



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

**Goonj**

# NEWSLETTER

Edition January 2023



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## WEALTH MANAGEMENT - PERSONAL FINANCE



Finance Forum of N.L. Dalmia Institute of Management Studies and Research organized a guest session on the topic “Wealth Management” on 17th December 2022. The Guest Speaker for the session was Mr. Santosh Shetti, Senior Vice President of Motilal Oswal Financial Services Ltd. The session was conducted under the guidance of Prof.Dr. Jyoti Nair, Prof. CA Jai Kotecha, and Prof.Pushkar Parulekar.

Mr.Santosh then introduced the topic of compounding and how it can be powerful by giving us an example of bamboo where for 4 years there was no growth. However, from the 5th year the bamboo grew exponentially. This demonstrated the importance of investing early for the money to grow exponentially and introduced the rule of 72 which calculates how long it will take for an investment to double in value based on its rate of return.

He conceptualized the students with needs and the benefits of Financial and investment planning and how one can use it to achieve its goals, assess its financial standing and improve it, tax planning, achieve maximum returns, beat inflation, and make provision for anticipated expenses. He stated that Wealth can be generated only if you start investing early, regularly, and have patience. Also, after investment planning, his guidance on when to exit an investment was shared.

With closing remarks, he summarized the topic ‘Personal Financial Planning’ and quoted “Keep it Simple, Stupid”. At the end of the session, he answered the questions asked by students and the session ended with a hearty vote of thanks.



### EDITORIAL TEAM

Shreya Dawada  
(Coordinator)

Pragati Tripathi  
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Nidhi Shah, Prerna Mahawar,  
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Art Direction & Execution:  
Anwar Chougale,  
Marketing Department  
(NLDIMSR)

## Maadhyam 2023



Ace Club of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized the National level B-School paper presentation competition Maadhyam, on 28th January 2023. The theme of the paper presentation for this year was 'Metaverse Marketing is here to stay

Aakanksha Rawat welcomed Prof. Dr. Seema Saini, CEO of N L Dalmia Educational Society. Then she greeted the esteemed guests and the audience. She gave a brief introduction about the college and spoke about the vision and the mission of the institute and its efforts to create value-based quality education and to produce leaders with a global outlook.

Deborah the co-anchor then welcomed the Director Prof. Dr. M.A. Khan of N.L. Dalmia Institute has been contributing to the field of education for 34 years. He also boosted the spirit of the participants and said that the event will be a great source of learning for all the attendees.

Each team gave a presentation in a unique way and highlighted interesting points in front of the judges. The juries avidly listened to each participant and had a question-and-answer round with them. Post the healthy discussion, Aastha and Adrija shared an interactive quiz (Kaun Banega Champion) where the students got to brush up their knowledge followed by a discussion of correct answers and the winners won a book titled Atomic Habits by James Clear.

Before the announcement of the results, the participants and the judges spoke about their experience of Maadhyam.

Mr. Shwetank Rewatkar talked about the importance of taking a relevant sample for a good research paper and how the main objective of doing successful Business Research is finding your TG (target group). He also interacted with the students in the audience to give insights on Metaverse and how they can excel in their careers using the right research techniques.

The second runners-up were team Drishyam of Goa Institute of Management, the first runner-up was from team Aspirers of K.J. Somaiya Institute of Management Mumbai, and the winner was from team Kasha of MET Institute of Management Mumbai were awarded the cash prize trophy and certificates.

In the end, Saniya Kambli, Student Joint Coordinator of Ace Club expressed her heartfelt gratitude to all the judges for making the event successful on behalf of Ace Club. The event concluded with the National Anthem.



## **Guest Session on Customer Centricity by Dr. Kalim Khan**



The marketing department of N.L. Dalmia Institute of Management Studies and Research organized a guest session on 9th December 2022 for PGDM Marketing second-year students. The session was conducted under the guidance of Prof. Dr. Joyeeta and Prof. Dr. Baisakhi Mitra.

This guest session was delivered by Dr. Kalim Khan who is a Joint Managing Director of Brains Trust. He is also an academican, trainer, and a consultant. He has spent a lot of his time with top corporates and helped them in becoming a customer-centric organization.

Dr. Kalim Khan began the session by asking students a basic question - Do you know the difference between a consumer and a customer?

A customer is related to a brand while a consumer is related to an industry. He then explained who the customer is. It's an individual/entity or organization that experiences a brand in any form. This created a lot of discussion and exchange of ideas between students. He spoke about how brands put effort to elevate the consumer experience. He also spoke about management. He said management deals with the optimal utilization of resources. Behavior follows the right attitude to serve the customer wholeheartedly and the right attitude is the result of the correct philosophy.

Lastly, he shared a beautiful experience of one customer at Ritz-Carlton who forgot his son's teddy bear. He wanted that back as that was his child's

favourite toy. The receptionist not only recalled that they left the toy there but also the staff offered to courier it despite knowing that this will cost them. They chose to do it because they want their customer to have a smooth experience as well as good memories associated with them. The surprise was an envelope that was sent by courier. It had pictures of teddy at different places at the hotel as if he was enjoying and chilling over there. The students found the session insightful and motivating.

In the end, Aakanksha Rawat thanked the speaker on behalf of all the students of NLDIMSR and Prof. Dr. Joyeeta felicitated Dr. Kalim Khan for taking out his precious time for the students.

## **ACE OF FACE** **A Flagship Marketing Event**



**A**ce club of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized an interesting marketing competition 'ACE OF FACE' for 1st year and 2nd-year students on 2nd December 2022 in the MDP room. The event began with Adrija and Mr. Viren welcoming all the attendees and giving a brief description of the competition rules. They welcomed the Director Prof. Dr. M A Khan, Prof. Dr. Joyeeta Chatterjee, Prof. Dr. Baisakhi Mitra, Prof. Sourav Choudhury, and Prof. Dr. M.R. Koshti. The audience was full of enthusiasm and gathered in large numbers.

The round was judged by Prof. Dr. Sourav Choudhury and Prof. Dr. M.R. Koshti and teams were given marks on different parameters.

The competition concluded with a certificate and cash prize distribution to the winners. The 2nd runner-up position was secured by team Synergy with cash prize of rupees thousand. 1st runner-up was team Biz-x, they won a cash prize of rupees two thousand and the Winner of the competition was team Market Sapphires. They received a cash prize of rupees three thousand and lots of praise.

The competition ended with a motivational speech by the judges, followed by a vote of thanks by Saniya Kambli to all the judges, participants, and the audience. The competition was indeed full of learning for marketing students.

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# EVINCO

Organised By: Cultural Committee

Date: 4th & 5th February 2023

**E**vinco which translates to “to conquer” was the intra-college Cricket and Football tournament organized for the first year and second year students of N.L. Dalmia Institute of Management Studies and Research, Mumbai on 4th and 5th December to showcase their skills and passion for Cricket and Football. The sponsors of the tournament were Decathlon and Geeta Eye Clinic and surgical center.

The event was organized by the Cultural Committee headed by Shivani Banpurkar and Anurag Mali.



FOOTBALL WINNER (MUMBAI CITY FC)

**T**he auction for the football and cricket tournament took place on the 26th of January, 2023, and was organized by the cultural committee of NLDIMSR with the guidance of our cultural head Shivani Banpurkar. The owners were invited to the event and bid on players in the auction. It was made sure that the owners are aware and clear about all the rules and regulations for the auction, such as the budget for each team, the number of players to be bought by each team, and the order of the auction.. There were in total 10 teams of boys and 3 teams of girls in cricket and 6 teams of boys in football respectively.

The teams were divided into 2 groups which played against each other, followed by two rounds of semi-finals. The two teams that made it to the finals were North-East United captained by Marc Mendonca and Mumbai City FC captained by Jugal Bhanushali, of which Mumbai City FC was declared Champions.

## Cricket

The Cricket Tournament was held. A total of 10 teams participated in the Mens Cricket Tournament. 3 teams participated in the Women's Cricket Tournament.

The top two teams from both groups qualified for the semi-finals. The teams that made it to the finals were Black Brigades captained by Shubham Jain and Grey Goslings captained by Tejas Mhatre. Grey Goslings were declared champions of the Mens Cricket Tournament.

The finals of the Women's Cricket Tournament were played between Red Royals captained by Aakansha Rawat and Brown Beasts captained by Anugraha Shalin Mathew, of which Red Royals won the tournament. The tournament ended with the prize distribution ceremony.



CRICKET WINNER- MENS (Grey Goslings)



# Kondgaon Visit Report

Organised By: MSR Committee

Date: 20th January 2023

**M**y Social Responsibility Committee of N.L.Dalmia Institute of management studies and research organized a visit to Kondgaon village on 20th of January 2023 with the following agenda:

1. Sanitary Napkin Distribution & Menstrual Hygiene Awareness Camp
2. Survey the village to know the current requirement.
3. Any other additional items/requirements

MSR coordinators distributed 3000 Sanitary Napkins to 210 female students from class 6th to 12th for 6 months and created awareness regarding menstrual hygiene. The girls were also guided on how to dispose of the used napkins to safeguard the environment.

252 Stationary items (leftover Water bottles, Sweaters, Tiffin boxes, Umbrella, Raincoat, Compass boxes) contributed by NLDHS under the guidance of Anie Mam & Savita Mam were distributed to children of Rawatlapada ZP School & Goratpada ZP School

Team MSR visited 3 Anganwadis to assess their present working conditions and their requirements. The teachers of the Anganwadi helped the team to identify the challenges of malnourishment among the kids between the 3 to 6 age group. Also Kondgaon Sarpanch, Mrs. Manju Kumbh requested to conduct an awareness camp for parents of Anganwadi kids to send them to school regularly.

In order to enquire about the Kondgaon Utsav, the MSR committee members visited the Gram Panchayat Office, where the Sarpanch of Kondgaon village, Mrs. Manju Kumbh, provided the committee with an idea regarding the feasibility of the Kondgaon Utsav.

She provided information concerning products that could be sold by the villagers for the Kondgaon Utsav and when it was possible for the villagers to come to the Institute for the Kondgaon Utsav. The members of MSR also facilitated the Sarpanch by letting her know about the kind of support that could be provided to the villagers from the Institute's side for the Utsav. The Sarpanch even helped the MSR committee give

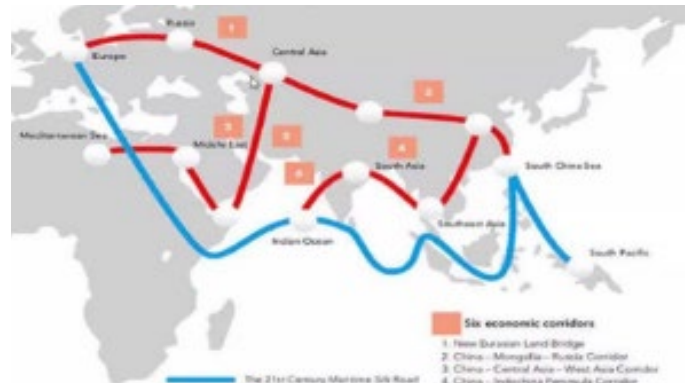
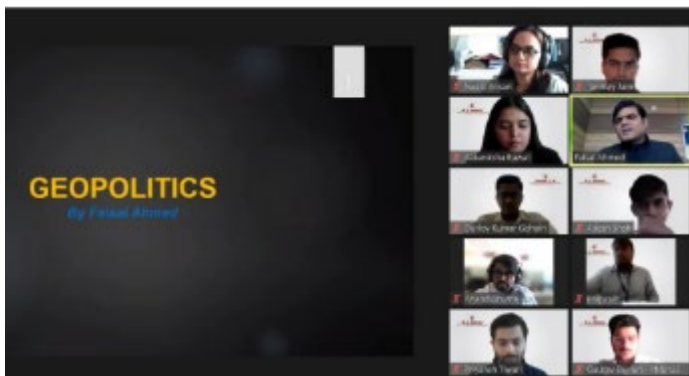


## *Distribution of Sanitary Napkins*

The team also visited one dilapidated well which needs immediate repairs and maintenance as villagers use the water from the well for daily purposes.

The team also visited ZP School at Goratpada to witness the damaged roof being replaced by a well-built and strong roof. The Roof is repaired using good quality material and will endure the monsoon making it comfortable for the students to study peacefully. We thank everyone for their generous contribution during Jalsa 2022 – A FundRaising Garba Event to help us build a new roof for the kids of Kondgaon School. Team MSR is grateful for all the support and guidance provided by Prof. Dr. Seema Saini, Prof. Dr. M.A. Khan & Faculty Members. We also thank Operations Team, Accounts Department, Marketing Team, Administrative staff, and Support staff for all the help in organizing this visit. We thank Prof. Dr. Neeraj Gupta for joining us. The visit was coordinated under the guidance of Faculty-in-charge Prof. Dr. Nazia Ansari and planned, executed, & managed by Team MSR.

## Guest Session on Geopolitical Contexts in International Business



General Management Department of N.L Dalmia Institute of Management Studies and Research organized an online Guest Session on the 27th December 2022 for 2nd year students for the topic – “Geopolitical Contexts in International Business”. The session was conducted under the guidance of Prof. Dr. Nazia Ansari & Prof. Anand Dhutraj. The guest session was delivered by Prof. Dr. Faizal Ahmed who is an International Business

Professor at FORE School of Management, New Delhi. He has been a consultant to the United Nations and other renowned organizations. He has recently published a book titled, “The Belt and Road Initiative: Geopolitical and Goeconomic Aspects”, which is published by Routledge, New York, and the UK. Prof. Dr. Faizal Ahmed began the session by asking students about their understanding of the word “Geopolitical”. He stressed the importance of understanding Geopolitics and how it affects International Business. He spoke about the different theories, different phenomena, and understanding of Geopolitics. He stressed on power equations between different countries and made us understand the term “Popular Geopolitics” which means popular media representation or images of countries formed through media, films, and newspapers, thereby laying emphasis that even if a person hasn’t studied about any country, he or she may still have some perception about it.

After making the audience familiar with the

concept of Geopolitics, Prof. Dr. Faizal Ahmed sir then dived deep into the major reasons or factors of Geopolitics affecting the International Business Environment. He mainly focused on main reasons:

- 1) Indo-Pacific Region, Ocean Diplomacy in the Indian Ocean – China seeks to displace the United States in the Indo-Pacific region as a Power.
  - 2) QUAD-Security Alliance in a group of democracies made between India, Australia, Japan, and the USA, which China perceives as being against it.
  - 3) MEGA- Regionalism: RCEP & CP-TPP – China-led and US-led
  - 4) Belt and Road Initiative by China – Infrastructure connecting China with the World, which according to the USA is putting countries in a death trap.
  - 5) Ukraine War: Nord Stream Gas – Europe is dependent on Russia for Gas Supply, but due to its support to Ukraine, Russia decreased its Gas Supply to Europe. Thus, making Europe suffer during winter when they require more natural gas supply.
- Prof. Dr. Faizal Ahmed entertained questions asked by students. The students found this International Business session insightful. In the end, Aakanksha Rawat thanked the speaker on behalf of all the students.

Lastly, General Management Department thanked Prof. Jestin Johny for helping to arrange the guest session and Prof. Dr. Vaishali Kulkarni for her guidance.



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