

PRISM

SCHOOL OF BUSINESS MANAGEMENT



**THE PUBLIC RELATIONS,
DIGITAL MARKETING AND
EDITORIAL COMMITTEE**

JUNE 2024

SCHOOL OF BUSINESS MANAGEMENT



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SBM PR CONVENER'S LETTER

A year filled with creative zeal has been marked by our Public Relations Committee, having worked relentlessly to create interesting and trending content, systematically managing social media pages, and organizing a variety of cultural and managerial activities for SBM.

Every single initiative was aimed purely at capturing the liveliness of the community at the Navi Mumbai campus, leaving a positive impact in the process.

Students, faculty, alumni, and external partners have contributed immensely towards the achievements of this institution and we are ever so optimistic about the ones we will achieve in the coming year!

With this unwavering commitment, we at the Public Relations Committee strive to reach higher levels of efficiency and creativity ourselves, in the hope of keeping up with the dynamic pace of SBM.

Therefore, it is my sincere pleasure to thank all the members of the Public Relations Committee and all the members of the SBM for their dedication, hard work, and collaboration which have been the bedrock of our success – both past and future.

Dr. Krunal Punjani



CREATIVE HEAD

It gives me immense pleasure to present you with the current edition of the Prism Newsletter. Throughout the year, we host various events, from interesting guest lectures and seminars to exciting sports and colourful cultural festivals, each contributing into creating that unique, unparalleled campus experience.

Prism is a visual ride that celebrates our achievements and binds us together in our community. Every issue evokes curiosity and great emotion so as to capture and conserve the exceptional experiences that set our school apart. Our unstoppable team captures these treasured moments relentlessly.

I am really pleased with our team's commitment in ensuring that Prism is treasured by all. Relish this edition and get a feel of the NMIMS Navi Mumbai campus with a living pulse.

Jayant Bari



CONTENT HEAD

I'm thrilled to present to you the latest edition of our PRISM newsletter! As you read through these pages, I invite you to join me in celebrating the vibrance of our academic community. Each story captures moments of joy, triumph, and collective effort.

This edition showcases the narratives of our diverse committees, all bound by passion and commitment. Experience the excitement of our competitions and the wisdom shared in guest lectures that expand our perspectives.

PRISM is more than just a newsletter; it embodies the unbeatable spirit of NMIMS, Navi Mumbai. Let this ignite your imagination with limitless possibilities and highlight our endless potential.

Enjoy your reading!

Anshita Thawani

COLLABORATIVE EVENT

The flagship event, organized by Student Council, Public Relations, and CAEC of NMIMS Navi Mumbai,



MARGDARSHAK 5.0



Held on January 24 and 25, 2024, Margdarshak 5.0 a flagship event organized by Student council, Public Relations, and CAEC Committees of NMIMS Navi Mumbai. The event was based on the theme "Limitless - Dream, Dare, and Deliver."

Highlights included speaker sessions by Raunaq Roy, Senior Vice President of Hungama India, on digital innovation, and Divya Miglani, TEDx speaker and car racer, on perseverance and bravery.

The event featured engaging competitions, Aditya Gundeti's stand-up comedy, and a lively carnival with games, food stalls, and activities. The "Roast-E-Mehfil" segment added a unique twist to traditional Mehfil.

Additionally, teams compete to win the title of clan of the year in various engaging rounds included IQ, business, games, music jamming, and dance sessions, creating an energetic and enjoyable atmosphere.



STUDENT COUNCIL

SBM's Student Council, an apex body, ensures discipline and student support across schools. It plays a vital role in bridging the gap between students and faculty, facilitating effective communication channels.

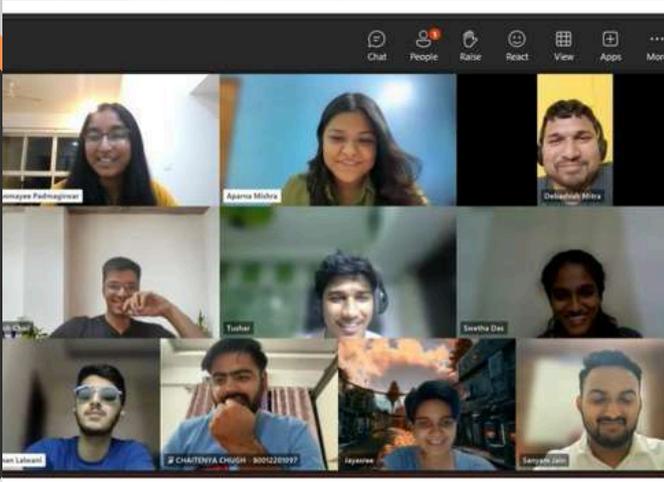


studentcouncil_nmimsvaimumbai



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BUDDY PROGRAM '24



To facilitate the icebreaking process among the students, it included a variety of enjoyable activities to be executed in groups. The program was designed to give crucial information on how the college operates, committees, management, general behavior, attire, etc., so that they have a handful of information prior to the beginning of the MBA program.

The program commenced with an online meet for introduction to MBA at NMIMS Navi Mumbai and the buddy program led by MBA second year students. The meeting consisted of students asking a variety of questions and concluded with a task for the coming week. Students were encouraged to communicate with their peers in order to better understand them, as well as deliver a group presentation in which members of a group introduced each other, rather than introducing themselves.

Under the guidance of the Student Council, the second-year SBM students came up with the buddy program as a way to help with the orientation of the SBM Batch 2024-2026. It took place in May, one month before the start of the MBA orientation week at the NMIMS campus in Navi Mumbai. Twenty groups of students were formed, and two representatives from the Student Council and buddy mentors were assigned to each group. The program's goal was to help the new class feel at ease around their seniors, fellow students, and the entire NMIMS Navi Mumbai campus.



BUDDY PROGRAM '24

The common assignment was to create a poster that represented each member, including their distinct and common features, likes and dislikes. Students here came up with creative concepts for their presentations, ranging from menu cards to wanted criminals.



In the next round, all buddy groups competed against each other by constructing a 15-20 minutes quiz, half of which should be focused on the assigned theme (series, movies, anime, sports, memes, games, cars, brands) and the other half on general trivia. The groups were given a preference for the topic based on their ranks from the previous activity.

The final activity was completed when the students arrived at the campus during orientation week.

Students were asked to create a short reel video with the theme "POV: A day in Mumbai - the city of dreams" and a poster featuring Mumbai tourist attractions and NMIMS. Groups were assigned five specific locations to visit: Gateway of India, Taj Mahal Palace, Marine Drive, Chowpatty, and Colaba Causeway. The goal was to observe how well the students worked in groups and communicated while having fun. They presented excellent videos showcasing their creative skills of story knitting, videography, editing, designing and more.

At the end of the four-week buddy program, the main goal of the task and activities was met by creating a supportive environment in which students of the incoming batch connected with their peers, received guidance, and quickly adjusted to the MBA environment at the NMIMS Navi Mumbai campus.



YOGA DAY



On the occasion of International Day of Yoga, the Student Council organized a morning yoga session for the students of SBM. The session was led by a trained yoga instructor, a student of SBM, Batch 2024-26. Participants expressed high levels of satisfaction and appreciation for the session. Many attendees noted the positive impact of the session on their physical and mental state. Requests for regular yoga sessions and advanced workshops were made by several participants.



The session included a variety of activities such as:

- Warm-up exercises: The session started with some simple stretching and breathing exercises to prepare the body.
- Meditation: Guided meditation of about 5 minutes for mental clarity and peace.
- Asanas (Yoga Poses): A series of beginner-friendly yoga poses were instructed, focusing on flexibility, strength, and balance, like Surya Namaskar (Sun Salutation), Trikonasana (Triangle Pose), & Tadasana (Mountain Pose). The session ended with the restorative yoga pose, Shavasana (Corpse Pose), leaving the participants with a feeling of deep relaxation.

MARCELL

CLUB

Here to provide a safe space for your marketing acumen! With the passion we carry, we wish to equip you with the same through competitions, blogs, speaker sessions, and much more.

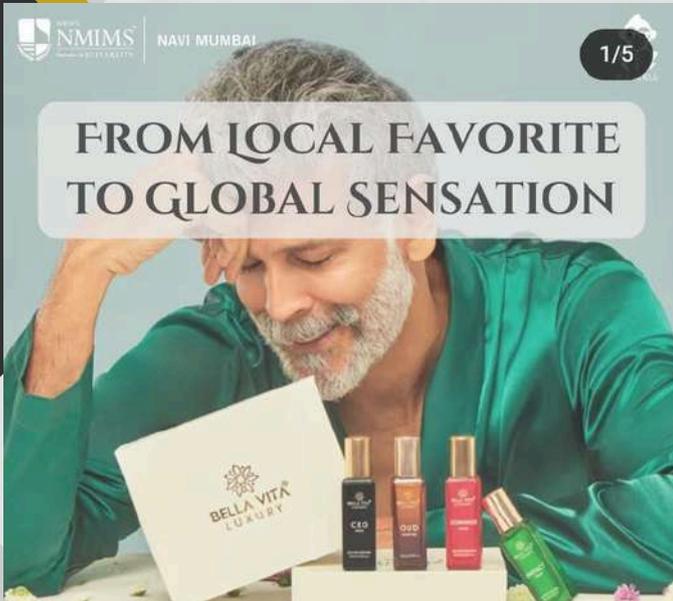


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A DELICIOUS START TO THE YEAR AT MARCELL!



As we recovered or celebrated this, the love for butter chicken started another battle about who truly invented our most loved butter chicken that we all drool over. As our taste buds took a back seat,

AI took over from Metaverse marketing at Nikeland to Google showcasing our vivid personalities and our quirky intrusive thoughts taking over with the “Year in Search” Campaign. And just like that, the academic year of 2023-24 came to an end.

Until the juniors took over exploring concepts like moment marketing, proximity marketing and brand revitalization. As they analysed the global sensation created by both Bella Vita and the talk of the town (or rather, the world) - “The Ambani Wedding” - and how brands reaped the benefits.



The year kicked off with a bang in the marketing world and at Marcell, as we penned our first blog of the year, rallying behind KFC's #JusticeForLunch campaign. The lunch police were on the prowl, defending everyone's sacred lunch hour from any interruptions.

Next up followed was the “Battle of Bites” between Subway and Domino's, a PR debacle of 2009. As we reported this 5 Star decides to remove valentine's day using the time zones to its advantage and also succeeding in doing so there was no day of love.

PLACEMENT COMMITTEE

The Placement committee works towards getting students placed in reputed organizations and maintaining synergic relationships with prospective recruiters along with preparing and equipping the students to be industry ready,



[nmims.navimumbai.placements](https://www.instagram.com/nmims.navimumbai.placements)



NMIMS Navi Mumbai -
Placements and Corporate Relations

THANKSGIVING EVENT



The NMIMS, Navi Mumbai Placement & Corporate Relations Committee along with the Corporate & Academic Excellence Committee hosted a thanksgiving event on May 29, 2024, to express our sincere gratitude to our esteemed stakeholders who play a pivotal role in shaping the successful careers of the students of NMIMS, Navi Mumbai.

The event was inaugurated by our Director, Dr. Shubhasheesh Bhattacharya Sir, Dean, Dr. Ruchita Verma Ma'am, and esteemed faculty members.



The event was further graced by HR representatives from prestigious organizations who have consistently partnered with us to provide exceptional placement opportunities for our graduating students. The night followed by lamp lightening ceremony, welcome speeches, guest facilitation, ice breaking activities, thanks-giving notes to our esteemed HR partners and Dinner.



The Thanksgiving Event successfully fostered a sense of camaraderie and appreciation between NMIMS Navi Mumbai representatives, faculty, students, and HR guests. This convivial atmosphere strengthened existing relationships and laid the groundwork for future collaborations.

RESEARCH & FACULTY DEVELOPMENT COMMITTEE

The RFDC provides all the faculty members a platform to present their research papers in front of their colleagues and receive feedback and suggestions for the same. It also provides all the students a mentorship program for their upcoming and ongoing researches.



FACULTY SEMINAR SERIES



The Sixth faculty research seminar was conducted on 19th January 2024

Speaker: Dr. Sakshi Indolia, Asst. Prof at School Of Technology Management and Engineering, NMIMS, Navi Mumbai.

Research Paper Title: A Self-Attention-Based Fusion Framework for Facial Expression Recognition in Wavelet Domain.

The proposed deep fusion framework for facial expression recognition (FER) addresses challenges such as head pose variation and occlusion by incorporating a self-attention mechanism.

By transforming input images into the wavelet domain through discrete wavelet transform, the model aims to improve feature representation by considering both shallow and deep features through parallel branches. Evaluation on diverse datasets demonstrates the effectiveness of the proposed model in accurately capturing facial expressions in both posed and in-the-wild scenarios.

This work underscores the significance of incorporating self-attention mechanisms and wavelet domain transformations to enhance FER models, offering a promising approach for applications relying on human-computer interaction. The session was followed by a question-and-answer round and concluded with a feedback session.

The Seventh faculty research seminar was conducted on 9th February 2024. Speaker: Dr. Krunal Punjani, a faculty of the School of Commerce at NMIMS Navi Mumbai. Research Paper Title: Examining Online Grocery Purchase Intentions through an Extended TAM Framework : A Mediation Analysis Approach

FACULTY SEMINAR SERIES



The study extends the Technology Acceptance Model (TAM) to understand online grocery shopping (OGS) behavior by incorporating convenience (CON) and subjective norms (SN) as additional factors. It employs a sequential mediation approach and finds significant relationships among CON, SN, perceived ease of use (PEOU), perceived usefulness (PU), attitude (ATT) towards OGS, and online grocery purchase intention (OGPI).

The findings suggest that e-retailers should focus on enhancing website convenience and design to improve consumer perception of ease of use and usefulness, ultimately influencing their attitude and purchase intention. This research contributes to a better understanding of OGS behavior and provides practical insights for e-retailers to optimize their platforms and attract more consumers. The session was concluded with the question-and-answer and feedback.

CASE CONFERENCE

Held on 1 and 2nd March 2024, This academic case conference explored the challenges and opportunities presented by TUNA conditions (Turbulent, Uncertain, Novel, and Ambiguous) in today's complex world. It examined how businesses can not only survive turbulence but find opportunities within it. Strategies for managing uncertainty and making decisions were discussed, along with the importance of innovation in tackling novel challenges. The conference ultimately aimed to equip attendees with tools for navigating ambiguity and making informed decisions, fostering resilience and a sustainable future.

OPNOTCH

CLUB

Opnotch at NMIMS Navi Mumbai cultivates Operations and Supply Chain Management skills through KPMG partnerships. OPMANIA, their monthly newsletter, imparts insights on operations strategies and industry trends, enhancing students' knowledge.



opnotch_nmims.navimumbai



OpNotch - The Operations
Club of NMIMS Navi Mumbai

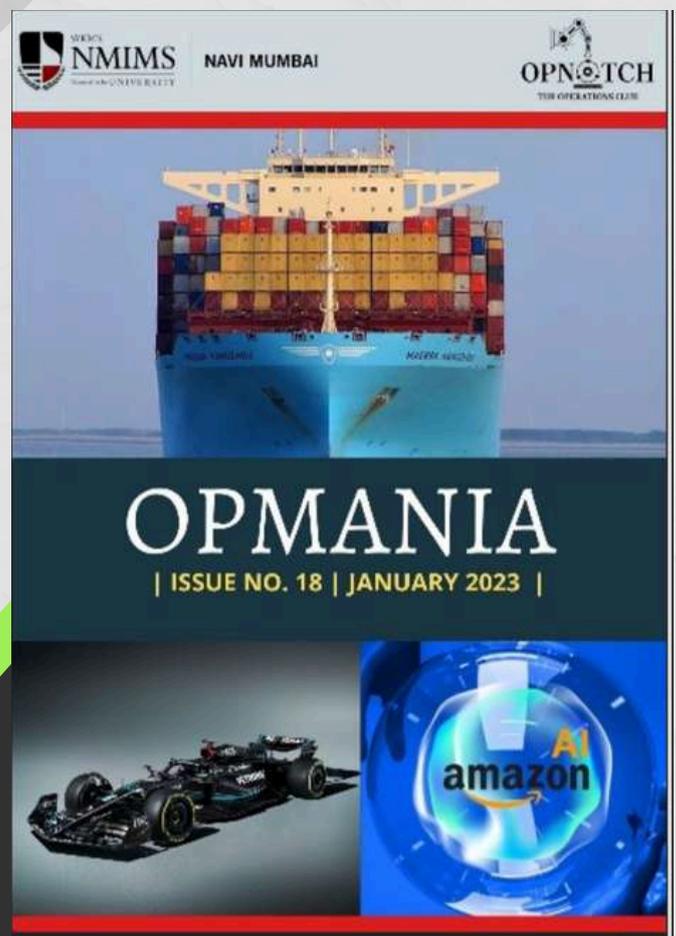
OPSCHESTRA 3.0

The Case Study Competition was structured into three rounds. In Round 1, teams took a timed quiz on Unstop, with the top performers advancing. In Round 2, the qualifying teams analyzed a case study on operations and supply chain management over a week and submitted strategic answers. The best teams progressed to Round 3, where they presented their solutions to judges via Google Meet. Winners were determined based on their presentations, analysis, and proposed solutions, with senior faculty involved in creating and analyzing the case study.



OPMANIA

The Operations Club's monthly newsletter, Opmania, for January and February highlighted the latest trends in operational efficiency, including lean manufacturing and AI integration. It featured case studies of successful strategies from top companies and interviews with industry experts discussing future predictions. The newsletters emphasized continuous improvement and innovation, providing members with valuable insights and practical tips for excelling in the field of operations.



CORPORATE & ACADEMIC EXCELLENCE COMMITTEE

Corporate and Academic Excellence Committee, We take the responsibility of bridging the gap between academic learning and corporate exposure for the students of NMIMS Navi Mumbai.



nmims.caec



Corporate and academic Excellence

MR. SHRI RAM IYER (CEO HDFC PENSION)



During the NMIMS Navi Mumbai's orientation session held for SBM 1st year students, the speaker Mr. Shri Ram Iyer emphasized on the importance of using KASH as a tool in MBA journey to acquire vast knowledge, maintain the right attitude, develop critical skills, and build effective habits. Mr. Iyer also highlighted the significance of effective communication skills in the corporate world for conveying ideas and opinions and building networking skills. He underscored the importance of learning negotiation skills for problem-solving, building relationships, and creating win-win situations. Mr. Iyer also recommended that students learn about personal finance, suggesting listening to finance podcasts for further learning and building the knowledge base. He provided guidance to students regarding building the skills that are useful in navigating the corporate world.

MR. RAMKUMAR SUBRAMANIAN (BUSINESS AND FINANCE)

During the NMIMS Navi Mumbai's 'Business and Finance' orientation session held for SBM MBA 1st year students, the speaker Ramkumar Subramanian provided advice on career paths and skill development in finance and consulting, emphasized continuous learning and staying updated with industry trends. He stressed upon the importance of balancing professional and personal growth and staying informed about current affairs and developing a broader skill set. He bridged the gap between academic theories and real-world applications, helping students understand how their studies apply to business scenarios.



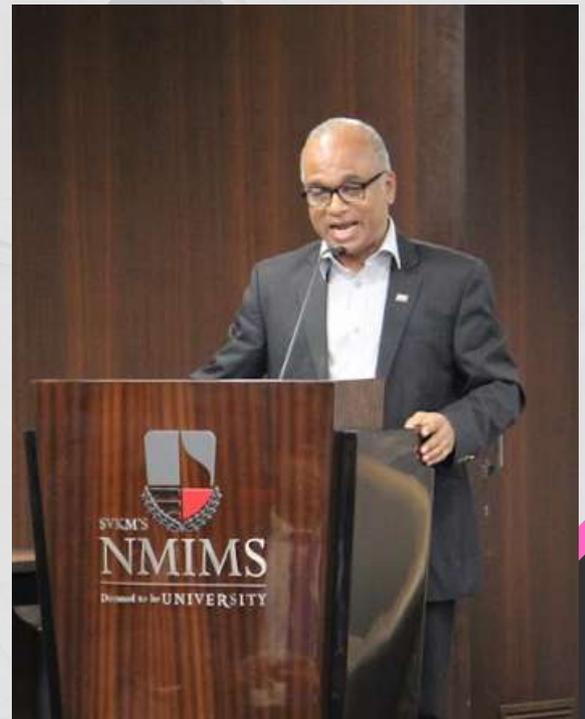
MR. CHETAN DUBEY (BUSINESS & MARKETING)



During the NMIMS Navi Mumbai's 'Business and Marketing' orientation session held for SBM 1st year students, the speaker Chetan Dubey shared invaluable marketing insights, providing students with a solid foundation and inspiration for their future careers through real-life examples and personal experiences. Through an engaging conversation he elaborated upon topics like marketing strategy, solution to the real life marketing cases while emphasizing the importance of clearly stating the problem statement in any marketing strategy. Drawing from his wide range of marketing experience he discussed the topics like importance of brand perception, positioning of a product in market and target marketing of the products. He enlightened students with possible opportunities in marketing field including tips and skills that are needed for successful career therein.

MR. BALACHANDRAN UNNI (BUSINESS AND STRATEGY)

During the NMIMS Navi Mumbai's 'Business and Strategy' orientation session held for SBM MBA 1st year students, the speaker Balachandran Unni covered topics such as sustainable business growth, sharing strategies for driving growth in mid-sized companies across various sectors like Digital Payments, e-Commerce, and Technology Solutions. Role of innovation in business success and how to leverage technology for competitive advantage were discussed alongwith highlighting the importance of social responsibility and emphasizing on non-profit management. He provided guidance to the students on how to build a successful career in business, including tips on skill development, networking, and navigating industry challenges.



MR. JAGANNATH OJHA (BUSINESS & STRATEGY)

During the NMIMS Navi Mumbai's 'Business and Operations' orientation session held for SBM MBA 1st year students, the speaker Jagannath Ojha provided advice on career paths and skill development in retail and operations, sharing his own inspiring career journey. As a skilled mentor and coach, he discussed the importance of mentorship and gave tips on seeking and providing effective mentorship to the students.



MR. PRIYA RANJAN KUMAR (BUSINESS AND COMMUNICATION)



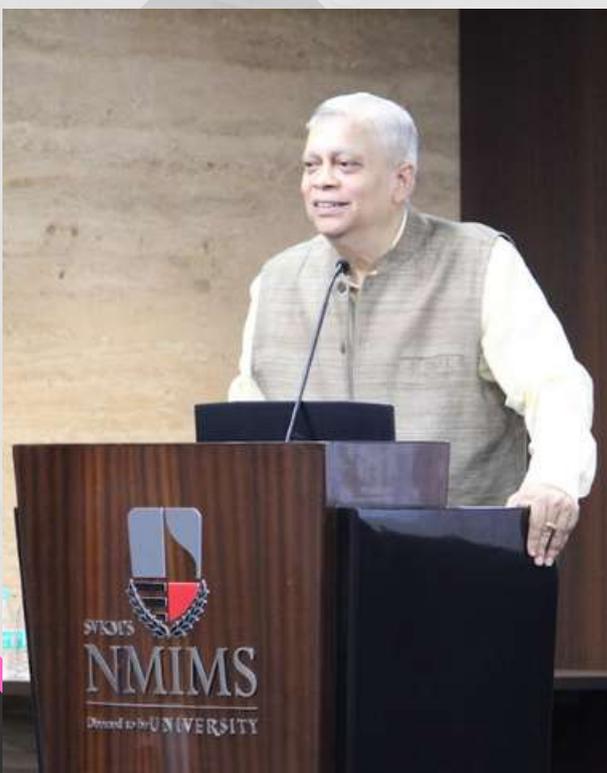
During the NMIMS Navi Mumbai's 'Business and Communication' orientation session held for SBM MBA 1st year students, the speaker Priya Ranjan Kumar shared snippets from his professional journey and the various challenges he overcame as a distinguished leader, especially in the heavy manufacturing industry during the global COVID-19 pandemic when the whole world had come to a standstill. He stressed upon the importance of developing stellar communication skills to forge a successful career in the HR domain, given how it involves dealing with other human beings. In an increasingly mechanical world, Mr. Priya Ranjan Kumar encouraged the students to continue to nurture their humane side .

MS. TRIPTI NAGORIA (BUSINESS & HR)

During the NMIMS Navi Mumbai's 'Business and HR' orientation session held for MBA 1st year students, the speaker Tripti Nagoria covered topics such as Industry Expectations and changing trends, Impact of AI on jobs, Essential Skills for the future and Importance of Values. The importance of having strong communication and negotiation skills for HR Professionals were discussed. She provided guidance to students on how to build a successful career in Business and HR and how to be ready to face challenges in the field of HR. Personal experiences were also shared related to the field of business strategy by the speaker so as to give a glimpse of the industrial world to the students.



MR. RONALD CANUTE (BUSINESS AND HR)



During the NMIMS Navi Mumbai's 'Business and HR' Orientation session held for MBA 1st year students, the speaker Ronald Canute won over the students through his warm personality very quickly as he patiently answered all their questions regarding a career in the field of HR and the challenges and growth opportunities that they should expect to encounter. He recounted anecdotes from his own illustrious professional career and shared the perspective on the application of data and analytics to the field of HR was a major takeaway for the students in attendance. Mr. Ronald Canute Sequeira who in his long and illustrious career mentored several leading HR professionals left an indelible mark in the orientation session.

DR. SALIL SABNIS

(BUSINESS & COMMUNICATION)

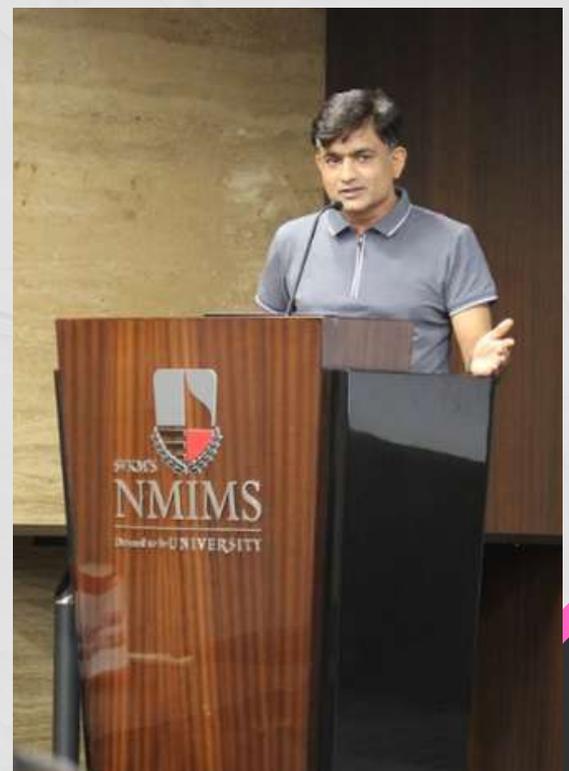


During the NMIMS Navi Mumbai's 'Business and Communication' orientation session held for SBM MBA 1st year students, the speaker Dr. Salil Sabnis shared his experiences in strategic brand creation, particularly in the biopharmaceutical and healthcare sectors while discussing the qualities and skills necessary for effective leadership, drawing from his roles in various companies. Offering practical advice on developing and implementing successful marketing campaigns he also provided an overview of current trends and future directions in the biopharmaceutical and healthcare industries. Additionally, he gave students guidance on navigating their careers, including tips on networking, skill development, and job searching.

MR. ALOK TIWARI

(BUSINESS AND DATA ANALYSIS)

During the NMIMS Navi Mumbai's 'Business and Data Analytics' orientation session held for MBA 1st year students, the speaker Alok Tiwari, talked about the topics such as leveraging AI and blockchain to solve complex business challenges. He shared his experiences across AI innovation, fin-tech, financial analysis, and strategic planning across diverse industries while guiding the students in data analytics and explaining the basics and applications of the field alongwith emphasizing the importance of skills such as statistical analysis, data visualization, machine learning and Python. He advised students to obtain certifications to enhance their skills and shared insights about the three types of analytics: predictive, prescriptive, and descriptive. He discussed the advances in machine learning and stressed the importance of staying updated with industry trends.



INTERNATIONAL LINKEAGES COMMITTEE

The International Linkages Committee strengthens the presence of NMIMS Navi Mumbai at the global level by conducting student exchange and international internship programs and providing international education and research opportunities to students.



PROCESS OF SELCTION OF STUDENTS FOR THE EXCHANGE PROGRAM



Akshat Agarwal



Akash Tiwari



Siddhanth Goel

The selection process for students interested in studying at different foreign universities involved a thorough evaluation of candidates' academic achievements, alignment of their professional goals with the objectives of the exchange programs, and their communication skills. Initially, applicants submitted comprehensive documentation, including academic transcripts and statements of purpose detailing their motivations and career aspirations. A screening process identified candidates who met the minimum criteria, emphasizing their potential to contribute to and benefit from international exchanges, which was conducted by the NMIMS Navi Mumbai International Linkage Committee. Shortlisted candidates then underwent interviews where they were assessed on adaptability, interpersonal skills, and the clarity with which they articulated their goals.

The final selection considered all these factors, ensuring a diverse cohort capable of representing the institution effectively abroad. Selected candidates were briefed extensively on program details and logistics, preparing them for the academic and cultural challenges of the exchange experience. 11 students applied, and among them, three students were finally selected.

Names of the 3 students are :

1. Akshat Agarwal who is selected for HEC Lausanne, Switzerland.
2. Akash Tiwari who is selected for HHL Leipzig School of Management, Germany.
3. Siddhant Goel who is selected for Neoma Business School, France

SHINING STARS

Gamification 2.0

NMIMS, Navi Mumbai



Rachit Aggarwal



Pratham Bansal



SHINING STARS

Gamification 2.0
NMIMS, Navi Mumbai



Kashish Dodwani



Augniva Saha



Akash Tiwari



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Debate Competition DY Patil University



Ishita Jain



Akash Tiwari



SHINING STARS

MARGDARSHAK 5.0



Yogwardhan Singh



Abhishek Choudhary



Piyush Punjabi



Himgauri Pednekar



Zeal Purohit



Navya Malik



Anuj Nair



SHINING STARS

MARGDARSHAK 5.0



Shreya Banarjeeh



Puja Kumari



Prasad Gawnar



Prapulla Kumar



Sanskar Goyal



Pratham Singh



Raunak Aggarwal

SHINING STARS

MARGDARSHAK 5.0



Ishaan Daga



Devu Nair



Bharti Katiyar



Neel Sheth



Agrim Jain



Dishad Gairathi



Divyanshi Jain



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