

QUARTERLY NEWSLETTER

Edition November 2021

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

Case-a-thon 2.0!
Our Judges for the Event

Mr. Charit Anchan
Digital Marketing Manager,
Amazon

Mr. Balasubramaniam Gauthaman
Project Director,
Ministry of Rural Development

Event Details
Name of the Competition: Case-a-thon 2.0 (Case Study Competition)
Theme: The Steady Rise & Sudden Fall of Hike Messenger
Date: Saturday, August 28, 2021 Time: 2:00 p.m.

E-Cell

Case-a-thon 2.0

Topic: The steady rise and sudden fall of Hike Messenger

Date: 28th August 2021, Saturday

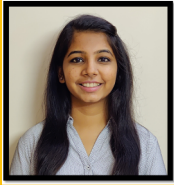
Program Coordinator: Prof. Anand Dhutraj, Dr. Vaishali Kulkarni

Nurtur-E, the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research conducted its 2nd business case study competition, Case-a-thon 2.0. A series of solutions for the case study was presented by the participants who were challenged to solve a real-life business challenge. The aim of organizing business case study competitions is to help students organize their thinking around an integrative planning framework and to infuse a strong dose of real-world experiences. The judges were Mr. Balasubramaniam Gauthaman (Project Director for the DISHA Dashboard program of the Government of India under the Ministry of Rural Development in New Delhi), and Mr. Charit Anchan (Digital Marketing Manager, Amazon Prime Video, and Founder & CEO of The Yolk Media). 5 teams were shortlisted consisting of 2 members each. The event took off with each team presenting their case solution followed by a Q&A session.

EDITORIAL TEAM



Aayushi Rathi



Shreya Dawada



Pragati Tripathi



Online Interactive
Podcast Session (Zoom)


THE BUSINESS SAGA WITH ABHISHEK KAR

FEATURING

ABHISHEK KAR

Speaker | Trainer | Investor | Youtuber

 Tuesday, 26 October, 2021

 3:00 p.m. to 4:00 p.m.

Podcast 3 On Developing An Entrepreneurial Mindset

Topic: The Business Saga with Abhishek Kar

Speaker: Mr. Abhishek Kar

Date: 26th October 2021, Tuesday.

Venue: Zoom Platform

Program Coordinator: Prof. Dr. Vaishali Kulkarni, Prof. M. R. Koshti

Nurtur-E, the E-Cell of N. L. Dalmia Institute of Management Studies and Research conducted its 3rd online podcast on 26th October 2021. Its objective was to help aspiring entrepreneurs develop the right mindset required to start business and their trading journey in stock market.

Our guest speaker for the session Mr. Abhishek Kar full-time trader-cum-investor and the recipient of 98 national and prestigious honours,

including the Young Leadership Award. He is one of the most highly followed stock market enthusiast and entrepreneur.

The host Atul Pandey along with co-host Akshat Singh started the podcast.

During the 75-minute session, the hosts put forward their questions and Sir provided us with his learnings and experiences over the years, and also gave instances on how he dealt with problems in the trading and investing world. Being an MBA himself, he spoke about how he dreamt about becoming an entrepreneur from his college days in the world of stock market. The session was concluded after answering questions from the audience and a vote of thanks.

GENERAL MANAGEMENT COMMITTEE

GMC organized its flagship event, “**Shikhar**”, a national-level B-school paper presentation competition on 26th September 2021 via zoom. The topic was, “**Gati Shakti Master Plan: The Game Changer for the Economy.**”

The panel of judges included Dr. Brinda Jagirdar, retired General Manager and Chief Economist of The State Bank of India, Dr. Ganpati Rathod, Assistant General Manager at Karnataka State Finance Corporation, Dr. Mrinalini Kohojkar, Economic advisor to Design Excellence India and Structcon Pvt ltd., Mr. Shashank Mendiratta, Economist at IBM's public policy and cognitive practice. This year we received an overwhelming response to Shikhar 2021 with 240 entries and 120 teams from some of the top institutes in India. 6 best teams were chosen as the finalists. The presentations and respective question-answer session for each team were conducted. We had an interesting poll and the results for the online quiz conducted on our institutes' social media handles were announced. The panellist shared their insights with the students. Brinda Ma'am, discussed how India is a young country, the enabling Indian environment,

and emerging digital infrastructure. Ganpati Sir shared how India is looked upon by the world, the potential that lies in the youths, the new deal policy. Shashank Sir threw light on the things India can achieve and how it is home to leading mobile phone manufacturers, net exporters, and its praiseworthy recovery from the pandemic. Mrinalini Ma'am appreciated the entire Dalmia team and the analysing skills of students. She discussed the importance of the FMCG sector and the potential of our diverse cultures.

After fruitful insights shared by our judges, the results were declared by our Director, Prof. Vijay Ramachandran.

The winners were Team C, Javed Sheikh, and Azim Bawa from N.L. Dalmia Institute Of Management Science and Research.

The First runner-up was Team D, (Arpita Sen, Deepansh Jagotra) from NMIMS Mumbai.

The Second runner-up was Team E, (Chirag Bhati, Amit Borade) from the National Institute of Industrial Engineering, Mumbai.

We had the Vote of Thanks for all four panellists and the token of appreciation ceremony. The event was a success.



A National Level B-School Paper Presentation Competition

**Gati Shakti Master Plan:
The Game Changer for the
Indian Economy**

MSR

UNNATI Case for a Cause

Team My Social Responsibility (MSR) of N.L. Dalmia Institute of Management Studies and Research organized its first and foremost event, “Unnati – Case for a Cause”, an in-house case study competition on “Kondgaon Village - Problems and Prospects” on 30th October, 2021 via zoom from 2:30 pm to 6:00 pm for PGDM 1st, 2nd Year & GMBA Students, Faculty and Staff members

The esteemed panel of judges comprised -

1. Mr. Prashant Kumar
2. Mr. Mario MendeS
3. Mr. Ashish Jhunjhunwala

Team MSR received an overwhelming participation for Unnati – Case for a Cause event. 5 best teams were chosen as the finalists out of 20 groups. The finalist teams presented their ideas and strategies for sustainable development of Kondgaon Village.

All the 3 judges shared their insights with the students.

Mr. Prashant Kumar appreciated efforts of all the finalists and stressed upon the importance of young people participating in social activities. Mr. Mario Mendes shared his experiences of practical difficulties faced by rural areas in India. He also shared that he has no idea of social service when he was young and appreciated team MSR for creating awareness by conducting this event successfully. Mr. Ashish Jhunjhunwala shared that his Saturday was well spent after spending week in and week out in corporates. He said that it is satisfying to see that this kind of event being conducted by our college and thanked team MSR for the same.

After fruitful insights shared by all the panellists, the results were declared by one of the Judges Mr. Prashant Kumar.

1. The winner was **Team Mastermind.** (Priyansh Tiwari and Gaurav Hingnikar).
2. The First runner-up was **Team Inferno.** (Anisha Jambhale and Tapasya Gupte).
3. The Second runner-up was **Team Alpha.** (Parth Patel and Roopal Dhody).

We congratulate all the winners and participants for their enthusiastic participation and wish them good luck in their future endeavours.

MARKETING

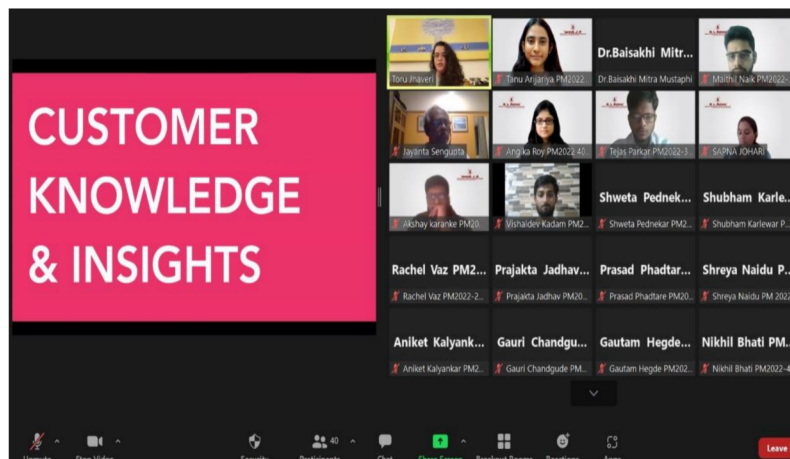
Customer Knowledge and Insights

Ace Club along with the **Marketing Placement Committee** of N.L. Dalmia Institute of Management Studies and Research organized a guest session on **"Customer Knowledge and Insights"** on **13th September, 2021** for PGDM Marketing (Batch 2020-22) and faculties and staff members. The session was conducted under the guidance of **Prof. Jayanta Sengupta** and **Dr. Baisakhi Mitra**.

Guest Speaker was **Ms. Toru Jhaveri** who is a psychologist and strategist-by-serendipity. Her work on brands such as Stayfree, Sunsilk, Netflix, Lipton, etc marry insight with effectiveness. Her campaigns have been among India's most highly awarded

efforts at both Indian and international awards shows, with Stayfree's Project Free Period winning India's first Gold for Creative Strategy at the prestigious Cannes Lions 2021.

Firstly, the guest gave us a brief idea about what a brand is. She emphasized that once all the proper consumer insights have been gathered by the businesses they can be used further for enhancing the effectiveness of the different business processes. We were then shown various advertisements which justified the above concepts. In all, it was truly an enlightening session where the audience gained a lot of knowledge about how the consumer insights help brands in solving existing problems.



Marketing In The Times of Covid

Ace Club along with the **Marketing Placement Committee** of N.L. Dalmia Institute of Management Studies and Research organized a guest session on **"Marketing In The Times of Covid"** on **25th September, 2021** for PGDM Marketing Batch 20-22 and faculties and staff members. The session was conducted under the guidance of **Prof. Sourav Choudhary** and **Dr. Baisakhi Mitra**. This guest lecture was conducted by **Mr. Saurabh Bajaj**, who is the Marketing Head of Dairy at Britannia. He began to talk about the dubious scenario that was created because of the pandemic.

He explained the social media's brilliance lies in its ability to foster fellowship through digital channels.

He later talked about how brands are speaking to consumers by creating awareness, creating home time, adhering to safety protocol.

He also discussed about how business pivoted during the pandemic, He later gave the students his top picks to look out for in Marketing, like - E-Commerce, Online Entertainment, Hyperlocal Services, Reassurance of health and hygiene.

He answered a few questions asked by the students which helped them gain a lot of insights on different topics related to Marketing.

HUMAN RESOURCE

Employee development and Career development from an L & D point of view

Speaker: Ms. Trupti Chavan

Location of the event- Zoom Platform

Organized by – HR Club

Conducted by – Dr. Caral D’Cuhna

The HR Expert Talk team hosted the inaugural session "Alumni in Focus" as part of the talk series on September 18, 2021. The speaker for the session was **Ms. Trupti Chavan**.

She is a 2015 NLDIMSR alumni who is currently employed at L&T Technology Development and Career Service as an L&OD Manager.

The session took place **under the guidance of Dr. Caral D’Cunha**.

Ms. Trupti Chavan delivered a thought-provoking presentation on "**Employee Development and Career Development from L&OD point of view**".

She started the session in a unique way by asking the students, "What are their expectations from the session?"

Ms. Trupti Chavan delivered a thought-provoking presentation on "**Employee Development and Career Development from L&OD point of view**". She started the session in a unique way by asking the students, "What are their expectations from the session?" This not only made the session interactive from the beginning but it also encouraged students to ask their queries. Ms. Trupti described the significance of Learning and Organizational Development as an HR function and its importance to the organization in a very thorough manner.

Ms. Trupti discussed the various career paths available in L&OD, beginning with Learning Coordinators, Learning Managers, Content Developers, Instructional Designers, and Consultants, as well as the roles they carry out. She briefed students about the career progression and different levels of L&OD work and the skill sets required at each level.

She discussed the value of learning technology like **SAP, Workday, Tableau and MS Excel**, as well as the Adult Learning Theory. She emphasized how behavioral competency and technical skills are intertwined. Interpersonal skills, empathy, active listening, an agile attitude, and collaborative nature, according to Ms. Trupti, lead to the development of a good manager when combined with technical knowledge. The session was followed by a round of questions and answers.

At the end, Ms. Trupti **suggested many reading resources and certifications to students** that will help in enhancing their career profile. She also shared some reading resources with the students which would be essential for understanding this HR function. The students found the entire session to be very enlightening.

The session ended with a vote of thanks by a committee member.



The graphic features a circular portrait of Ms. Trupti Chavan on a red background. Text elements include the N. L. Dalmia Institute logo, the title 'Alumni Spotlight', the topic 'EMPLOYEE DEVELOPMENT AND CAREER DEVELOPMENT FROM L & OD POINT OF VIEW', a 'THANK YOU' message, her name 'MS. TRUPTI CHAVAN', her title 'Manager L & OD, L & T Technology Services', and the 'TALK HR EXPERT' logo.

HRIS: Design and Application

Topic: HRIS: Design and Application

Name of the Speaker: Shaikh Muzammil

Date: 1st September, 2021

The speaker of the session was Shaikh Muzammil Sir. He is the director of Qualsoft Solutions Private Ltd. for 14 years.

Starting with the session he made us understand the importance of ERP and how ERPs serve as a company's common resource pool by streamlining workforce and its data. Without missing a minute, he started with presenting the Qualsoft ERP system explaining all the important components and functions practically. This ERP system has been in use in various other institutes for better access of data and management for faculty members as well as students, especially post pandemic.

He focused and began with the access an HR of an institute has on the Human Resource tab in the system. On being questioned if the system can be customised, he shared that certain functions are available beforehand and the rest can be customisable according to the need of the management. The Attendance tab has a lot of sub functions and the attendance gets recorded with the help of biometrics in offline setup and for an online setup, once an employee logs in the system, attendance gets recorded along with the time. It includes late deduction which at the end of the month HR is able to view and decide if salary needs to be cut or not according to the management policy, leaves pending, leave report, memo, pending approval, attendance reports. In the recruitment module of HRMS its current vacancies, CVs in the database, Offer issues and accepted tabs. HR has the access to the data to the database to go through the profiles in case someone from the company has referred or applied from the career webpage so it saves unnecessary time of screening, sourcing and maintain different excel sheets. HRMS helps in streamlining and better maintain the data with real time information. It has a very detailed interview process tab which helps the HR in understanding where the candidate is in the process and when the follow up needs to be taken.

Moving further with the performance appraisal module, he made us understand how important and sensitive it is. It includes various sub functions like department mapping, Appraisal schedule, exam analysis setup, submitted appraisal, appraisal approval, pending appraisal approval at every level. Under the master data tab, Job description and duties are clearly defined. Performance indicators and weightage for each are also clearly defined, this makes HR's task easier while evaluating performance. As the session progressed, he showed the Training and development module wherein all the trainings for the year are scheduled and maintained.

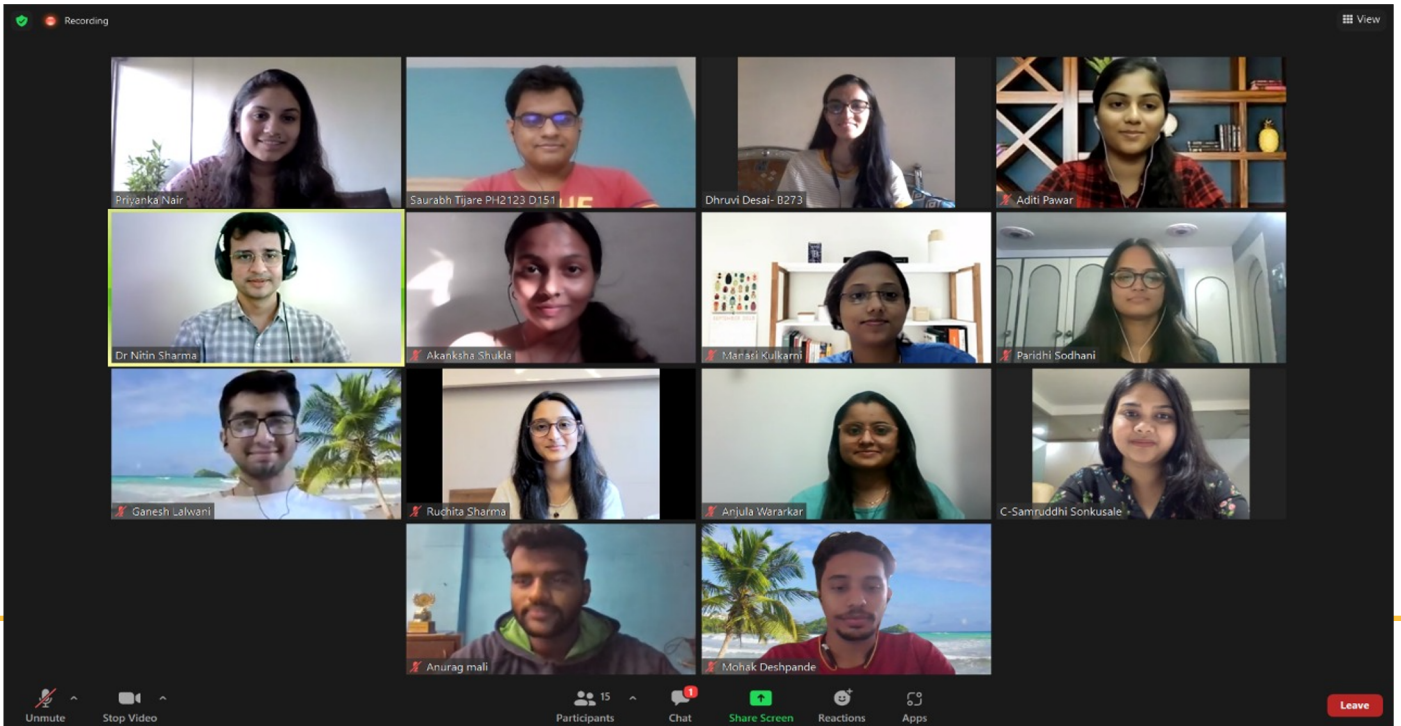


THANK YOU!

A heartfelt thank you to **MR. SHAIKH MUZAMMIL** (Director, Qualsoft Solutions Pvt. Ltd.) for gracing us with your presence as a Guest Speaker

TALK HR EXPERT

Topic: HRIS Design and Applications
Date: Wednesday, 1 September, 2021
Time: 2:45 p.m. to 3:45 p.m.



Student Engagement Team activity on 'Bonding & Inclusiveness' at NL Dalmia Institute of Management Studies & Research | 26th October 2021

On October 26th, the newly formed junior **Student Engagement Team** conducted an event called **‘Loose Control’** as a part of **Student Bonding**, which focused on the **importance of building a productive work environment**. The attendees were encouraged to participate in activities, share thoughts, and understand the learnings from each activity. The session was opened by enlightening the attendees about the significance of employee bonding and engagement in the HR profession. The activities were conducted under the guidance of Prof. Dr. Nitin Sharma. During the event, the attendees had the opportunity to participate in various games. The first event was called **‘Brand Roasting’**, the main objective of this event was to engage participants to speak and to have an opinion regarding a given topic in public to eliminate stage pressure and embrace g diversities. The second event was called **‘Virtual Role Play.’** In this activity, the participants learned how to deal with real-life corporate scenarios effectively.



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