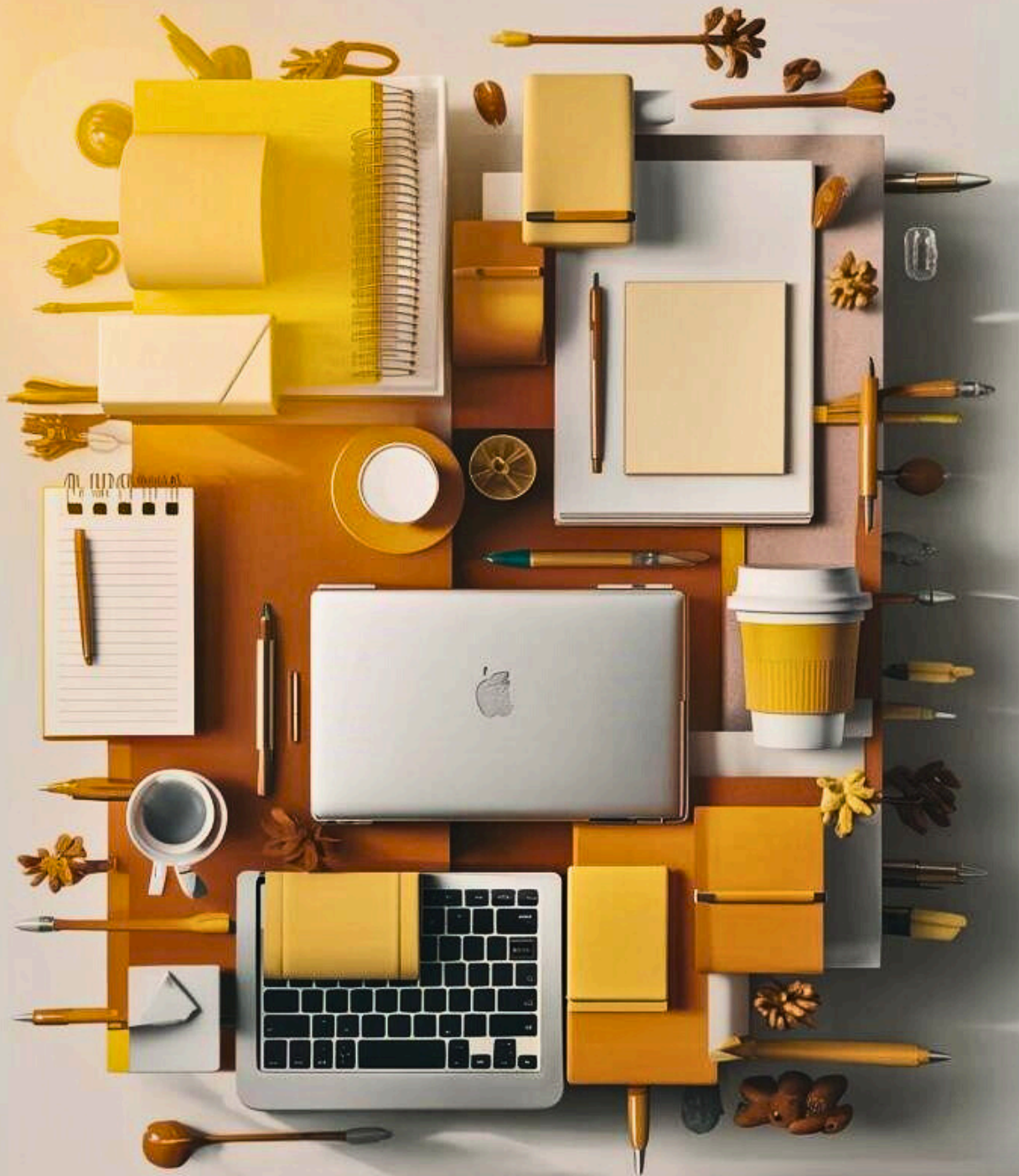


GOONJ

AUGUST EDITION 2024



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



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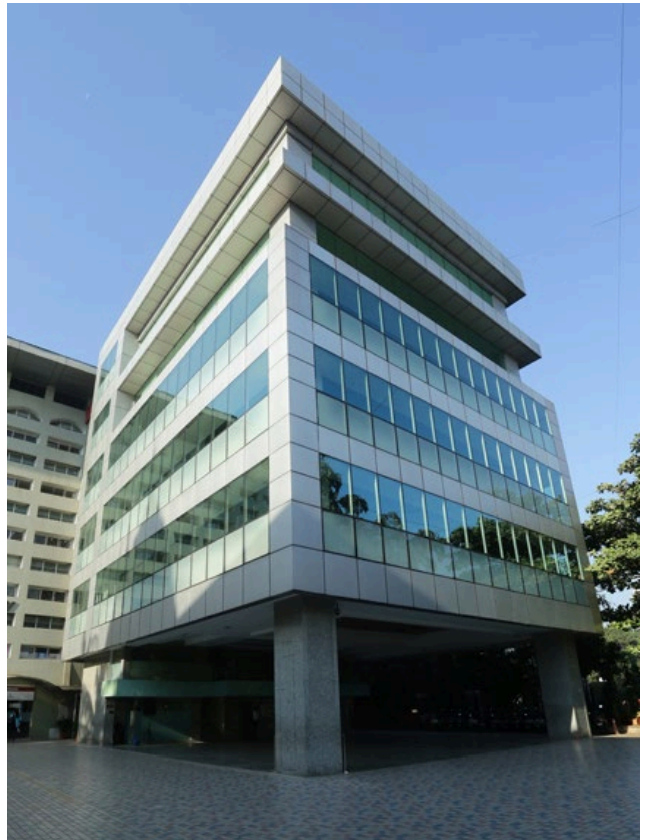


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EXIT ↓

Slimpses of Accountancy Heritage

CLASS ROOM
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Inauguration of Accounting Museum

On July 24th, 2024, the Finance Forum of N. L. Dalmia Institute of Management Studies and Research inaugurated its unique Accounting Museum. The event, attended by distinguished guests including Mr. Shailesh Dalmia, Mr. Mudit Dalmia, Dr. Seema Saini and Dr. M. A. Khan, began with a warm welcome and Saraswati Vandana. The museum chronicles the evolution of accountancy from ancient times to modern practices, featuring rare artifacts, documents and manuscripts. Esteemed guests from ICAI, including CA Ankit Rathi, CA Gautam Lath, CA Pinki Kedia and CA Tarun Dhandh, were honored with the "Plant of Hope" certificates, symbolizing sustainability. The museum serves as an educational tool, enhancing student's understanding of accounting's historical impact on contemporary practices. By connecting past achievements with future aspirations, the museum fosters a sense of pride and continuity in the profession, motivating students to contribute to its ongoing evolution.





MBA

SUMMER INTERNSHIP

SIP Experience

Nivesh Kandwal - PGDM Marketing

Reliance Jio Creative Labs.

This summer, I had the privilege of interning as a brand strategy intern at Reliance Jio Creative Labs. Over the two - month program, I was tasked with developing marketing strategies to help clients overcome market challenges and enhance brand awareness across both online and offline channels. This role deepened my understanding of market trends and consumer behaviour, essential for creating impactful strategies.

Under the mentorship of Mr. Saras Bajaj, the Head of Strategy, I tackled complex projects and acquired valuable insights into consumer psychology. The internship not only expanded my knowledge but also emphasised the power of collaboration in driving innovative solutions.



Fazlekarim Mohammad - PGDM HR

Options Group

My tenure as a research intern at Options Group was a highly enriching and valuable experience. During this time, I gained in - depth knowledge of industries like Global Shared Services, E - Trading and BFSI. I conducted talent - related market research, tracked key executive movements and utilized secondary data for comprehensive background studies.

Writing four industry whitepapers, based on interviews with leadership and clients, provided valuable insights. I further honed my analytical skills through quantitative and qualitative analysis, creating impactful data visualizations and reports. Additionally, this experience allowed me to demonstrate strong writing skills through detailed industry analysis and content creation. I am grateful for the mentorship I received and look forward to applying these skills in my future career.



Ronak Hindocha - PGDM Marketing

Amul

During my summer internship at Amul, I gained hands - on experience in sales and distribution. I was responsible for setting up kiosk activities each morning. My other duties included visiting retail shops to collect data, generate orders and analyse sales patterns within the area. I gained valuable insights into Amul's supply chain and the impact of promotions on product demand. This role also enhanced my skills in customer engagement and data - driven decision - making. Overall, the experience has provided a solid foundation for my corporate journey. I am grateful to N. L. Dalmia Institute of Management Studies and Research for this opportunity.



Shruti Ambastha - PGDM Finance

CareEdge

During my internship at CareEdge, I gained valuable hands - on experience in Excel and analyzing annual reports. I collaborated with a dynamic team on various projects, enhancing my skills in each aspect of ESG. I was responsible for analyzing and identifying data points related to ESG based on client requirements, which deepened my understanding of ESG principles.

This experience highlighted the significance of ESG in today's business environment and demonstrated how integrating ESG strategies can drive positive change and long - term value. Through regular meetings and feedback sessions, I learned the importance of effective communication and teamwork. Overall, my internship was an enriching and transformative experience.



Sanchita Shrivastava - PGDM Finance

CRISIL

During my internship at CRISIL in the GAC department, I had the opportunity to work on critical projects within US public finance. My primary focus was on assessing the financial impact of migrants and asylum seekers on various states and localities. This involved in - depth data analysis, trend identification and report generation. The collaborative environment at CRISIL fostered my growth, allowing me to learn from seasoned professionals.

I honed my research and analytical skills, particularly in evaluating economic implications and policy effects. This hands - on experience was invaluable, giving me a comprehensive understanding of public finance challenges and the role of data - driven decision - making in addressing them.



Mansi M Bhoring - PGDM HR

Dabur India Ltd.

During my HR internship at Dabur India Ltd., I gained hands - on experience in talent acquisition, employee engagement, learning and development and HR operations. I led campus hiring, successfully recruiting over 30 interns and contributed to employee engagement by organizing team - building activities and initiating a skip - level engagement program. My role in learning and development involved creating soft skills training modules and an AI - based training video.

I also managed HR operations, including employee record maintenance and addressing queries, while conducting exit interviews to understand attrition. This experience honed my communication, leadership, problem - solving and organizational skills. I'm grateful to the NL Dalmia Institute of Management Studies and Research for this invaluable opportunity.



Chintan Jadhav - PGDM Marketing

Pitambari Products Pvt. Ltd.

My experience at Pitambari Products Pvt. Ltd. has been incredibly enriching. As an intern, I gained hands-on exposure to various sales techniques and strategies. I also learned about consumer preferences, market dynamics and the importance of retailer relationships. Addressing product issues and engaging in promotional activities provided practical insights into the FMCG sector. The supportive environment and real-world challenges significantly enhanced my understanding of sales and marketing.

This internship has been instrumental in developing my professional skills and knowledge, preparing me for a successful career in the industry.



Shivam Agarwal - PGDM Finance

EY Aerocity

During my internship as a Risk Consultant at EY Aerocity, Delhi, I gained invaluable experience through a range of high-impact projects. These included conducting a thorough competitive analysis for Greenlam Industries, which offered key insights into their market positioning and strategic initiatives. Additionally, I developed an ESG report for Tata Steel, assessing their sustainability practices and providing recommendations for improvement. Another key project involved contributing to a delegation of authority report for the New Delhi and Dubai airports, analyzing and optimizing their authority delegation processes.

These experiences significantly sharpened my analytical, research and reporting skills, equipping me for future challenges in the field of risk consulting.



Chirag Bhatler - PGDM Finance

Motilal Oswal Financial Services Ltd.

I completed my internship with Motilal Oswal Financial Services Ltd., where I gained invaluable experience and insights into the Broking & Distribution — Franchisee Business of MOFSL. I had the privilege of meeting key figures such as Mr. Motilal Oswal and Mr. Raamdeo Agarwal, which was both inspiring and educational. Additionally, I had the opportunity to visit the Bombay Stock Exchange for a client meeting, which enhanced my practical learning experience. This experience also improved my team management skills, communication with new clients and my understanding of market discussions.



Honey Arora - PGDM Marketing

The CSR Journal

During my internship at The CSR Journal as a social media intern in the marketing department, I played an active role in curating trending soft news stories that aligned with the portal's mission. By closely monitoring news sources and social media platforms, I collaborated with the editorial team to produce engaging content on CSR and sustainability, utilizing infographics and videos. My responsibilities included maintaining a content calendar to ensure a consistent online presence, focusing on strategies to increase followers and subscribers across platforms and engaging with the audience. I actively contributed to brainstorming sessions, designed visually appealing graphics and stayed informed on the latest social media trends. Additionally, I coordinated with influencers and brand ambassadors to expand our reach and facilitated editorial interviews with industry experts to provide valuable insights to our audience.



Palak Mundra - PGDM Marketing

ManipalCigna

During my internship at ManipalCigna as a Sales Strategy and Support intern, I managed the Agency Expansion project, ensuring the successful opening of 30 new branches across India. My responsibilities included overseeing data management, supporting branch managers, handling access management and coordinating with HR, Operations, Sales and IT departments. I also increased agent recruitment and scheduled induction programs. This role enhanced my strategic planning, collaboration and communication skills, laying a strong foundation for my corporate career. I would like to thank N. L. Dalmia Institute of Management Studies and Research for providing me with this opportunity.



Aliyya Nanji - PGDM HR

Croda India Company Pvt Ltd.

I am delighted to have had the opportunity to spearhead a 360 - degree feedback project for senior level employees during my internship at Croda India Company Pvt Ltd. Under the guidance of my esteemed mentors, I acquired invaluable insights into project management, stakeholder engagement and data analysis. This experience not only augmented my understanding of HR's strategic significance but also instilled in me a passion for leadership development and talent management. I am grateful for the chance to contribute to Croda India's growth and look forward to leveraging my learnings in future endeavours with enthusiasm and dedication.



Khushi Singh - PGDM Finance

Paterson Securities Pvt Ltd

My internship experience at Paterson Securities Pvt Ltd was truly transformative. Under the derivatives expert guidance of Mr. Balachandran Sir, I had the opportunity to delve into the intricacies of derivatives portfolios and equities, gaining invaluable hands - on experience. Additionally, my stint in Pune further enriched my understanding of the financial markets, allowing me to apply theoretical knowledge in a dynamic, real - world context. This journey not only enhanced my technical skills but also provided me with a deeper appreciation for the complexities of the securities industry. The mentorship and insights I received have undoubtedly laid a strong foundation for my future career in finance.



Mayur Chougale - PGDM Marketing

A - 1 Fence Products Company Pvt Ltd

My internship at A - 1 Fence Products Company Pvt Ltd was a transformative experience where I honed my skills in channel sales management. I gained hands - on experience in managing sales channels, identifying business opportunities and developing revenue growth strategies. Key highlights included conducting sales calls and attending client presentations, which enhanced my communication skills and contributed to potential revenue generation. With guidance from industry mentors, I achieved a rating of 3.52 out of 4. This experience has been invaluable in shaping my understanding of sales management and client relationships. I am grateful for the opportunity to have worked with A - 1 Fence Products Company Pvt Ltd and look forward to applying the skills and knowledge I gained in my future endeavours.



Tanisha Kothari - PGDM Marketing

Dabur India

During my 10 - week summer internship at Dabur India as a Marketing Intern, I gained invaluable experience by participating in over 10 brand activations and leading six. I developed skills in project management, teamwork and strategic campaign execution. I led a dental camp during the Kolhapur Yatra and the International Yoga Day event for Dabur Chyawanprash and Honey, involving media coverage and extensive branding. Additionally, I coordinated with influencers for digital promotion and managed on - ground activities. I also collaborated closely with the head office to ensure alignment with brand goals. These experiences taught me adaptability, initiative and the ability to collaborate with cross - functional teams, significantly enhancing my skills and confidence for future marketing roles. I'll always be thankful to my Dabur team for making this experience one of its kind.



Kushal Saraogi - PGDM Finance

RSM India

As an ESG Analyst Intern at RSM India, I analysed the Business Responsibility and Sustainability Reporting (BRSR) of the top 250 Indian companies, developed ESG policies on climate change, energy efficiency and waste management and created carbon footprint dashboards. I conducted parameter mapping, content analysis and designed GAP Assessment reports. Additionally, I developed data collection dashboards and contributed to creating SOPs for materiality assessments, ensuring robust reporting frameworks aligned with global standards.



Anuj Parekh - PGDM Finance

NSE Indices Ltd.

My internship experience at NSE Indices Ltd. was truly transformative where I was entitled to work as an Environment, Social, Governance - i.e. ESG Intern, where I was responsible for the ESG benchmarking, methodology, scoring and rating of the companies based on their ESG disclosures. The Summer Internship provided me with valuable insights of the completely niche and hot topic of town, that is ESG and the way it plays a crucial role in the financial performance and the growth prospects of a company. I gained valuable exposure with regards to day - to - day operations and functioning of a stock exchange.



Exploring Dynamic Career Pathways in Human Resources

On August 11th 2024, the HR Expert Talk Team organized a guest session for first - year PGDM HR students on "Exploring Dynamic Career Pathways in Human Resources," led by Ms. Mahima Singh, Assistant Manager — Talent Acquisition at NeoSoft Technologies. Ms. Udeshta Saikia initiated the session with a warm welcome, followed by Prof. Dr. Sarika Jain introducing the speaker. Ms. Singh shared her career journey, emphasizing the unique challenges of Talent Acquisition and the importance of emotional intelligence (EQ) in HR. She highlighted the role of EQ in professional success, advocating for stress management, empathy, discipline and integrity as key traits for HR professionals.



The session also covered the significance of networking, the cautious use of Artificial Intelligence in HR and the importance of continuous learning to stay competitive. Ms. Singh encouraged students to develop their thought processes for better decision - making and problem - solving. The event concluded with Ms. Shriya Shingare expressing gratitude to Ms. Singh on behalf of the students and the institute, making it a comprehensive and insightful learning experience.

Guest Lecture on "Correlation between Marketing, Product and Sales function"

On July 27th 2024, the Ace Club (Marketing Club) of N. L. Dalmia Institute of Management Studies and Research hosted an interactive guest session on the "Correlation between Marketing, Product and Sales Functions" for 2nd - year PGDM Marketing students. The session featured Mr. Shailendra Yadav, General Manager at Huge Shandong Dental Corporation, who shared his extensive knowledge on the topic. The event began with a warm welcome by Vidhi Rajyagor and Shivam Talgaonkar, followed by Prof. Jestin Johny presenting a bouquet to Mr. Yadav.



Mr. Yadav discussed the importance of coordination between Marketing, Product and Sales functions in a work environment. He provided insights into product development, leveraging products in the market and the critical roles of a Product Manager. He also explored ATL and BTL marketing strategies, campaign management, lead generation and budget management. In the Sales function, he emphasized lead management, product demonstrations and customer planning. The session concluded with Prof. Dr. Baisakhi Mitra presenting a token of appreciation and a Vote of Thanks. The event was highly engaging, with students asking thoughtful questions throughout.



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