23.

Mr. Rakesh Nair, from BSE Institute Limited was the resource person for the visit. The session was attended by 205 students. Mr. Nair showed a video of the history of BSE and its evolution over the years. He mentioned the way BSE was reshaping itself to keep up with the changing needs of the industry. BSE’s investment in cutting edge technology, controls and training initiatives over the years to emerge as one of the leading stock exchanges of the world was highlighted. The role of bitcoins and “Algo” trading was spoken about. Further, he discussed about the role ahead and challenges for BSE in terms of reducing the settlement period of the trades. At the end, there was a Q&A session which saw active participation from the students.

EDITORIAL TEAM



Aayushi Rathi



Shreya Dawada



Pragati Tripathi



FINTECH-Building Finance with Technology

Topic: FINTECH - Building Finance with Technology

Date: 20th November 2021, Saturday

Program Coordinator: Prof. Dr. Tarun Agarwal , Prof. Dr. Chitra Gounder and Prof. Neeraj Gupta

The Finance Forum organized a Finance Conclave for PGDM students.

Mr. Srikant Patil started panel discussions and discussed blockchain, Digital Banking playing as infrastructure players. He also briefed us about the increase of fintech to great extent in Asia and its tripling in India and is expected to increase furthermore. In addition to that he considered Green Finance and Unicorns.

Mr. Uday enlightened us about ROBO Advisors. Currently, it is around \$400 bn and it is expected to increase.

Mr. Rahman exchanged ideas over Banking and Supply chain Management. He highlighted that technology is not a threat instead it is to be looked at as

an opportunity and also raised a question that can banks be brought under one umbrella so that consumers can easily use them.

Ms. Pooja made us aware of how technology can also be disastrous and certain precautions taken for avoiding fraud and to keep consumers safe. She also talked about Artificial Intelligence and Machine Learning getting better.

Mr. Pramod discoursed over data used in the Finance and non-finance sector and technology used in the manufacturing sector. He went further with creditworthiness, transaction efficiency, etc. He discussed how technology will evolve in manufacturing industries as robots may replace the human workforce. Thus, he suggested an openness to technology and eagerness to learn. The discussion ended with Token of Appreciation and Vote of Thanks and concluding words by Prof. Jyoti Nair.

Portfolio Optimisation

Finance Forum organized a guest session on the topic "**Portfolio Optimisation**" on **27th November, 2021** between 2.30 pm and 3.45 pm. **Mr. Pranabesh Chatterjee**, Assistant Vice President, Ocwen Financial Services was the resource person for the visit.

The session was attended by 70 students. The session was conducted under the guidance of faculty Prof. Dr. Sachin Mittal.

The key highlight of the session was to understand how to Optimise a portfolio and manage all the risks involved while investing. Sir shared deep insight on the topic of Efficient Frontier, which talks about balancing the expected return and level of risk involved.

The session was filled with practical knowledge. Sir took the example of 2 securities to help us understand how to calculate the optimal combination of portfolios using Sharpe Ratio with the help of Excel and graphs to explain all the concepts.

Guest Session on
Portfolio Optimisation



Mr. Pranabesh Chatterjee
Assistant Vice President
Ocwen Financial Services

Saturday 27th November, 2021 | 2:30 p.m. to 3:45 p.m.

He also explained the various advance excel functions for portfolio optimization modelling. The entire session was in workshop mode and the guest has explained the entire topic with real-life data and examples.

In the end, there was a Q&A session that saw active participation from the students. The day ended with a warm vote of thanks to Mr. Pranabesh Chatterjee Sir.

HUMAN RESOURCE



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**Alumni
Spotlight**

TOPIC
TARGETING HR ROLES
FOR FRESHERS AND
HOW TO CRACK INTERVIEWS

THANK YOU

MS. SHWETA SHEREGAR
Sr. Associate Program Manager, JP Morgan Chase

**TALK
HR EXPERT**

Targeting HR Roles for Freshers

Speaker: Ms. Shweta Sheregar

Date: 13/11/2021

The speaker of the session **Ms. Shweta Sheregar** is an HR Professional with leading companies like JP Morgan etc, in varied segment of HR. With the hands on experience gathered by

working on various segments of HR like L&D, PMS, Recruitment & specialises in HR generalist profile. The session began on a positive note with Shweta ma'am's brief about her experience. In the first part she explained various roles comes under HR umbrella. She covered roles like Recruitment,, L and OD, Employee Relations ,Compensation and benefits ,Onboarding / offboarding, HRIS, HRBP and HR Generalist. Later she explained how to crack interview in three parts pre interview, during interview with mock interview simulation and HR based case studies. She covered tips for resume creation, interview preparation and the thing which needs to be taken care of before interview in the pre interview segment. After that in during interview segment, she gave some tips for answering the general interview questions and also conducted mock interview activity. In the last part, she asked some situation-based case study-based questions to students.

A Visit to Kondgaon Village

“With one kind gesture you have the power to change someone's life for better. It only takes one helping hand to help another.”

With this quote in mind Team MSR visited Kondgaon, a tribal village in Palghar district on **30th December, 2021 to raise awareness about menstrual hygiene and healthcare amongst villagers, especially girls.** The visit was coordinated by Team MSR under the guidance of Dr. Nazia Ansari.

Once the team reached the village, Mrs. Manju Kumbh, the sarpanch of the village interacted and was introduced to the new members of the committee. 450 Food boxes were distributed to students and teachers along with students of Zila Parishad .



Kondgaon Visit



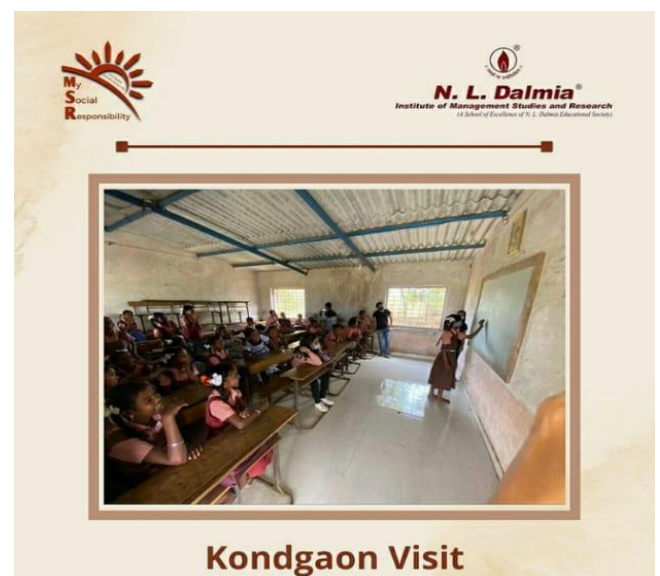
Kondgaon Visit

Distribution of sanitary napkins to 300+ girls for 3 months was the next activity conducted by the team under **Hygiene & Healthcare Vertical.** A seminar was also conducted to make the girls aware of maintaining menstrual hygiene and correct use of napkins with the help of posters. Q & A session was also conducted to clarify the doubts and queries of the girls.

Team MSR conversed with the students and played indoor games to create atmosphere of new year celebration.

Meanwhile discussion was in progress with the Head and Principal of school Mr. Dukhale, Mr. Ravindra Patil and Mr. Sambhaji Dighe for identifying the requirement of students.

Outdoor Games were conducted for the students which created euphoria among them and at 2:00 pm the school bell rang marking the end of a memorable day with school kids. After lunch the journey started back to NLDIMSR campus having plans for the next visit.



Kondgaon Visit

ACE CLUB

Retail Strategy In Action

On **1st November, 2021** a guest lecture was conducted by **Prof. Sham Kamat**, a former Head of Private Brands Operations at Shoppers Stop India. Prof. Kamat started his corporate career as a Management Trainee with the Ion Exchange group in 1996. After 3 years with Ion Exchange, he moved to the retail sector, joining Shoppers Stop in 1999. He worked with Shoppers Stop for 19 years in various roles across India.

The session began with Mr. Tejas Parker introducing the speaker. Prof. Kamat then began to talk about the eight ways to win in retail via the Pentagon and Triangle model. He then discussed retail strategies, which is basically a clear and definite plan that the retailer outlines to tap the market and build a long-term relationship with the customers.

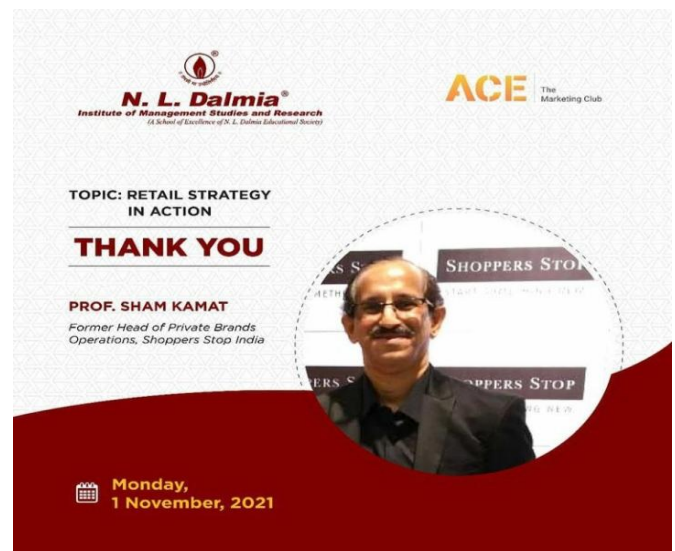
He further discussed the strategies adopted by Walmart, Shoppers Stop and Amazon.

Walmart - The main objective of Walmart is to provide the customers with best value they can find anywhere while providing friendly and efficient customer service. Its strategies are based on reducing costs to quality products so they are able to “achieve everyday low prices”.

Shoppers Stop - It has positioned itself as more premium than lifestyle. Shoppers stop changed its positioning to ‘bridge to Luxury’ from Premium from 2008. The positioning was changed in order to rebuild the loyalty of the customers and to differentiate itself from the competitor brands like lifestyle and Central.

Amazon - It tests ideas rigorously and adopts the ones that are most effective. The company has huge amounts of consumer data which it uses to improvise on its operations and product offerings.

The session ended with a vote of thanks delivered by Ms. Neha Mishra.



Search Engine Optimization

Ace Club of N.L. Dalmia Institute of Management Studies and Research organized a guest session on "**Search Engine Optimization**" on **5th, December 2021**. The session was conducted under the guidance of Prof. Sourav Choudhary. The guest lecture was conducted by **Mr. Karthik Kumar**, Director, Rage Communications today.

The session began with the host introducing our speaker Mr. Karthik Kumar, then he began to talk about Search Engine Optimization and its basis.

He emphasized on **AIDA model** i.e., Awareness, Interest, Desire & Action and how it is relevant for the SEO.

He gave an example on Conversion of the products/services that Traditional Model is like a shotgun where you miss and you catch some whereas Digital Model is like a Rifle, catch what is needed hence more the chances of conversion. He explains how SEO has 3 important elements i.e., Discover, Influence & Fulfilment. He further gave a detailed explanation about the SEO process. After which the speaker mentioned the consumer journey i.e., how he moves from one step to another on the internet and continued with aspects of Technical SEO.

Mr Kartik Kumar answered a few questions asked by the students. The session ended with a vote of thanks to our guest speaker.

Category Management, Merchandising and Disruptions in Modern Retail

Topic: Category Management, Merchandising and Disruptions in Modern Retail

Name of the Speaker: Mrs. Jayani Mepani

Date: 14th November, 2021

The guest lecture was conducted by **Mrs. Jayani Mepani**. She started as Buyer at Shoppers Stop, and later moved to Trent as Category Manager, and then on to the Hardcastle Group. She was GM Apparels at the online retailer firstcry.com, a start-up focused on apparel for newborns, infants and babies. Following this, she was Business Head of Kids, Mom's & Maternity Category, at Toonz (Quality Kidz Zone). Currently she is the Business Head of Categories - Kids, Moms and Maternity, at the Sahara Group. Her career trajectory has spanned across online, offline and exports.

The session began with Mr. Tejas Parker introducing the speaker. Mrs. Mepani then began to talk about retail and how the organized retail industry came into existence. She also talked about how the industry has evolved from barter system and self contained markets to mom n pop stores, departmental stores, ecommerce and more. She later on explained the concept of Category Management which refers to a range of products purchased by a business organization or sold by a retailer that is broken into discrete groups of similar or related products, this plays a very important role in the retail's success.

She also discussed the challenges that retail face in India today post the Covid-19 pandemic and that the consumers are likely to continue the behaviour that they've adopted during these times of buying things online.

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ACE The Marketing Club

TOPIC:
**Merchandizing and
Category Management in
Modern Retail.**

THANK YOU

MRS. JAYANI BAGCHI
Business Head of Categories -
Kids, Moms and Maternity,
at the Sahara Group.

**Sunday,
14 November, 2021**

She also discussed merchandising which is the process that acquires goods or services and makes them available at places, times, prices and quantities.

Mrs. Mepani finally talked about the disruptions in the retail industry wherein she spoke about personalization being a part of the value chain in both offline and online world which is a differentiating factor between brands.

She also answered various questions asked by the students, The session finally ended with Ms. Sapna Johari delivering the vote of thanks.

INTERNATIONAL CONCLAVE

GMTECH - Innovation - Acceleration for Transformation

N. L. Dalmia Institute of Management Studies and Research was proud to present its annual International Conclave, on **Saturday, 20 November 2021**. The theme of this Conclave was "GMTECH - Innovation - Acceleration for Transformation". The panelists were Dr Prof Macario(Mac) Fernandes, Mr Sandeep Ranade, Mr Sameer Kolhekar, Mr Rogin Thomas and Mr Shrirang Kane who gave valuable insights during the International Conclave session.

The salient points were:

- Everyone is a driver of Marketplace today.
- Technological innovations are more about Practical applications and ultimately have to be applied by human beings.
- Both long-term and short-term innovation are important.
- Human-centric and consumer-centric market experience is important.
- Human-centric technology has been injected into every domain of life in multiple ways.



MARTECH - Building the Culture of Innovation

N. L. Dalmia Institute of Management Studies and Research presented the flagship event of Marketing Department - International Conclave 2021 on **20th November, 2021** on the theme, "MARTECH - Building the Culture of Innovation." The host of the event were Prof. Dr. Piyush Sinha (Keynote), Mr. Mainak Dhar (Moderator) and the panelists were Mr. Chandan Mukherji, Mr. Neel Chaurasia, Mr. Apoorv Durga, Mr. Raj Mitra, Prof. Waltraut Ritter. Key takeaways from the session are summarised :

- Consumer centricity is the most important element in building brand.
- Five themes that impact Culture of Innovation are - Integrating Marketing and Technology, Taking data-driven decisions, Embracing Failure, Building Capacity, and Exploring.
- Understanding human needs is the key to market research.
- Three things that matter the most are - curiosity, empathy, and continuous learning.
- Data is the new oil..





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**INTERNATIONAL
CONCLAVE**

HRTECH
Building Emerging Workplace

Event Date:
Saturday, 20 November, 2021

Time:
1:30 p.m. - 3:00 p.m.

Venue:
Virtual Platform



Mr. Pronob Chetia
Director HR & Communication-Asia Pacific Region
Volvo Group Trucks Operations,
Service market Logistics, Singapore



Mr. Dolphy Goveas
Head-Global HR Operations
Goodhope Asia Holdings Group,
Jakarta, Indonesia



Ms. Vaishali Victor Raj
AVP- Human Resources
Godrej Infotech Limited., India



Ms. Moushumi Mandal
Vice President Human Resource
National Stock Exchange of India Limited



Ms. Baljeet Chhabra
Asia Pacific Compensation and Benefits
Leader Avaya, Singapore



Mr. Nilesh Dange
Chief Human Resources Officer
L&T Financial Services, India

HRTECH - Building Emerging Workplace

N. L. Dalmia Institute of Management Studies and Research was proud to present its annual International Conclave, on **Saturday, 20th November 2021**. The theme of this Conclave was **"HRTECH-Building Emerging Workplace"**. It was an honor to have Ms. Baljeet Chhabra (Moderator) and the panelists Ms. Moushumi Mandal, Mr. Pronob Jyoti Chetia, Mr. C. Dolphy Goveas, and Mr. Nilesh Dange to share their experiences and ideas in the conclave.

Technology is going to play a pivotal role in enhancing HR practices. It has become imperative for companies to commence using technology in HR systems.

Apart from the technological aspect, our esteemed speakers had also shed light on Responsibility of companies to look after the mental wellbeing of their employees, How work-life balance is important to reduce employee turnover and Remote working is the new normal.



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