



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



NEWSLETTER

Edition March 2023



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Challenges and Opportunities for Entrepreneurship and Business Growth

**N. L. Dalmia International Conference on Management (NLDICM-2023)
on Challenges and Opportunities for Entrepreneurship and Business Growth**

The N. L. Dalmia Institute of Management Studies and Research organized a two-day international conference on “Challenges and Opportunities for Entrepreneurship and Business Growth” on 17th and 18th February, 2023. The conference was held in a hybrid mode, with some attendees present in the institute’s auditorium and others participating virtually

The inaugural session of the conference was held on February 17th at 10:30 AM in the Institute’s auditorium. Prof. Dr. M.A. Khan, Director of the Institute, delivered the welcome address, followed by Prof. Dr. Seema Saini, CEO of the N.L. Dalmia Education Society, who shared the inception and growth story of the society. Mr. Mudit Dalmia, Vice President of the N.L. Dalmia Educational Society, released the conference proceedings. The conference committee had received 50 research papers, and a few were shortlisted for presentation based on their quality and research depth.

The session started with a keynote address by Dr. Ashish Ambasta, Founder and CEO of Happy Plus Consulting, who shared his experience and insights on employee happiness in organizations. Prof. Dr. Jitendra Mahakud, Professor at IIT Kharagpur, was invited to share on “Emerging Issues in Corporate Finance Research”.

The conference also had the privilege of Prof. Dr. Sankarsan Basu, Professor at IIM Bangalore, who spoke on “Technologies in Business – A Quest for Excess Returns Bearing High Risks”. Mr. Sachin Khandelwal, a management consultant, spoke on “Yin and Yang for 2023”, where he shared the nine principles to succeed in business.

The second day had four parallel tracks based on papers received, with Dr. Ramesh Mittal and Dr. Sandeep Keshav Rao as keynote speakers. The conference included various technical sessions and tracks, such as general management and corporate governance and human resources, with a total of 11 and 12 presentations, respectively.

The Valedictory Ceremony organised on 17th February 2023 at 4:30 pm- 5.30 pm with the brief of all the technical sessions of both days. This was followed by taking feedback from few participants of the conference during zoom live valedictory session. The enthusiastic participants from India as well as overseas shared their feedback and key learnings from the conference. The valedictory ceremony ended after the vote of thanks given by the conference convener Prof. Dr. Neeraj Gupta.

Mulyankan 2023 - 25th February 2023 | 9:30 am to 1:30 pm



Finance Forum of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized the National level B-school paper presentation competition Mulyankan, on 25th February 2023. The theme of the paper presentation for this year was 'Climate Finance: Evaluation, Adoption and Impact on Financial System.' The event began with Seshan Iyer and Priyal welcoming all the dignitaries for the lamp-lighting ceremony, followed by the auspicious hymn of Saraswati Vandana to seek the blessings of Goddess Saraswati and lighting the lamp.

Harshada Raut welcomed Prof. Dr. Seema Saini, CEO, N.L. Dalmia Educational Society with a Jade sapling. Prof. Dr. Seema Saini 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. Harsh Gorasia then welcomed Prof. Dr. M.A. Khan the Director of N. L. Dalmia Institute of Management Studies and Research, Mihir Joshi welcomed Professor Prof. Dr. Jyoti Nair, Head of Department-Finance.

Adwait then introduced the first judge CA Dr. Rajkumar Adukia and requested Prof. Dr. Seema Saini to welcome him with a Sapling.

Purvaja Vispute, introduced our second judge, Ms. Meghna Mehta and requested Prof. Dr. M.A. Khan to welcome her with a Sapling.

Harshada Raut, then introduced the third judge CA Snehal Raole and requested Prof. Dr. Jyoti Nair to welcome her with a Sapling.

Kalpesh Khandare and Namita Bhatt from Team Pen Pals of Symbiosis Institute of Management Studies (SIMS), Pune, were named second runners-up by Prof. Dr. Seema Saini and the three judges. A certificate and a monetary prize of Rs. 10,000 were given to them.

Together with three other judges, Prof. Dr. M.A. Khan announced the first runner-up. First runner-up honours went to Prajesh Dey and Nihal Gokhru of Team Green Goblin from NMIMS Mumbai. A certificate and a monetary prize of Rs. 20,000 were given to them.

Mr. Mudit Dalmia and three judges announced the winners of competition. The Winner title was won by Swapnil Deshpande, Janhavi Majithiya, and Nandini Bisani of Team Eco Warriors of the N.L. Dalmia Institute of Management Studies and Research. They received a winner's certificate and a monetary prize of Rs. 30,000. The ceremony was concluded with the National Anthem. after Divya Oswal, Head of Finance Forum, offered a vote of thanks and on behalf of Finance Forum, expressed her sincere gratitude to all the judges for helping to make it a success.

E-SUMMIT 2023



Nurtur E Cell, the entrepreneurship cell of N.L. Dalmia Institute of Management Studies & Research conducted their flagship event 'E-Summit' with the theme "Enkindle Entrepreneur in You." on 10th March, 2023. The event featured distinguished guests from various industries who shared their business expertise with the students. The event commenced with the traditional lighting of the lamp by dignitaries followed by Saraswati Vandana, and the assembled students and faculty members warmly welcomed the guests.

The list of distinguished guests for the event included Prashant Gade, CEO of Inali Foundation; Pandurang Taware, Founder of Maharashtra State Agri & Rural Tourism Co-operative Federation Ltd; Navnath Yewale, Founder & CEO of Yewale Amruttulya Private Limited; Subasish Pani, CEO of Power of Stocks; Anushree Maloo, Co-Founder at Nuutjob; Virendra Yadav, MD & CEO at BU Projects and Consulting Pvt Ltd; and Dr. Sonali Tipre, Founder Director & Board Member at PiSquare Group.

The event started with the introduction of Mr. Mudit Dalmia, Vice-President of the N.L. Dalmia Educational Society, followed by, Prof. Dr. M.A. Khan, Director of N.L. Dalmia Institute of management studies and research who delivered an inspiring speech about innovation, creativity, and out-of-the-box thinking. He expressed that the best way of becoming an entrepreneur is through ownership and one can unleash their potential through putting their heart and soul to the fullest. This was followed by words of wisdom & guidance from the faculty head of Nurtur E-Cell, Prof. Dr. Vaishali Kulkarni.

After a brief review of the previous two volumes of E-Cell annual magazine 'Udyamee,' the keynote speaker for the day - Mr. Prashant

Gade, the founder of Inali Foundation - was introduced with a short film that portrayed his true story and real-life journey. Following the keynote speech, each panelist was introduced and seated in the dais, and the panel discussion commenced, moderated by Dr. Sonali Tipre.

Mr. Pandurang Taware emphasized the importance of understanding the market and customer needs before starting a business, and he shared his success in the tourism industry by identifying the potential of agri-tourism and rural tourism in Maharashtra and catering to the needs of customers. Mr. Navnath Yewale shared his journey of building a successful chain of tea cafes in Pune through years of research, emphasizing the importance of customer satisfaction, market analysis, and providing high-quality products and services.

Subasish Pani shared his experience of starting his business from scratch and emphasized the importance of perseverance and hard work in the stock market trading journey. Ms. Anushree Maloo spoke about the need to be adaptable and open to change in today's dynamic business environment, while Mr. Virendra Yadav spoke of his belief that franchising is an effective way to develop a business ecosystem where the franchisor and franchisees work together to grow their businesses. Dr. Sonali Tipre emphasized the importance of having a clear vision and purpose for starting a business.

The panelists were felicitated at the end of the discussion, and the event concluded with the national anthem, leaving the audience inspired and motivated to continue their pursuit of an entrepreneurial journey. The event provided valuable insights and guidance to the students, and it was a great success.

UTKARSH 2023



The Utkarsh Committee of N. L. Dalmia Institute of Management Studies and Research in Mumbai organized a National level B-School Paper Presentation competition on February 25th, 2023. The theme of the paper presentation for this year was 'Data and AI: Future of HR.'

The event opened with the Saraswati Vandana, an auspicious hymn to seek the blessings of Goddess Saraswati. Prof. Dr. Seema Saini, CEO of N. L. Dalmia Educational Society, spoke about the college's vision and mission to produce leaders with a global outlook. She praised all the participants for their contributions and emphasized that the competition was not just about winning or losing.

Prof. Dr. M.A. Khan, Director of N.L. Dalmia Institute of Management Studies and Research, addressed the audience and encouraged the participants, stating that the event would be an excellent source of learning for all attendees. Prof. Dr. Chandrakant Varma, HOD HR, shed light on the selection process and the difficulty the selection committee faced in shortlisting the top 5 participated teams for the event.

The judges for the event were Mr. Debabrata Pattanayak, currently Director of Human Resources at Park Hotels. The second judge, Miss Sharmila Gorde, currently associated with Diasys Diagnostic India Private Limited as an Assistant General Manager. The third Judge, Miss Kalpana Singh Asthana, currently Director of Human Resources at Miniso Lifestyle Pvt Ltd.

All the presentations were followed by a Question and Answer Session with judges where they shared constructive feedback and reviews. This discussion provided an immense learning opportunity for all the attendees.

Prof. Dr. M.A Khan awarded Joyita and Gayatri from team Aspirers of K.J Somaiya Institute of Management as second runner up. They were awarded a cash prize of Rs.10000 with a trophy and a certificate. The first runner-up was awarded by Prof. Dr. M.A Khan. Omeshwar and Niharika from team Nihon of N.L Dalmia Institute of Management Mumbai was declared as the 1st runner up. They were awarded a cash prize of Rs.20000 with a trophy and a certificate.

The most awaited result was awarded by Prof. Dr. Seema Saini. Kalpesh and Namita from team Pen Pals of Symbiosis Institute, Pune bagged the Winner title. They were awarded a cash prize of Rs.30000, a certificate and the winner's trophy. At the end Prof. Dr. Minati Sahoo the faculty incharge of Utkarsh, expressed her heartfelt gratitude to all the judges for making the event successful on the behalf of the Utkarsh Team . The event concluded with the National Anthem.

Tarkshastra



Ace club of NL Dalmia Institute Of Management Studies and Research, Mumbai organised and Inaugurated a new competition “Tarkshastra- An Intra College Extempore Competition” for 1st year students on 17th March 2023

The event began with Adrija Sadhukhan Welcoming all the attendees and giving a brief description of the competition rules followed by welcoming Prof. DR. Joyeeta Chatterjee Head of Department-Marketing and Prof. Dr. Baisakhi Mitra and our esteemed judges for the competition Prof. Jestin Johny and Prof.CA. Jai Kotecha.

The Ace Club provided the candidates with 20 different trending topics related to the business world written on a chit and each student must come to the stage and pick a chit randomly from the chit bowl. They were allowed to gather their thoughts for 2 minutes and then they had to speak about that topic for 5 minutes spontaneously. The 2nd runner-up position was secured by Meet Purani who was awarded with a certificate.

The 1st runner-up position was secured by Harshita and an Amazon voucher of rupees 2000.

During the competition Prof. Dr. M.A Khan , Director of N.L.Dalmia Institute graced us with his presence and shared some valuable insights regarding the extempore round and praised the

contestants to be able to have the courage to speak about a topic spontaneously in front of an audience.

The event concluded with Prof. Dr Joyeeta Chatterjee praising all the participants for their wonderful performances followed by a vote of thanks by Adrija Sadhukhan to all the judges, participants and audience.

The Ace Club

Building Strong Brands



The Ace Club (Marketing Club) of N.L. Dalmia Institute of Management Studies and Research organized a student interactive Guest Speaker session on Building Strong Brands for the 1st year PGDM-Marketing students on 18th March 2023. The Guest Speaker was Mr. Sandeep Ranade, Executive Vice President and Head of the Quantitative Research Division at Hansa Research Group.



The lecture began with Khyati Chheda and Khushi Shah welcoming the speaker Mr. Sandeep Ranade, and the attendees, Prof. Dr. Baisakhi Mitra, Prof. Dr. M.R Koshti sir and Prof. Dr. A.A.Attarwala sir. They began by introducing the speaker, Mr. Sandeep Ranade, who has over 27+ years of experience in the Market Research Industry and has worked in the FMCG, Telecom, and Media Sectors. This was followed by Prof. Dr. M.R Koshti sir felicitating him with a bouquet

There was also a short quiz that involved Identifying various Brands just by their audio/visuals/images. It was delightful to see the outstanding level of participation from the audience during the quiz.

Mr. Ranade discussed some important topics such as Marketing VS Sales, What a brand is according to us, Why Branding is required, and Monitoring KPIs. He even engaged with the audience throughout the session by picking up volunteers to answer a few basic questions.

He also shared a Case Study on Airtel with the audience to explain a few important market research concepts. Other Noteworthy Concepts such as Brand Imagery, Drivers of Brand Perception, Brand Scan spectrum, Brand Assets, Brand Equity, and many more were exemplified by him.

The session also included him displaying a few ads from the Campaign done by Coca-Cola- Open Happiness

Furthermore, Prof. Dr. Baisakhi Mitra then presented a token of appreciation to Mr. Sandeep Ranade followed by a Vote of Thanks.

Guest Session on Human Resource Planning



On 21st February 2023 the HR Expert Talk Team of N. L. Dalmia Institute of Management Studies and Research organized a guest session on human resource planning. The session was conducted by Ms. Sreerupa Sengupta wherein she covered various aspects of human resource planning, including its importance in organizational effectiveness, the process of HR planning and the challenges and opportunities in HR planning. She also shared real-life examples and case studies to illustrate her points and engage the audience. The session concluded with a vote of thanks by Sweenal, who expressed gratitude to Ms. Sengupta for sharing her insights and expertise. Overall, the guest session was a valuable learning experience for attendees, providing an opportunity to interact with an expert in the field and learn from her experiences and expertise.

Guest Session on Learning and Development



On 4th March 2023, a guest session on Learning and Development was conducted by Mrs. Poornima Nagare. The session highlighted the importance of L&D and its cycle, L&D programs, modes of learning, and LMS software. Mrs. Nagare emphasized the importance of L&D in today's dynamic business environment. She explained that L&D is necessary to improve employee performance, increase productivity, and retain employees. She also discussed the L&D cycle, which includes identifying needs, designing training, developing training, delivering training, applying learning, and evaluating the training. She gave an example of Bluestar Ltd, where the needs of the sales team were predetermined, and they wanted better negotiation skills to close deals. Mrs. Nagare also discussed various L&D programs that companies can implement, including competency-based programs, business needs programs, managerial development programs, leadership development programs, and campus induction programs. She explained that diagnosing the problem is the trickiest part of the business needs program, and companies use the Kirkpatrick model to gauge the effectiveness of the program. The new trend is to focus on return on expectation rather than return on investment.



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