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# NEWSLETTER



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VISIT**

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**CONVOCATION  
2023**

Batch 2021 - 2023

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# GUEST LECTURE ON “BRAND ARCHITECTURE AND AUDIT”

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The Ace Club at N. L. Dalmia Institute of Management Studies and Research curated an insightful session for 2<sup>nd</sup> - year PGDM - Marketing students on 'Brand Architecture and Brand Audit.' Renowned guest speaker, Mr. Alvin James Saldanha, Founder and Chief Creative Officer of Brandarm, took centre stage, captivating the audience on 12<sup>th</sup> December 2023.

The event, led by Ms. Sadhukhan and Ms. Parab, commenced with a warm welcome extended by Prof. Dr. Joyeeta Chatterjee.

Mr. Saldanha's engaging discourse navigated through brand architecture, illustrating concepts with real - life examples. He then delved into the nuances of brand audit, covering the house of brands, endorsed brands, sub - brands and branded house.

The discussion extended to crucial aspects like brand inventory, positioning and performance, sparking enthusiastic interaction from the audience.

Prof. Dr. Kasbekar concluded the event by presenting a token of appreciation and offering a gracious vote of thanks.

The session left an indelible mark on marketing enthusiasts, providing profound insights into the dynamic world of branding.





# KONDGAON VISIT

The NLDIMSR – MSR Committee organized a visit to Kondgaon village on December 6<sup>th</sup> 2023, focusing on Education, Health and Hygiene Verticals. Activities included a seminar on the prohibition and prevention of liquor and tobacco for senior secondary boys, distribution and installation of 9 computers, distribution of 7000+ textbooks, 500+ water bottles, watches and personal hygiene kits.



Educational sessions for students from 1<sup>st</sup> to 5<sup>th</sup> standard were conducted and discussions were held with village authorities about displaying and selling bamboo products during IFC 2023.



The team expressed gratitude for the support from the CEO, Director, Faculty Members, Operations Team, Accounts Department, Marketing Team, Administrative Staff, Support Staff, Dr. M. R. Koshti, Mr. Mayur Mahadeshwar, Melita Ma'am and Jasmine Ma'am. The visit was coordinated by Faculty - in - charge Dr. Nazia Ansari and executed by Team MSR.



# GUEST LECTURE ON “UNDERSTANDING COMMODITY MARKET”

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On December 1<sup>st</sup> 2023, the Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a guest session on "Understanding Commodity Market, its products and commodity derivatives" for 1<sup>st</sup> - year PGDM Finance students. Mr. Chittaranjan Rege, Head of the Product Management Team for Base Metals at Multi Commodity Exchange of India Ltd (MCX), was the guest speaker. He discussed MCX's role in commodity futures, aiming to make it a preferred destination for hedging.

The session, guided by Dr. Jyoti Nair, Dr. Pushkar Parulekar, Dr. Shilpa Peswani and Dr. Jai Kotecha, included an introduction by Ms. Priyanka Iyer and a welcome by Mr. Kushal Saraogi.

Mr. Rege explained commodity market standardization efforts and various sources of risk. He detailed metals trading processes, factors influencing markets and the value chain, emphasizing MCX's role.

The session concluded with an engaging Q&A session led by the audience, followed by Dr. Tapas Mitra presenting Mr. Rege with a token of appreciation and a vote of thanks by Ms. Priyanka Iyer.



# GUEST LECTURE ON "PERSONAL BRANDING: CULTIVATING YOUR UNIQUE IDENTITY"

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The Ace Club at N. L. Dalmia Institute of Management Studies and Research organized a guest lecture on "Personal Branding: Cultivating Your Unique Identity" with Mr. Gaurav Kumar, VP of Payment Products at TerraPay, Dubai, on December 7<sup>th</sup> 2023. He aimed at 1<sup>st</sup> - year Marketing and HR students, the session began with Ms. Snehal Sharma introducing the topic and Mr. Shivam Talgaonkar welcoming Prof. Dr. Joyeeta Chatterjee and Mr. Gaurav Kumar.

Mr. Kumar, with 15 years of experience in Digital Payments, emphasized on the role of personal branding in career success, touching on recognition, career advancement, control and influence. The key elements discussed included authenticity, storytelling and assertiveness.

The interactive session saw active engagement from the audience, providing insights into networking's crucial aspects. Mr. Kumar highlighted the impact of 'When, Who, Where and How' in networking for career growth.

General Secretary Mihir Jain expressed gratitude to Mr. Gaurav Kumar, presenting a token of appreciation and concluded with a vote of thanks. The lecture offered practical knowledge, proving insightful for students in developing their personal brand for professional success.





# GUEST LECTURE ON "CAREERS IN SECURITIES MARKET"

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On Friday 15<sup>th</sup> December 2023, the Finance Forum of N. L. Dalmia Institute of Management Studies and Research organized a guest session on the topic "Careers in Securities Market" for the 1<sup>st</sup> year PGDM Finance students.

Mr. Nikhil Shinde, a seasoned Senior AGM with NISM, shared valuable insights during the session on "Careers in Security Market," drawing from his 14 + years of experience in financial markets.

The comprehensive discussion covered key topics such as the securities market structure, primary and secondary markets, IPO dynamics, roles of merchant banks, public issue processes and various financial instruments, including futures, options, derivatives, commodities and currency.

The session was conducted under the guidance of, Dr. Jyoti Nair, Dr. Pushkar Parulekar and Dr. Jai Kotecha.

Mr. Shinde delved into specific commodities like Crude Oil, Natural Gas, Metals, Spices and Agri Commodities traded on MCX. As the session concluded, Mr. Nikhil Shinde was felicitated with a token of appreciation by Dr. Tapas Mitra.



# CONVOCATION 2023

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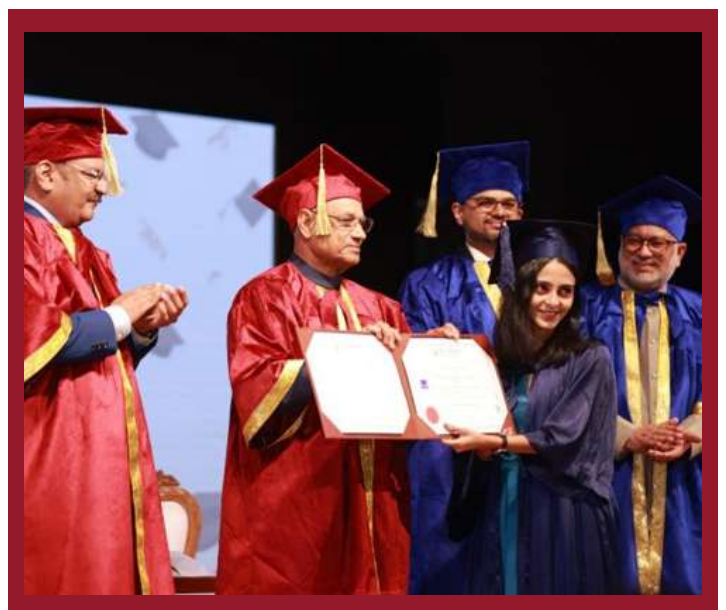
The grand PGDM Convocation on 16<sup>th</sup> December 2023, a distinguished event at the Institute auditorium, witnessed the participation of 260 out of 292 graduates, graced by **Honourable Governor Shri Ramesh Bais**.

Outstanding achievers in Marketing, Finance and HR - Ms. Akanksha Rawat, Ms. Jinali Shah and Ms. Manasi Kulkarni - were awarded gold medals and a Rs. 50,000/- cash prize each, marking a significant recognition.

Honourable Governor, acknowledged all Gold medalists, as all winners were female. He encouraged male counterparts to aspire for similar heights. He expressed optimism for the emergence of new entrepreneurs from the graduating batch.

Following the Governor's departure, convocation certificates were presented by the CEO, Director and Dean. The meticulously planned event, from the Governor's arrival to the convocation's closure, not only celebrated academic success but also emphasized a call to action for impactful contributions to society.

This memorable day marked a significant academic milestone, urging graduates to apply their acquired knowledge for positive societal change.





# INDIA FINANCE CONFERENCE 2023

The 12<sup>th</sup> edition of the India Finance Conference 2023, hosted by N. L. Dalmia Institute of Management Studies and Research in collaboration with IIM-A, IIM-B, and IIM-C, took place from December 21<sup>st</sup> to 23<sup>rd</sup>, 2023, preceded by Pre - Conference Tutorial on December 20<sup>th</sup>. The event featured distinguished speakers such as CA Prafulla Chhajed and Dr. Arun Verma.



Keynote addresses were delivered by renowned scholars including Prof. Robert Faff and Prof. Suresh Radhakrishnan. A total of 96 participants attended Pre - Conference Tutorial and 114 joined the main conference, including international attendees. The participant pool comprised doctoral students and professors from esteemed institutions worldwide.

The conference received 268 papers, with 149 accepted for presentation across 28 diverse tracks in five concurrent sessions. Notable awards were presented for outstanding research, including the 'N. L. Dalmia Best Paper Award' and the 'IFA Best Paper Award'. The event maintained an offline format, fostering an extensive exchange of ideas among participants.



# Goonj



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