

NAVI MUMBAI

PRISM 2020 NEWSLETTER Issue IV. July - Sept 2020



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From the Director's Desk NMIMS, Navi Mumbai



The global pandemic has caught the world incognizant and impromptu and shaken the wits of even the greatest of genius. This unprecedented global health crisis has required hitherto unprecedented responses from world leaders and institutions. The challenge has been multi-pronged as it not only stipulates the safety of lives but also the continuity of everyday business in what is termed as the 'New Normal'.

NMIMS Navi Mumbai campus, under its dynamic leadership and with close coordination with the main campus, expeditiously rose up to the occasion with innovative ideas to ensure the unhindered continuation of the teachinglearning process. As soon as the University shifted to online education, the astute faculty members not only adapted to the new normal but also ensured that serious and quality education is imparted without any compromise on pedagogy. They ensured maximum participation of students using multiple techniques like quizzes, presentations, case discussions, tests and even online exams etc. The follow up from the faculty has been consistent and persistent thus ensuring timely submissions without compromising on preeminence. The enthused faculty also provided much needed emotional support to the students in maintaining sensitivity and intellectual equanimity in such scary times. Hence, they emphatically played the dual role of being teachers and counsellors, even while facing the Covid- 19 challenge on personal fronts. Kudos to them!

Dear Students, the grit, determination and panache with which you all are facing these incomparable times, reasserts the fact that human spirit is invincible and together- with positivity, faith and mutual cooperation- we shall conquer the pandemic. I request you to practice yoga and meditation for a strong mind, body, soul and enhanced immunity. This time should be utilized by you fruitfully in exploring research bases and extensively studying so that not only does your knowledge remain contemporary, but also in tandem with the changing aspirations of the industry in these disruptive

times. I can see the world economy transforming and with it businesses throwing up new challenges hence we need to be more agile, critically inclined towards new pedagogy and ready to face stipulations of the business and industrial world, ensuring enduring success.

Continue to glorify this revered institution of learning with your meritorious attainments!

BUDDY PROGRAM

STUDENTS SPEAK

The Buddy program according to me was simply the execution of what J.M. Barrie said through Peter Pan- "*All the world is made of faith, and trust, and pixie dust.*" It was our very own style of reaching out to those students, who had not only set their eyes upon the NMIMS Navi Mumbai campus but were also selected by the university, to be a part of its legacy.

This program was a brainchild of both the Student Council and the Public Relations Committee, which focused on providing timely support to the nouveau NM-ites, stepping into the School of Business Management. Our journey witnessed the smooth execution of a plethora of activities, which included an introductory session, webinars with the alumni of NMIMS Navi Mumbai themselves, various fun-activity sessions conducted weekly coupled with segmented buddy group interactions, which brought the new batch of students closer to each other and to us, their buddies.

We, the buddies, take pride in claiming that even the onset of a pandemic could not pose as a deterrent for us; such was the will, ambition, and zest that the team shared. On behalf of all the students, I would like to thank our Director sir Dr. P N Mukherjee, and our associate dean Dr. Manjari Srivastava for their support.



Vibhavari T.

President, Student Council, NMIMS Navi Mumbai.

I personally enjoyed working with such an energetic team of buddies and the interactions with the juniors taught me that boundaries of any sort, were merely a matter of perception; the stronger your will to transcend these, the more enjoyable the journey becomes! In a nutshell, I thoroughly relished being a part of this initiative and hope to see the baton carried forward by the next batch.



Vivek Rathod

President, PR Committee. NMIMS Navi Mumbai. The Buddy Program, a great initiative taken by the Student Council and the Public Relations committee, is the bridge created for the upcoming batches. The purpose of the program is set to make the onboarding of the bright young minds hassle-free.

While we were busy in our pursuit to make this process smooth, we witnessed our biggest challenge, the onset of the pandemic. But, thanks to the buddy team, which stood strong throughout the process, we could bring to life Robert H. Schuller's words, "*Tough times never last, but tough people do.*"

This very team was there for all the students who were yet to see the road ahead, guiding and helping them at each and every instance. The session with our alumni was insightful for everyone. The program was not only restricted to doubt or query resolutions but was also filled with fun. There were many activities organized by the buddy team along the likes of a business quiz, interesting video making competitions, etc. The unique thing that I personally like about to program is that it does not stop here, it runs throughout the year.

This program has made one thing very clear that boundaries exist only on paper. I would like to thank our Director Sir and Associate Dean for their constant support and guidance throughout the process, without which the program could not have had such a grand debut.

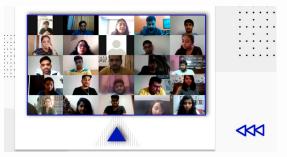
"We can't help everyone, but everyone can help someone"-Ronal Reagan. Helping others is one such kind of activity that allows an exchange of joy and happiness between the giver and taker. It allows us to experience an incomparable feeling of happiness in life. The Buddy Program 2020 was one such activity, which gave a great opportunity for those whose benign nature could bring happiness to others. The program was intended for the new incoming batch, MBA 2020, to have a smooth onboarding experience in their process of being added to the NMIMS Navi Mumbai family. Since the socio-economic and medical situation of the country was far from normal, and isolation was considered an act towards social benefit, it was difficult both for the new joiners and current students to replicate an atmosphere that reflected the pre-pandemic time. This new normal taught me how to work, interact, and carry out activities in groups even when the group members can't meet physically. A lot of sessions and activities were conducted to keep the students engaged to slowly transform them to think, act and react like managers. The buddy program created an eternal bond between the seniors (2019-21 batch) and juniors (2020-22 batch) where together we spanned the quote, "Success has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others."-Danny Thomas.



Swapnil Agarwal Vice President, PR Committee. <u>NMIM</u>S Navi Mumbai.









Megha Goe<u>nka</u>

President, Business Events Committee. NMIMS Navi Mumbai. Buddy Program is about the powerful bonding between the upcoming MBA batch and their seniors who gave them first-hand experience of the holistic and positive environment at NMIMS. The budding stars, from the very beginning of their MBA journey, easily mingled with their immediate seniors and got a clear picture of academics and other cocurricular activities related to this voyage of theirs. It allowed for the creation of an abundance of knowledge and fun across the students, through various activities held during the buddy program.

The interaction helped these new students by clarifying their queries and ensuring that there was no underlying ambiguity amongst them. The feel -free environment encouraged them to shoot their doubts to the seniors which smoothened their whole onboarding process. It was indeed a *gratifying experience for both the Buddies and new joiners*. Personally, this initiative was also an opportunity for everyone involved, to gain meaningful insights from each other.

The aura of digital connectedness catalysed the generation of newer ideas from dispersed minds, pitching in from different regions across India. It brought to life, a new dimension for online learning and networking. I feel a sense of immense pleasure to be a part of this program which has indeed upscaled a level of positivity during COVID.

EXPERIENCES

STUDENTS SPEAK



OINDRILA AMIN

The Buddy Programme initiative was an exceptional way of reaching out to the freshers and making them feel comfortable in the new journey that they were about to embark upon. I remember how anxious I was when the lockdown happened and the panic that set in about beginning my MBA during a pandemic. We had bonding sessions with fun games and heart to heart talks every Sunday and despite the sadness of not being on campus, we all appreciated the warmth and affection with which every senior welcomed us. It has been a rocky journey till now but it would have been much harsher, had we not known these wonderful people whom we call our '**Buddies**'.

The Buddy Program at NMIMS Navi Mumbai is certainly **something new and unique** that I have come across in my educational journey so far. The concept of senior students helping out juniors with their academic and non-academic issues and queries has helped us, the junior students, ease into the first year of our MBA. It has been a huge help in communicating with the management, especially during the COVID-19 lockdown. In my personal opinion, the Buddy Program has been one of the best initiatives I have come across and I am grateful for all the help extended by the Buddies who juggled with their time and ensured our comfort, while being final year students themselves.



SUMIT SINGH



JASRAJ PANJAWANI

I am thankful to all the seniors who turned out to be so very helpful to us much before the beginning of our very first trimester, when we were bewildered and feeling distressed because of the on-going pandemic. All our seniors, who we also call our buddies, came to our rescue and cleared all our doubts. All the events conducted were amazing, it helped us bond well with our classmates and learn teamwork. I found the video making activity on two different movies to be fun and very entertaining along with the brand quiz that the whole class played together. Activities like these **brought a sense of unity amongst us all**, who were quite new to each other. The Student Council and the Public Relations committee have done a great job even in this virtual model. I would heartily like to thank all buddy seniors, for supporting and ensuring such a lively beginning to the juniors' MBA journey.



WE TALK ABOUT

Our fight Faculty Conquer COVID-19 Student experiences

NMIMS: ITS PEOPLE & THE PANDEMIC A GLOBAL FIGHT

COVID-19 has also mightily impacted all the students across the globe. Every one of us has been and continues to be worried about the situation, with special reference to those who began their MBA course this year, to whom things might definitely seem a bit topsy-turvy. Taking all of this into consideration and understanding the pulse of the student fraternity, NMIMS Navi Mumbai organized numerous events to keep them engaged and to make them get used to working together as a team.

Initiatives like the Buddy Programme and events like the Teacher's day celebration, quizzes, webinars and many more, were taken up on the online platform to help students bond better. The faculty and senior students came forward to make us feel at home even though we all were in different cities. Online classes have their fair share of concerns, but NMIMS Navi Mumbai has done its best to ensure a comfortable and smooth transition towards the new normal of online learning for students. Following are some anecdotes from the students who share their experiences and encounters at NMIMS Navi Mumbai.

FACULTY CONQUER COVID-19

NMIMS NAVI MUMBAI

March 2020 saw the world grappling to come to terms with life in the clutches of a global pandemic, with the coronavirus disrupting the very definition of 'normal'. The Covid-19 pandemic stood poised to shake the roots of even the education system. Confronting this challenge as an opportunity, the NM Faculty hit the ground running and leaped with zeal, commitment, and creativity into this new way of online teaching rapidly transitioning from the traditional face-to-face mode of instruction. Faculty mastered new skills almost overnight and developed new methods to engage students, to allow for better communication and interaction, and to encourage virtual initiatives simulating the social interactions intrinsic to true learning. The online learning environment became the turf where faculty embraced new technologies and new pedagogical approaches to enhance the student learning experience.

The NM Faculty donned many hats as:

- **E-learning designers** Reconceptualizing their course for the online environment.
- **Technology Specialist** Selecting the appropriate tools aligned with the technical capabilities of students and achieved for learning goals.
- **Content Coach** Crafting unique ways to ensure learning in the virtual classroom.
- Social Director Purposefully establishing a sense of community and modes of interaction that brought a virtual classroom to life and helped students engage and connect with the group and course.
- Managing Correspondent Creating and organizing all of the written resources to assist students master content and complete requirements.



From the very beginning of the quarantine, NM faculty has been the go-to entity for the students, providing guidance on their future course of learning, attending to queries, apprehensions and anxieties along with liaising with the institute. These are extraordinary times, but NMIMS Navi Mumbai is an extraordinary institution powered by exceptional faculty-scholars and education innovators, dedicated to ensuring that NMIMS Navi Mumbai continues to deliver on the promise of opportunity and learning for all who enter the doors, enabling success for the students.

Prof. Burna B Nayar Asst. Professor (Communications) Faculty-in-Charge - International Linkages NMIMS Navi Mumbai

THE STUDENTS ADAPT



MALVIKA PANDEY

The faculty members have put in a lot of effort to make sure that online classes are as interactive as physical ones. It is admirable how they have adapted so well to the online mode of teaching. Initially, as students, we were sceptical as to how effective online teaching would be but, the teachers made sure that the transition from offline to online was as seamless as possible. Getting acclimatized to the new normal, we enjoyed making group projects and presentations with our classmates virtually. Along with the online interaction, we are also looking forward to attending live classes at the campus once things come back to normal.

A shift to virtual mode has been challenging for both teachers and students. However, change being the new normal, it wasn't difficult for us to familiarize and adjust ourselves to the cybernetic model. The concepts and the methods of online teaching have helped us to understand the course clearly. Our teachers also guided us to use the online material available to make presentations, do role plays, solve case studies. In no amount of time, we have become comfortable with the virtual mode of learning, though we miss the offline classes, we are learning to enjoy our online classes. For the time being, I have learnt whether offline or online platforms, effective learning is always possible.



FORAM SOLANKI



VITHAL AGARWAL

Our MBA voyage started on 15th of June 2020. It was quite a new and innovative concept for everyone as during these times, our classes were going on in an online mode due to the Coronavirus pandemic. In the beginning, everyone was a little bit anxious and nervous about this online concept but with the 24x7 continuous support of the senior students of NMIMS and the joint efforts of both faculty and staff members, it became possible for us to continue our studies. They even made it interesting and exciting for us by organizing different interactive and collaborative sessions and events even during these difficult times. The perfect pedagogy at NMIMS and the uninterrupted guidance and support of the faculties, ensured that we did not find it difficult to follow the lectures and participate in various group projects, assignments and other activities. Therefore, this online study mode was the perfect panacea provided by NMIMS to students like us, during this crisis.

THE STUDENTS ADAPT



S A N J A N A

Lives have changed; the way things are perceived has changed. The most talked-about pandemic affected us in ways that cannot be explained. The life of a student which is one of the most cherished memories of a person has been brought to the ground. The world is altered, for the better? Can't say. We at NMIMS made sure that at least some aspects of students' lives remain the same. Learning did not take a step back; in fact, it took a step forward by faculties and students learning how to operate efficiently right from their homes. Covering the syllabus to giving opportunities to students to work from home for different organizations added value to the learning process. Bonding sessions over teams, events and activities through voice calls created a new relationship dynamic. Student activities though remotely conducted were an effective way to make friends. It is unimaginable that we are friends with people we haven't met in real life. Over three months, there is a different unexplainable relationship formed with the institution and the peers. Dealing with Covid-19 and mental problems did not stop us from learning or having fun. It goes without saying that we would have preferred the real way but in the end, the virtual way is not as bad as it was expected. Sooner or later, we will surely meet but till then NMIMS will keep dealing with the pandemic and invent new ways to make the process comfortable for students.

This current pandemic threw the educational system all over the world in a loop. Rather than waiting for the easing of restrictions and return of normalcy, NMIMS Navi Mumbai decided to go online for the first time. Without the buzz of the classroom setting, it's no surprise that some students can begin to feel a strong sense of isolation that can slowly erode the desire to learn. But the faculties and management made sure they will eliminate those odds. Right from ice-breaker sessions to online teaching and class activities. They made sure all the things were flawless. NMIMS Navi Mumbai family were very supportive and played a crucial role in setting the pace for this exciting journey.



PARTH DESAI

TEACHERS' DAY CELEBRATION

Teachers' Day is an auspicious occasion marking the birth anniversary of Dr. Sarvepalli Radhakrishnan. None of us had ever thought that we would have to celebrate Teacher's day whilst sitting in front of rectangular screens.

But then again, keeping the spirits up and giving our hundred percent to make the best out of these unusual circumstances, was one thing we learned while adapting to the new normal. In short, we simply followed **Francis of Assisi**

"Start by doing what's necessary; then do what's possible and suddenly you're doing the impossible"



We owe the digital success of the event to our professors. It is only because of them that we had a fair idea of how to move about various online platforms and make virtual celebrations to feel close to the real ones.

Teacher's Day 2020 event will always stay very close to our hearts as it showed us that a well-knit family like ours at NMIMS Navi Mumbai can face any challenges and drive it to success. The idea for the celebrating Teacher's day in a virtual mode was hatched while the senior and the junior council members were brainstorming how to make this occasion a memorable one. The process of coming up with an event plan was thrilling in itself. The planning was the easiest part of the whole event. Next came the herculean task of connecting with both the senior and junior batch to make our vision a reality. The Public Relations committee transformed it into reality, and gave it a huge shoutout to both the batches who were very forthcoming and prompt with all collaterals we needed for the card and the videos. We are thankful to them for their support and help. The invitations sent to all students had put the event into motion driving the spirit on fire with excitement and anticipation, Nevertheless, the clock struck 6:00 pm and it was time to roll the curtains and begin the event after a warm welcome by the junior student council and a very insightful speech by our Director.

The evening was tinted with a very melodious performance by Atul Singh from MBA, First Year. Thereafter came the big surprise, the heartfelt video that we had made for the professors. The happy smiles and the appreciative comments that we received from the professors, were testimonial enough to make us realize we have done something worthwhile. Even the teachers took out time from their busy schedules and participated wholeheartedly the festivities. Their musical in performances and anecdotes of online classes acted as an icing on the cake. It was certainly an evening which has forged its mark in our minds forever.

CHAI PE CHARCHA

BUSINESS EVENTS COMMITTEE

Chai Pe Charcha - "Inspiring Young Minds" was an event organized by the Business Events Committee, under the guidance of the Associate Dean (SBM) Dr. Manjari Srivastava, on 23rd July 2020 graced by Pranav Thakkar (Management speakers _ consultant at Alvarez and Marsel), Neeraj Shah (Owner and Director of Silver Bright), Rohit Ghosh (Founding member of Qure.AI), Kshitiz Adukia (Founder and CEO at Tradizon) and Tushar Dalal having diverse backgrounds in R&D, AI, Corporate profitability, Finance and Manufacturing sector which encouraged us to understand the topic of New Age Businesses holistically.

They touched upon various aspects like capabilities of new businesses, potential and innovative business models and their strategies, challenges faced by small businesses and current and future view of trade relations etc. The outcomes of the discussion highlighted the promotion of SMEs and entrepreneurs with major takeaways future business leaders in the rapidly changing business environment.





PANEL DISCUSSION

It included key points like creating customer value, tailored business models, efficient integration of relevant skills, effective marketing of unique business ideas, opportunities in cyber security and data protection, incentives for technology businesses, stabilization based of businesses before expansion, awareness of competitors, efficient use of equity which leads in overcoming challenges of bureaucracy, lack of promotion and protection of SMEs by government, insufficient skill development and low investment in infrastructure.

LIVEWIRE CORPORATE AND ACADEMIC EXCELLENCE COMMITTEE

In pursuit of keeping pace with the everevolving educational scenario and meeting international standards, NMIMS has taken a holistic approach towards education, providing students with a balanced exposure to academics and life in general. The Corporate and Academic Excellence Committee (**CAEC**) committee of NMIMS, Navi Mumbai has been striving to carry out activities and interactive sessions for students and professors alike, to contribute to this synergy.

Live Wire is a unique initiative by CAEC, a first-of-its-kind webinar series. Held every weekend, industry leaders from various domains share their views on the existing and upcoming global trends, helping students gain insights and bridge the gap between the corporate and academic world.



LIVEWIRE

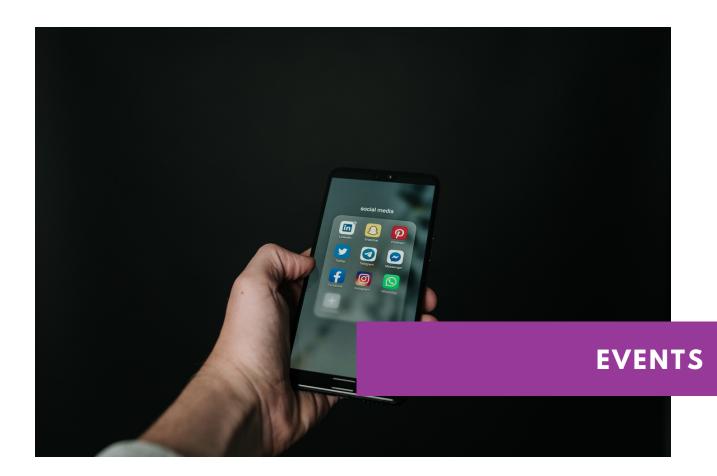
Over the span of eight weeks, Live Wire has conducted seven webinars, with a plethora of topics and industries covered each week and with over 500 participants so far, there has been an overwhelming response from the students.

Our guest speakers were:

- Chef Ajay Chopra (The Big Daddy Chef, Masterchef India S1 and S2 Judge)
- Mr. Raaj Bajaj (Founder and CEO of FABgetaways)
- Meenakshi Samantaray (Head of Marketing ZEE Live)
- Akshay Gurnani (Co-Founder and CEO of Schbang)
- Bidhan Roy (Managing Director, Commercial & SMB in Asia Pacific, Japan and China at Cisco)
- Bekhruzbek Ochilov (ACSI, Equity Research and Investment Banking, Uzbekistan)
- Dr. Chandrashekhar Wavikar (MBBS, MS- Ophthalmology)
- Saurabh Bajaj (Marketing Head, Marketing Manager Britannia Industries Limited)

The CAEC's perseverance and consistent hard work coupled with the expertise and guidance offered by their faculty-in-charge Dr. Nupur Gupta, was what drove LiveWire to the success that it is today.





BRANDOTSVA

Brandotsava was the brainchild of Marcell, the Marketing Club of NMIMS Navi Mumbai. It was a team- based quiz competition comprising of three rounds, spread across five days, with each round having a quirky twist of its own that included designing of a marketing campaign on the spot. The first round of the event was organized on the D2C platform on 19th July 2020.

Every round was followed by an elimination, with the winning team of two members, being offered a chance at bagging a live project opportunity from one of the digital marketing companies.

The winners of the event Brandotsva-

- 1st Position- Team Yash Gupta
- 2nd Position- The Two Markeeters
- 3rd Position- Juggernauts

Brandotsava, led by Dr. Surabhi Koul as the faculty-in-charge of Marcell, witnessed robust participation from more than 500 teams across India

BUSINESS NOVA 1.0



Business Nova 1.0 #TheNewNormal by Marcell Committee constituted of a series of webinars graced by dignitaries with successful marketing careers at renowned organizations. They embraced this event with a renewed zeal and in-depth understanding of the marketing domain and its reinforced relevance in the new normal. The series also covered discussions over the probable skill sets that would be required to successfully handle uncertainties such as these. Marcell, through Business Nova1.0 focused on strengthening the Industry- academia interface and pushed through towards an Industry-oriented approach. The event was also launched on the D2C platform. There were around 100+ candidates present for every webinar. The platform we used was MS teams. The webinars were carried out on every Sunday in the month of August starting from 2nd of August 2020.

B-AWARE 3.0

B-Aware, the flagship event of MarCell was organized on the 22nd September and 23rd September of 2020. Each team had two members and the event was divided into three rounds. The first round was the Photo Ad Quiz and the second round was the Video Ad Quiz. In the third round the teams were required to create the taglines of products given to the team on the spot, following which, the finalists had to pitch their solution to a problem statement given then and there, within two minutes to Dr. Surabhi Koul, who offered to be the judge for the final round.

Results:

The winning team: "AryanRia" Runner-up team: "Team Stonks".

FINANCE CLUB



FINSIGHT

FINSIGHT - PUBLIC AND PRIVATE FUND RAISING: PRE AND POST COVID

Fincorp's first webinar series called Finsight took place on 29th August wherein Mr Vishal Sharan, the Head of Wholesale Banking at Axis Finance Limited shared his inspiring journey in the corporate world. His expertise in the field of public and private fund raising helped understand the different types of capital available in the market and its various sources. He also provided various suggestions that need to be considered while raising funds and the major KPIs that the investors look for while investing in a business. His past experience in leading the Credit & Portfolio Monitoring division, helped to understand the various stages involved in raising capital from venture capitalists, private equity, MFs and retail banking. The Q&A session helped students gain insights on what to expect from the market post-Covid-19. His overall work experience in Equity and Debt capital markets and knowledge of the industry made the whole event informative and beneficial for all the viewers.

Indian news and highlights 2020:

GDP OF INDIA CONTRACTS BY 23.9% IN Q2.

RELIANCE GETS INVESTMENT WORTH 5.7 BILLION FROM US GIANTS

TCS- MOST VALUABLE IT COMPANY IN THE WORLD

VODAFONE WINS INTERNATIONAL ARBITRATION CASE AGAINST INDIA

School of Science, Analytics Cell

The Analytics Cell organised their first webinar on 25th July'20, focusing on topics pertaining to what is done in the analytics industry. This webinar was planned with the goal of helping the students get a sneak peek into the life of an analyst, a catastrophe modelling specialist and an actuarial analyst. The webinar included discussions about the daily life challenges in the various domains the guests work in, to assist the students in making an informed decision pertaining to their respective fields of specialization.

The guests who graced the session included Ms. Chetna Sharma, Mr. Arindam Mukherjee, Mr. Gautam Jha, Mr. Abdul Nasir Sayyed, Ms. Shubhi Arora, Mr. Mayur Agrekar, and Ms. Vrinda Aggarwal from Willis Re.

The second event was in collaboration with the organization Mad Over Data (MOD) which was held on 22 August'20. The topic for the talk was Data Science/ Business Analytics: Overview, Application & Opportunities/ Analytics today, and tomorrow.





The discussion was aimed towards forming an inclusive bubble for students and professionals from various backgrounds interested in understanding the applications and use cases of Analytics in different industries and functional areas. The honorary guests were Ashwin Malik Meshram (MD, Spinnaker Analytics), Aayush Shah (Head of Analytics), Rishikesh Deshpande (CEO of a marketing & research analytics firm).

The third event was held on 3rd October'20. The topic for the talk was Applied Statistics. The Analytics Cell was back with a fun Q&A session with Mr. Chetan Singhal, who is currently working as an Advisory Analytics Analyst.

The QnA revolved around applied statistics, higher education and opportunities after undergrad school. The key takeaway from this session was a vivid sense of understanding of the opportunities and scope of data science in today's world. The session was beneficial to all the audience who aspire to pursue a career that begins with a strong foundation of statistics, mathematics and coding. NEWSLETTER BY

EDITORIAL TEAM

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