

## **ANNUAL REPORT: 2017-18**



**Dr.C. Babu**  
**Director**

### **University & AICTE Approved Courses:**

- Two years full time Master in Management Studies (MMS)
- Two years full time Post Graduate Diploma in Management (PGDM)
- **Short term Autonomous Weekend Course:**

Durgadevi Saraf Institute of Management Studies started another successful year under the guidance of our Director *Dr. C. Babu*.

No. of Students	No. of Teaching staff	No. of Non-Teaching staff	No. of Computers	No. of Books	No. of Newspapers	No. of CD/DVDS	No. of Journals	No. of magazines	Results 2016-18 - PGDM Final Year 2015-17- MMS
503	24	18	189	<b>7546</b>	12	446	25	25	MMS: 99.2% PGDM: 96%

## **ACADEMICS**

Our 6th batch of MMS & Part Time comprising of 143 students graduated with a satisfying pass percentage. Our 6th batch of PGDM students comprising of 88 students made us feel proud with 96 pass percentage with high grades. Academic Topper is Mr. Rohit Binod Singh in MMS & Ms. Sakshi Manoj Biswas in PGDM. The academic year began in July 2017 with three mainstream programs. The first quarter was being used by us to prepare students for their career through multiple workshops - Special Engagement Program, interview, confidence building, Communication, MIM and many more besides the regular curriculum.

## STUDENT EVENTS

### ACADEMICS

- Special Engagement Program for PGDM I year started on 5<sup>th</sup> July till 28<sup>th</sup> July, 2017.
- Boot camp for I year MMS students held on 1<sup>st</sup> and 2<sup>nd</sup> August, 2017 and PGDM I year students Boot Camp held between 2<sup>nd</sup> to 4<sup>th</sup> August, 2017.
- In order to prepare students for Placement, DSIMS organized mock interviews for students for three days, starting from 10<sup>th</sup> to 12<sup>th</sup> August, 2017. Students were exposed to interview process and tested on their understanding and application of domain knowledge.
- DSIMS continuously strives to develop students to realize their latent potential while acquiring professional knowledge. Students are provided with career guidance and conduct courses on personality, communication and other such skills through LiM and MiM. The objective is to improve employability amongst students.
- II year PGDM students (2<sup>nd</sup> lot consists of 48 students and two professors – Dr. Babu and Dr. Nehal) visited Germany and Switzerland from 13<sup>th</sup> September to 20<sup>th</sup> September 2017 as a part of International Immersion.
- On behalf of Strategy Club of Durgadevi Saraf Institute of Management Studies organized a certification course for the students. The three days class room training session in the institute which was held on **18th, 24th and 25th March** was a great learning experience for the students. The trainer Ms. Anita Stalen was very well prepared and she was good at delivering the content to the students across specialization. She handled the batch very well and made everyone involved in the course. The students very happy with the trainer, the course and the training modules they have received from the academy. All the students have cleared the exams scoring good marks.

### STUDENT COMPETITIONS/OTHERS

8th & 9th July 2017:

- Two Students Aakash Desai and Navin Pandey from Marketing Specialization 2016-18 batch attended All India Inter-Collegiate Debate Competition on “सोशल मीडिया का वर्तमान प्रचलन युवा पीढ़ी के भविष्य को नकारात्मक दिशा दे रहा है” held at Seth D. D. Jatia School, Bissau, Dist. Jhunjhunu, Rajasthan.
- Blood donation camp was held on 26<sup>th</sup> September 2017. Lions’ club and Rotary club along with DSIMS partnered for the event.

In all 122 bottles of blood was collected during the camp. The participants were given certificates and a pen as token of appreciation.

- SIP Competition held on 14<sup>th</sup> October 2017 and the best SIP 2016-18 was won by the following students :-
  - 1) Ms. Dipti Tiwari – MMS, HR secured first prize on title – The people factor: A 360 degree Approach to training and development at Brand Keeda under the guidance of Prof. Kusum Pawar.
  - 2) Ms. Aditi Banerjee – PGDM – HR secured second prize on title – Performance Management System at Rashtriya Chemicals and Fertilizers Ltd. Under the guidance of Prof. Anthony Colaco.
  - 3) Ms. Neekita Pathak – PGDM – HR secured third prize on title – Training and Development and factors causing Attrition at Hypercity under the guidance of Prof. Kusum Pawar.

#### 28<sup>th</sup> January, 2018

- Following students have been awarded for IRB Scholarship & BKT Freeship during the Annual Day Ceremony held on:
  1. Poonam Choudhary –Human Resources (PGDM)- Scholarship
  2. Nitishkumar Rai – Marketing – Freeship (PGDM)
  3. Ms. Jesal Tibarewal –Finance (MMS) Scholarship
  4. Mr. Suresh Sahoo – Finance (MMS) - Freeship
  5. Mr. Chirag Subhash Agarwal - Operations (MMS) – Freeship

#### 21<sup>st</sup> March, 2018

Bombay Management Association organized Annual Dandekar Trophy Competition 2018. The Chairperson of Management Week 2018 was Ms. Nirmala Mehendale, Immediate Former President, BMA.

Three of our students took part in this competition which was held at IES Management College and Research Centre. They made the presentation on the topic ‘Social Media for Social Responsibility and Beyond’.

#### 26<sup>th</sup> to 28<sup>th</sup> January 2018

About 30 students of DSIMS participated in Parakram 2018, intercollege sports festival organised by Nirma University, Ahmedabad.

## PLACEMENTS

### Final Placements:

Students who passed out in 2017 have been placed in some of the well known companies, like, CRISIL, Deutsche Bank, Indsec securities, ICICI Bank, Deflytics Software, Taurus Advisory, Axis Bank, Thane Janta Sahakari Bank Ltd, Oracle Financial Software Services Limited, InSync Analytics (India) Pvt. Ltd., Indusind Bank, ICICI Prudential - Asset management, Reliance Jio, Citi Group, Aditya Birla Money, GlobeOp, Motilal Oswal, Morgan Stanley, National Stock Exchange, IIFL, Anand Rathi, Deloitte, Capgemini, DTDC, Nestle, Naukri.com, Pantaloons, Blankslate, VIVO Mobiles, RMC Redymix (India), EMC solutions Worldwide Pvt. Ltd, Bajaj Corp, Lite Technology Pvt. Ltd (Polycab), Choice International, Jaro Education, Jeevan Saathi, Goldstar Jewellery Pvt Ltd., Indiabulls, Oppo Mobiles, Mahindra Logistics, Nilkamal, Aditya Birla Finance Ltd, Reliance Insurance Ltd.

### SIP Companies :

Students were placed in companies to do their Summer Internship Projects in May and June 2017 are Birla Sunlife Insurance, Bassein Catholic Co-operative Bank, IDBI Capital Markets & Securities Ltd, A Plus Capital Services LLP, The Greater Bombay Co-op Bank Ltd, Thane Janta Sahakari Bank Ltd, Forexserve, SOTC travel Service Ltd, AMUL, Hotel Sahara Star, Thomas Cook India Ltd, Centre for Monitoring Indian Economy, Hindustan Petroleum Corporation, Karvy Stock Broking Ltd, Indiabulls Venture Ltd, Parle Product Pvt Ltd, Axis Bank, Motilal Oswal Securities Ltd, Sharekhan, ICICI Bank, Deloitte India, Reliance Industries Ltd, Kotak Mahindra Bank, Nirmal Bang, Ultratech Cement Ltd., Phillip Capital, Times of India, Glaxosmithkline, Reliance Retail Ltd, Mapro Foods Pvt Ltd, Renault, Shoppers Stop, Zomato Media Pvt Ltd, Kokuyo Camlin Ltd, Hypercity, Raychem RPG Ltd, IPCA Laboratories Ltd, Godrej Properties Ltd, Cello Industries, Reliance Digital Retail Ltd, Raymond Ltd,

## GUEST LECTURES

Several eminent personalities visited our campus to address students:

S.NO.	Date	Name of the Guest Speakers	Organisation
1	8th July, 2017	Mr. Umesh Kolapkar	Chartered Accountants, Independent Consultant
2	8th July, 2017	Mr. Nilesh Mashru	DHL Supply Chain India Pvt Ltd
3	29th July, 2017	Mr. Vinit Bolinjar	Ventura Securities Ltd

4	19 <sup>th</sup> August, 2017	Dr. ( Mrs.) Brinda Jagirdar	State Bank of India
5	19 <sup>th</sup> August, 2017	Mr. Gaurav Verma	Red Chillies Entertainment
6	23 <sup>rd</sup> August 2017	Mr. Swapnil Dhotre and Mr. Sumeet Gupta	AgroBazaar
7	29 <sup>th</sup> August, 2017	Mr. Vinit Bolinjkar	Ventura Securities Ltd
8	4 <sup>th</sup> September, 2017	Mr. Jonas Stoize	Indo-German Chamber of Commerce
9	16 <sup>th</sup> September, 2017	Mr. Arun Kamat,	Arun Kamat & Co
10	26 <sup>th</sup> September, 2017	Mr. Devansh Chawla	Chatur Ideas
11	27 <sup>th</sup> September, 2017	Mr. B. Deora	Principal Advisor
12	18 <sup>th</sup> November 2017	Ms. Ranjanmala Hegde	Coach & OD Consultant
13	12 <sup>th</sup> December, 2017	Dr Smitha Moorthy & Dr Aruna Sadarangani	Sanjeevani Hospital
14	3 <sup>rd</sup> February, 2018	Mr. Hemant Kenkre	- Communications for MTV Network Asia
15	23 <sup>rd</sup> February, 2018	Mr. Satyakam Chakravarty	Blockchain Technology
16	23 <sup>rd</sup> February, 2018	Dr Ashok Nag	ex-RBI
17	23 <sup>rd</sup> February, 2018	Mr Ankur Rathi	Reliance Petrochemicals
18	24 <sup>th</sup> February, 2018	Mr. Rohit Wahi	FirstRand Bank Limited
19	24 <sup>th</sup> February, 2018	Mr. Srinivas Chidumalla	Syngenta
20	24 <sup>th</sup> February, 2018	Ms. Rukmini Iyer	Exult IT Services Pvt. Ltd
21	24 <sup>th</sup> February, 2018	Dr. Pramod Solanki	Performance Enablers
22	24 <sup>th</sup> February, 2018	Mr. Satyen Jadega	IBM Financial Services
23	24 <sup>th</sup> February, 2018	Mr. Manoj Varma	Lyra India
24	24 <sup>th</sup> February, 2018	Mr. Gajendra Kothari	Etica Wealth Management
25	24 <sup>th</sup> February, 2018	Mr. Vaibhav Shah	ORO Wealth
26	25 <sup>th</sup> February, 2018	Dr. Sanjay Masand	Reliance Industries Limited
27	25 <sup>th</sup> February, 2018	Mr. Amol Deshpande	Mahindra & Mahindra
28	25 <sup>th</sup> February, 2018	Mr. Partha Ghosh	Percept Media
29	25 <sup>th</sup> February, 2018	Mr. Chinmay Dash	Beiersdorf Healthcare
30	25 <sup>th</sup> February, 2018	Mr. Atit Mehta	BYJU's
31	25 <sup>th</sup> February, 2018	Mr. Samit Karzi	Accor Hotels
32	25 <sup>th</sup> February, 2018	Mr. Umesh Dubey	Formulation Development Manager
33	25 <sup>th</sup> February, 2018	Mr. Amit Ray	Media First Consulting
34	6 <sup>th</sup> March 2018	Mr. Rajiv Ramchandra	Environmental Management Centre LLP
35	24 <sup>th</sup> March 2018	Dr. Hugh Munro	Retired Professor of Marketing & International Business and former MBA Director at the Lazaridis School of Business & Economics at Wilfrid Laurier University
36	24 <sup>th</sup> March 2018	Mr. Krishna Kejriwal	Remsons Industries Ltd.

37	24 <sup>th</sup> March 2018	Dr. Barendra Kumar Bhoi	Former, Principal Adviser and Head of the Monetary Policy Department in RBI
38	24 <sup>th</sup> March 2018	Prof R.K. Shyamasundar	JC Bose National Fellow and Distingusihed Professor
39	24 <sup>th</sup> March 2018	Dr. Debesh Patra	Bharat Petroleum Corporation Limited
40	3 <sup>rd</sup> April, 2018	Mr. Ninad Karpe	Aptech Limited
41	3 <sup>rd</sup> April, 2018	Mr. Manoj Gursahani	Chairman US India Investors Forum

## BOARD OF STUDIES

### **Finance BOS-6<sup>th</sup> January, 2018**

- Finance BoS took place on 6<sup>th</sup> January 2018 at the DSIMS 1<sup>st</sup> floor conference hall.
- Industry stalwarts like Mr. Ajay Bordia, Mr. Parimal Sheth, Mr. Vinod Gyani, Mr. Deepak Sharma, and Ms. Brinda Jagirdar were present for the BoS.
- Many important points regarding the curriculum were discussed and debated.
- However, the most important point that came up was that the students are being taught many subjects; rather they should be taught few subjects in depth.

### **Marketing BOS- 3<sup>rd</sup> Feb**

Dr. Mohan B Rao, Mr. Cajetan D'Souza and Mr. Nitish Bhandarkar attended the Board of Studies of Marketing on 3<sup>rd</sup> February 2018. Marketing faculties were present and discussion was done on the curriculum and new trends. The Board members gave their valuable inputs on the current syllabus and content of the subjects.

Also discussed on other points like:

1. Explore Sports and Content marketing as part of events or media or part of films
2. Corporate Strategy & Strategic marketing should have different core faculties
3. BRM & MR should have different core faculties
4. For Customer Engagement Management a good book- Profitable Customer Engagement by V. Kumar can be referred.

### **HR BOS - 3<sup>rd</sup> Feb**

Mr. Sanjay Chaturvedi, Dr. Samta Jain and Mr. Neeraj Agarwal attended the Board of Studies of HR on 3<sup>rd</sup> February 2018. All the HR faculties were present and discussion was done on the curriculum and new trends. The Board members gave their valuable inputs on the current syllabus and content of the subjects. They highlighted on the need of certifications for the students and Analytics. HR Students feedback and suggestions were also discussed.

### **Opsession BOS-3<sup>rd</sup> March**

On Saturday, 3<sup>rd</sup> of March, a meeting of Board of Studies of Operations department of DSIMS was held. Dr. Gita Kumta, ex-professor of NMIMS and Mr. K. V. Subrahmanyam, self-employed consultant and ex-Vice-President of Value Labs, gave valuable inputs for syllabus proposed for the new 2018-20 batch of PGDM program. They suggested teaching about new technologies such as Internet of Things. After incorporation of their valuable inputs, the department will present its decisions in the forthcoming Faculty Retreat in which faculty of all specialisations will discuss syllabus of the new batch.

## **Academic Council Meeting**

**Academic Council Meeting** held on 25<sup>th</sup> May, 2018.

The discussion was held on the **review and approval of Board of Studies (BoS) Recommendations and Faculty Retreat** which inter alia covered:

1. To consider and approve the recommendations put forward during Board of Studies and Faculty Retreat deliberations.
2. Pedagogy for improving the effectiveness of courses and employability of students.
3. Enhancing industry interaction.
4. Identifying and implementing differentiators which bring significant value addition to PGDM Vis a Vis MMS programme.

5. Approval of credits as per AICTE Guidelines for different courses and revised grading system.

## SOCIAL INITIATIVES

- DSIMS was awarded with **IDF Best Partner Award** for participation & support extended to Indian Development Foundation's (IDF's) Student Leadership Programme(SLP) project. Dr. Sarika Jain went on behalf of Dr. Babu to fetch the award on 14<sup>th</sup> September, 2017.

Collaboration with IDF is one of our key Institutional Social Responsibility (ISR) initiatives which is largely been guided by Dr Babu and supported by Prof Maneesh.

- Indian Development Foundation and DSIMS were jointly organized a special program to commemorate late Dr. Abdul Kalam's Birthday Anniversary on 14<sup>th</sup> October, 2017.

All the students of MMS-III (Marketing-20 Volunteers) successfully carried out *Diya Selling Drive* in collaboration with *IDF*, under DSIMS *ISR initiatives*. They sold around 184 packets of diyas in just 3 days' time.

This was a significant achievement by students. This activity resulted in enhanced social sensitivity amongst students.

- **SESSION ON E- WASTE**

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As part of ISR endeavor under Project Sahyog, Dr. Sarika Jain (Head ISR, DSIMS) organized a session on E-Waste on 8th February 2018. This session was taken by Mrs. Shreeja Nambiar in collaboration with IDF headed by Dr. Narayan Iyer. Mrs. Shreeja is actively working in social sector and is providing technology based solutions to address social challenges to various NGO's.

Mrs. Nambiar introduced e-waste and its potential causes and its impact on future generations. She briefed the students about the amounts of e-waste generated in India itself. Further she guided the students on different ways to segregate waste. She also mentioned IDF's practices towards safe disposal of e-waste and how students too could take up initiatives for a future cause.

Mrs. Nambiar addressed the various doubts raised by students. Mr. Iyer and Dr Sarika Jain also shared their valuable insights regarding e-waste and initiatives with IDF.

At the end of the session E-Waste collector box was installed and inaugurated by Mrs. Nambiar, Dr. Iyer at DSIMS in the presence of faculty members and students. With this DSIMS becomes the first B- School in Mumbai to have an e waste collector box.

- **IDF Certificate Distribution**

DSIMS and IDF organized certificate distribution ceremony on 27<sup>th</sup> February 2018 at DSIMS auditorium.

The ceremony started with a musical tribute followed by Dr. Narayan telling about the journey of IDF.

Two school students spoke about how IDF SLP has transformed their lives followed by two of our students who spoke about their experiences being mentors.

Then Dr. Latha (Principal, Sarvodaya Vidyalaya) gave her endorsement followed by Dr. Babu's speech about the program.

The IDF volunteers distributed certificates to all the PGDM and MMS 1<sup>st</sup> year students.

- On 10<sup>th</sup> March 2018, the students of the ISR (Institute Social Responsibility) committee of DSIMS organized the second edition of innovative fund raising event named Cricket for Social Responsibility-2018. This event was conducted under the guidance Dr. Sarika Jain, Head - ISR.

The funds raised during the event were donated to two NGO's *Annamrita*, and *Nanhi Kali* (a Mahindra Initiative). The main sponsor of the event was ECOBOT - The Wet waste Composting Solutions for Societies and Commercial complexes. The other sponsors were KCD Group and Infinity Digitech Pvt Ltd.

Eleven eminent corporates participated in the cricket tournament to extend their support for a cause. After the day long tournament IndusInd Bank emerged as the winner and Intelenet Global Services were declared as Runners Up. The event concluded by handing over a donation cheque of 55K each to both the NGO's by Dr. C Babu along with Dr Sarika Jain, Dr Sarita Vichore, Dr Shailaja Badra and the Captains of both winning and runners up teams.

MMS-Semester II(B Division) under the Aegis of **Remsons Centre for Research**, conducted a **Poster Making Competition** on “**Swachh Bharat Abhiyan**” and “**Save the Girl Child**” for students of **Sarvodaya school**.

Overall **660 students** from the school participated in the competition. **Dr Sarita Vichore and Dr Shailja Badra** extended their support for judging the event.

Drawings of first two winners from each class will also be displayed in our premises.

Our students really managed this mammoth task very well. The school children seemed to be happy and motivated as they participated in huge numbers.

Certificates were given to all the participants.

## CULTURAL EVENTS

### *DSIMS ANNUAL CULTURAL FEST - SABRANG - 1<sup>st</sup> February, 2018*

*SABRANG*, the annual cultural festival of Durgadevi Saraf Institute of Management Studies (DSIMS) was held 1<sup>st</sup> February 2018, in the premises of the RSET Campus. It is an earmark event organized by the Cultural Committee of DSIMS - YUWA.

The 2018 edition of Sabrang, presented by Water Financial Solutions, based its' theme on the elements and nuances of the City of Dreams - Aamchi Mumbai.

YUWA conducted many pre-event activities to spawn excitement that included launching the event and theme by way of a flash mob, sharing celebrity bytes, enshrouding the building with their creativity and conducting workshops. They also performed a skit as a tribute to Republic Day.

The build-up set high expectations for the big day, which did not fail to impress either. With participation pouring in from exuberant students and faculty, the day saw events like Treasure Hunt, Hogathon, and One Minute Games. Students displayed their talent in the Talent Hunt, Group Dance, and Fashion show. The evening ended on a high note with everyone rejoicing and looking forward to the next edition.

## INTERACTION WITH INDUSTRY

- Dr. Babu met the Principal of Sardar Patel College on Wednesday, 19<sup>th</sup> July 2017 to discuss few Faculty Development Programs to enhance the visibility of DSIMS for their Engineering Students. Dr Babu also visited BASF along with Prof. Somesh and discussed with Mr. Priyank Bhandari, Human Resources of BASF to seek final placement opportunity for DSIMS students.
- Operations Management club of Durgadevi Saraf Institute of Management Studies conducted a trip on 19<sup>th</sup> August, 2017 to INS Hamla for students of the institute. INS Hamla is a logistics training establishment of Indian Navy. The students learnt about logistics requirements of the navy. It was a good addition to their existing knowledge of logistics management for commercial organisations. The club will conduct similar trips in future, for practical knowledge of the students.
- Dr. Nehal Joshipura along with II year PGDM Finance Students visited NSE Program on 22<sup>nd</sup> August, 2017.
- Prof. Somesh Banerji along with MMS Sem III and PGDM Trim V Operations specialization students industry visit to Agility Logistics at Bhiwandi on 17<sup>th</sup> November, 2017. The senior colleagues of Agility Logistics briefed well DSIMS students and showed them the layout and their operations.

- **6<sup>th</sup> January, 2018:**

Prof. Zubin accompanied 38 MMS I year students (2017-19) batch to Raymond factory on 6<sup>th</sup> January, 2018 at Khadki village near Vapi. The students observed :

- a) All production departments
  - b) Storage of raw materials, wip and finished goods
  - c) Quality checks being done at intermediate and final stages
  - d) Fabrics ranging from Rs 3,000 per meter to 90,000 per meter (“Chairman’s Collection”)
- On 4<sup>th</sup> February, 2018, Prof. Ruchika Shokeen along with MMM Part Time students went to Indoor & Outdoor Advertising and signage Industry Exhibition held on 4<sup>th</sup> February, at Bombay Exhibition & Convention Center, Goregaon and this event continued for the duration of three days. SIGN INDIA- Mumbai 2018 is the biggest & most prestigious exhibition for Printing & Publishing Industry, many

manufacturers, importers, traders, distributors, converters and end- users in the sign industry.

The event focused on bringing together new ideas and incorporating them with conventional techniques.

Profile of exhibit was based on Digital printers, Cutting Plotters, Laser Engraving Machines, Screen Printing Equipment, Vinyl Manufacturers, Inkjet Printers, CNC Routers, UV Flatbed Printer, Seaming Machines, Ink Suppliers, Consumables, Lamination Equipment, 3D Display, Reflective Signs, Publications, Awnings, Pre Press, Composite Panels, Metal Letters, Plasma Screens, Cad/Cam Software And Much More.

All the products were well demonstrated and exhibited the exhibitors were well trained only the negative point is the stalls were in a scattered manner instead being consolidated under specific subcategories.

## FACULTY DEVELOPMENT PROGRAMS

### 8<sup>th</sup> & 9<sup>th</sup> May, 2017

Dr. Sarika Jain attended a two day training programme on “Hiring for Success”. This programme was conducted by FICCI Quality Forum (FQF) which was a specialized division of Federation of Indian Chambers of Commerce and Industry (FICCI).

### 27<sup>th</sup> - 28<sup>th</sup> May, 2017

Dr. Sarita, Dr. Sarika and Dr. Shailja attended a two-day Workshop on “Big Data & Hadoop” at IMT Hyderabad campus.

The primary objective of the workshop was to present the essentials on Big Data & Hadoop concepts relevant for Business startups and research. The workshop was designed to provide participants with the (i) Understanding of need for Big data setup, (ii) Requirements and working knowledge of Hadoop components, (iii) Working basics of Hbase, Hive and Apache Hadoop.

Prof. Sagar Advani attended an AMFI Summit 2017 at Hotel Sahara Star, Mumbai on 29<sup>th</sup> June, 2017. Panel Discussions on the following were held:

1. Broadening the Customer base for Mutual Funds.
2. Retail Investor participation in Fixed Income mutual Funds.
3. Strategies for Equity Mutual Funds with Markets touching an all time high.

#### 4. Networking

- Prof. Gaanyesh attended on 29<sup>th</sup> July, 2017 a forum on “future of marketing and challenges faced in teaching”, organized by HEF held at SIES, Nerul Total delegates were 22 from SIES, DSIMS, MIT, Sterling, and ITM.
- Dr. C. Babu attended a workshop on 28<sup>th</sup> July, 2017 organized by SIMSREE on how to write an effective & efficient research paper for an international journal.
- On 20<sup>th</sup> August, 2017, Dr. Chandrashekhar Kaushik and Prof. Gaanyesh attended a Faculty Development Program on “Understanding and Application of Marketing Analytic Tools”.  
Prof. Dr. Hitesh Parmar (Assistant Professor), Sardar Patel University, Anand, Gujarat conducted the FDP. The venue of the FDP was Thakur Institute of Management Studies, Mumbai.
- The contents of the Program was Regression analysis, Factor analysis, Cluster analysis and overview of Conjoint analysis.
- Prof. Kusum and Prof. Beena attended a certification course on “**Assessment Centre**” on 9<sup>th</sup> September, 2017. This training programme was conducted by Aon Hewitt. The **Certified Assessment Expert** program enabled to emerge as a master assessor: link business results to observable human behavior, design assessment centers, deploy tools effectively and articulate takeaways.
- Dr. Sarika Jain attended a two day training programme on **Labour Laws for Managers** dated 6<sup>th</sup> & 7<sup>th</sup> October, 2017. The programme deliberated on the number of labour laws applicable for running a business organisation. In addition Mr Ramesh Soni discussed the labour law developments as well as summarize the legislative and judicial milestones relevant to the field of study.
- Dr. Babu attended on 28<sup>th</sup> October, 2017, a one-day Workshop on Writing Skills at BKC. This was conducted by well-known expert Ms. Sudha Menon.
- Dr. Babu along with three faculty members - Dr. Kaushik, Dr. Dhanashree and Prof. Nilesh attended Faculty Development Training Program at K J Somaiya Institute on 30<sup>th</sup> November, 2017 which went off very well. This FDP was organized by Forum for Marketing Educators (FME). The whole day program was handled by six experts in the area of effective pedagogy. There were about 45 participants who attended this program.

FME is a Not-for-Profit Organization successfully running many FDPs for Mumbai based faculty members.

- Faculty Retreat held on 12<sup>th</sup> & 13<sup>th</sup> January, 2018 at Rambhau Mhalgi Prabodhini Bhayander West. Dr. Beena Prakash initiated the meeting and highlighted the importance of NBA. She further invited Dr. Kondap, Dr. Babu and Dr. Sarita Vichore to speak about NBA.
- Case Study Conference was held for two days - 8<sup>th</sup> & 10<sup>th</sup> February at ITM-Khargar on 8<sup>th</sup> February and Dr. C. Kaushik, Prof. Ravi Banerji and Prof. Ruchika Shokeen attended this Conference.
- And also they attended The International Brand Summit held on 10<sup>th</sup> Feb. at Taj Lands End, Bandra. Experts like Dilip Piramal, Kunal Jeswani, Ramesh Iyer, Jagdeep Kapoor, Sheena Thompson, Niteen Bhagwat and in all 14 stalwarts from the Industry shared their Brand Stories.
- Dr. Babu attended on 14<sup>th</sup> March, 2018, a Faculty Development Program on 'Innovation in Marketing Pedagogy'. This program was conducted at S.P. Jain Institute of Management Research (SPIJMR), at Andheri. Dr. Kaushik and Dr. Dhanashree Potey also attended this workshop along with Dr. Babu.

## REMSONS CENTRE FOR MANAGEMENT RESEARCH

27<sup>th</sup> - 28<sup>th</sup> May, 2017

Faculty	Title	Conference details
Dr. Sumana Chaudhari	Risk Analysis and Management of Delhi International Airport	International Conference on Contemporary Issues in Science, Engineering & Management (ICCI-SEM-2017), Gandhi Institute for Technology, Bhubaneswar, Odisha-27 - 28 May, 2017( <i>Conference Proceedings</i> )

- Dr. Nehal Joshipura published an article on "How IPO shares get allotted to retain investors" in Financial Express in the month of August 2017.
- Dr. Sarika Jain published a paper on Work Support and Family Support as predictors of Work-to-Family-Enrichment in Global Business Review, a Sage Publication in September Edition.

- Dr. Sarika Jain's paper titled "**CONSTRUCT VALIDATION AND EXPLORATION OF TURNOVER INTENTIONS OF SALES EMPLOYEES: EVIDENCES FROM INDIA**", was accepted for publication in *International Journal of Indian Culture and Business Management (an Inderscience Publication)*. This was a Scopus Indexed Journal and also in ABDC list of Journals.
- Beena Prakash had passed certified Assessment Workshop and exam conducted by AON Hewitt and she has become qualified **Certified Assessment Expert**.
- **24<sup>th</sup> March 2018 - Remsons International Research Conference**

Durgadevi Saraf Institute of Management Studies,(DSIMS), organised its 5th International Conference under the aegis of Remsons Centre for Management Research on 24<sup>th</sup> March 2018 with the theme: Sustainability, Growth and Corporate Governance-Way Ahead.

The conference was inaugurated by Mr. Krishna Kejriwal, CMD, Remsons Industries Ltd. Prof. Hugh Munro, Professor of Marketing and International Business Wilfred Laurier University, Canada delivered the Key Note. Shri Ashok Saraf, Chairman DSIMS presided over the inaugural session. Dr N.M. Kondap, Director General and Dr C. Babu, Director also addressed the participants.

The guests and researchers were briefed by Dr.Sharad Kumar, the Chief Convener of the conference about the theme. Dr. Priti Pandey, Dr Sanchita Banerji, Ms. Sunita Pujar and Ms. Pooja Goswami along with student volunteers played a significant role as the Organising Committee.

The conference received an overwhelming response from researchers. One paper each was received from Iran and Bangladesh in absentia. The shortlisted papers were blind reviewed and evaluated by research experts. The first 3 best papers were awarded the cash prizes.

DSIMS faculty members also projected papers in the conference. However, as per the Institute policy, they were not given any award.

The conference also included unveiling of first issue of research journal "The Management Quest" along with "compilation of case studies" written by in-house faculty and "Best Summer Project" reports.

Guest Speakers details are given hereunder:

S.No	Name of the Speaker	Organisation	Designation	Date of Lecture	Topic	Organised by (Faculty Name)
1	Mr. Rajiv Ramchandra	Environmental Management Centre LLP and Ekonnnect Knowledge Foundation	Assistant Vice President	6th March 2018	Overview of Sustainability	Prof. Sarika Jain
2.	Dr. Hugh Munro	Retired Professor of Marketing & International Business and former MBA Director at the Lazaridis School of Business & Economics at Wilfrid Laurier University	Professor	24 <sup>th</sup> March 2018	International Conference- Sustainability, Growth and Corporate Governance -Way Ahead	Prof. Sharad Kumar
3	Mr. Krishna Kejriwal	Remsons Industries Ltd.	Chairman & Managing Director	24 <sup>th</sup> March 2018	International Conference-	Prof. Sharad Kumar
4	Dr. Barendra Kumar Bhoi	Former, Principal Adviser and Head of the Monetary Policy Department in RBI	Independent consultant	24 <sup>th</sup> March, 2018	International Conference	Prof. Sharad Kumar

5	Prof R.K. Shyamasundar	JC Bose National Fellow and Distingusihed Professor	Indian Institute of Technology	24 <sup>th</sup> March, 2018	International Conference	Prof. Sharad Kumar
6	Dr. Debesh Patra	Bharat Petroleum Corporation Limited	Chief General Manager (Planning)	24 <sup>th</sup> March 2018	International Confeence	Dr. Sharad Kumar

## INSTITUTE EVENTS

### An Evening with the Mentors

With the avowed objective of making our programmes more industry relevant an event was organized **on 04<sup>th</sup> August, 2017** to network with mentors and other industry professionals with whom the students had worked during their summer internship projects. The event included a panel discussion on “How to build up a sustainable competitive advantage in your career”. Eminent speakers such as Mr. K V Subrahmanyam (Management Consultant & Serial Entrepreneur), Mr. Vinayak Marathe (Sr. VP-Reliance Technology Group), Dr. Narendra Mairpady (Retired CMD-IOB), Mr. Shibasish Pramanik (Director, Regional Head of Development Portfolio and Head I&D India PMO) and Mr. Arjun Varma (Director of Supply Chain –Nivea India) were on the panel.

The event was very well attended and served to provide a platform for launching the Placement campaign of 2017-18.

Mentors Meet event held on 4<sup>th</sup> August, 2017-(LtoR) Prof. Somesh Banerji, Dr. C. Babu, Dr. Sharad Kumar with Mentors Mr. K V Subrahmanyam (Management Consultant & Serial Entrepreneur), Mr. Vinayak Marathe (Sr. VP-Reliance Technology Group)

## **DSIMS Foundation Day**

On 16<sup>th</sup> August, 2017 Durgadevi Institute of Management Studies held an encaptivating event to welcome its students of the coming year-The Foundation Day and Academic Inauguration of 8th batch of MMS and 7th batch of PGDM students. The Chief Guest of the event, the Hon'ble Lieutenant Governor of Puducherry, Dr. Kiran Bedi inspired the new students and by her engaging speech stressed on the importance of a strong and solid foundation, and the importance of integrity, on which steady and sustainable progress can be achieved. She drew attention to the need to recognize and value what is present and how family is the bedrock to an individuals' foundation. She cited "*Building good educational institutions is the best gift citizens can make towards nation-building*" whilst also encouraged students to act on their entrepreneurial aims. She shared innumerable life lessons and insights that she gained over the years. Her address culminated into a very riveting and informative Q&A dialogue with the students, one that invigorated their spirits and had countless takeaways. Sharing the dais with the illustrious Dr. Kiran Bedi were Mr. Ashok Saraf, Chairman RSET, Mr Kailash Kejriwal, Secretary RSET, Dr. N.M.Kondap, Director General RSET, Dr. C. Babu, Director and Dr. Sarita Vichore, HoD Finance. The date was further witnessed to the launch of EDGE, DSIMS' Annual Newsletter, rich in contributions from the students of this institution, and the handover of the 4th Remsons International Conference Proceeding, which now set the tone for an engaging and empowering new academic year.

## **4<sup>th</sup> October, 2017**

The second Entrepreneurship Awareness Drive was held in the Saraf Hall. The event kick started with a welcoming speech delivered by Dr. C. Babu, Director DSIMS, welcoming all the eminent speakers, faculty and the students. The session started with Mr. Radhesh Kanumury, Country Lead, IBM GEP, introducing the students to the highly dynamic world with fast growing technologies. Mr. Devang Narella, the founder and CEO of Atom Technologies, spoke to us about the scope of employment and entrepreneurship in the daily evolving BFSI sector.

Mr. Harjinder Khanduja, HR Head, Jio, had engaged everyone by explaining entrepreneurship and startups with the help of Bollywood. Mr. Pratik Gandhi, founder Edulabs, spoke about his own journey and how failure taught him to succeed. The final speaker of the evening, Mr. Dilip Chhabaria, founder of DC designs, inspired students with his own journey, spoke about how important is self- confidence and faith along with the hard work and went on to answer all the queries from the students gracefully.

There were other speakers too like Mr. Mahendra Sukeja, Founder MACJ, and Mr. Varun, founder IBHub.

The event was closed with a vote of thanks by Prof. Anthony Colaco.

- **Finance BOS-**

Finance BoS held on 6<sup>th</sup> January 2018. Industry stalwarts like Mr. Ajay Bordia, Mr. Parimal Sheth, Mr. Vinod Gyani, Mr. Deepak Sharma, and Ms. Brinda Jagirdar were present for the BoS.

- **Marketing BOS- 3<sup>rd</sup> Feb**

Dr. Mohan B Rao, Mr. Cajetan D'Souza and Mr. Nitish Bhandarkar attended the Board of Studies of Marketing on 3<sup>rd</sup> February 2018. Marketing faculties were present and discussion was done on the curriculum and new trends. The Board members gave their valuable inputs on the current syllabus and content of the subjects.

Also discussed on other points like:

1. Explore Sports and Content marketing as part of events or media or part of films
2. Corporate Strategy & Strategic marketing should have different core faculties
3. BRM & MR should have different core faculties
4. For Customer Engagement Management a good book- Profitable Customer Engagement by V. Kumar can be referred.

- **HR BOS - 3<sup>rd</sup> Feb**

Mr. Sanjay Chaturvedi, Dr. Samta Jain and Mr. Neeraj Agarwal attended the Board of Studies of HR on 3<sup>rd</sup> February 2018. All the HR faculties were present and discussion was done on the curriculum and new trends. The Board members gave their valuable inputs on the current syllabus and content of the subjects. They highlighted on the need of certifications for the students and Analytics. HR Students feedback and suggestions were also discussed.

- **Opsession BOS**

A brief about meeting of BoS-Operations held on last Saturday (required by you for MIS prepared by you on monthly basis) is given below.

On Saturday, 3<sup>rd</sup> of March, a meeting of Board of Studies of Operations department of DSIMS was held. Dr. Gita Kumta, ex-professor of NMIMS and Mr. K. V. Subrahmanyam, self-employed consultant and ex-Vice-President of Value Labs, gave valuable inputs for syllabus proposed for the new 2018-20 batch of PGDM program. They suggested teaching about new technologies such as Internet of Things. After incorporation of their valuable inputs, the department will present its decisions in the forthcoming Faculty Retreat in which faculty of all specialisations will discuss syllabus of the new batch.

**Financia 2018 held on 24<sup>th</sup> February, 2018 (First Half)**

B-School Durgadevi Saraf Institute of Management Studies (DSIMS) organized the annual finance conclave FINANCIA'18 embarking on the theme "FinTech: Emerging Trends". Every year the student club of Finance at DSIMS takes up a theme of topical interest in the domain of finance and conducts student events as well as a conclave on the theme under the leadership of a finance faculty as a convener, this year Dr. Nehal Joshipura and the finance faculty team.

The 7<sup>th</sup> edition of Financia this year witnessed an amazing set of Industry Experts. The conclave began with the welcome speech by Dr. Sarita Vichore, HoD Finance Dept and Dr. Nehal Joshipura along with the finance department at DSIMS. Dr Sarita introduced the audience to the finance club FinDs and the activities of the department. Dr. Nehal demystified the theme FinTech highlighting about the prospects and challenges for new FinTech organisations in various sub-domains of financial services taking a new shape. She cited the World Economic Forum's reports on the upcoming trends in the industry as the industry is embracing the technology. Mr. Satyen Jadeja-Associate Director, IBM Financial Services. Mr. Satyen Jadeja spoke about changing modes of delivering financial services. He spoke about the ways in which the shares are dealt within the market and what new opportunities finance specialists will have in the days to come. He also spoke about block chain being a revolution in the finance sector specifically for the banks. Mr. Rajesh Lahori- Head Cash Management Product, RBL Bank spoke about the whole banking sector and the way things have changed now. He spoke about how technology was resisted earlier by a lot of bank employees and now it's actually aiding the whole banking industry. He also mentioned that RBI should take some strong steps towards regulating Fintech bringing in more digitalization. Mr. Manoj Varma, Head Product Management, Lyra India spoke in detail about the new developments in the domain of payments in India and abroad. He spoke about the changes in payment gateways and how it is facilitating the change

of the financial sector. He went on to say that the demonetization period was a big boost to enhance and establish these gateways as a safe mode of transaction. Mr. Gajendra Kothari, MD & CEO, Etica Wealth Management spoke about the latest trends in wealth management industry in US and India. He spoke about how robo-advisors for wealth management are reshaping the industry and how it will help in bringing security accuracy and safety. Mr. Vaibhav Shah, Sr. Vice President - ORO Wealth spoke more on the general aspects of personal finance and how his company is now adopting various technologies to outstand in the competition.

Financia'18 also had some amazing inter-collegiate competitions such as "Mock Stock". Mock Stock is a simulated trading experience in which participants are put through thrilling real time competition to show abilities to beat others. "FinQ" was an inter-collegiate quiz competition. FinQ had exciting, entertaining and truly testing quizzes in the domain of finance. "XL-Ninja" was a new inter-collegiate competition started this year as a part of Financia. In XL-Ninja, the participants got an opportunity to play with the spreadsheet formulae and models to have fun and decode finance data. All these events saw overwhelmingly good participation from b-school students from various parts of the country.

The events were planned not only with the agenda of fun and frolic, but with the primary motive being learning. Financia'18 also had daily online daily quiz to generate an interest about the theme and the conclave, which again had very enthusiast participation. Financia'18 also had a creatives team who displayed their creativity in the form of hand creatives portraying "Evolution of Money " and the concept of "Smart City."

### **HR-O-SCOPE 2018 held on 24<sup>th</sup> February (2<sup>nd</sup> Half)**

Durgadevi Saraf Institute of Management Studies (DSIMS) organized HR-O-SCOPE, the flagship conclave of Human Resources Department of DSIMS on 24th February, 2018. This significant event witnessed the presence of highly privileged corporate leaders. The keynote speech was delivered by Mr. Rohit Wahi- Chief Executive Office & Country Head of FirstRand Bank Limited, India; followed by speeches from Mr. Srinivas Chidumalla- IT-Lead- South Asia with Syngenta; Ms. Rukmini Iyer- founder of Exult-a proprietary consulting firm and Director on the Board of Quantei South Asia Pvt. Ltd.; Dr. Pramod Solanki-owner of consulting firm called Performance Enablers.

The one-day event started with edifying speeches and panel discussion by the esteemed speakers and panelists. The theme for HR Conclave was "**Leadership in the era of uncertainty**".

The students, faculty and the invitees gained industry insights about various industries from the dignitaries present and about the need for effective leadership in the era of uncertainty in VUCA world. Some of the key takeaway from the session were, how to lead during the time of crisis, how to motivate oneself and aspire others to solve complex business issues, how to strategically do succession planning, how to use ground intelligence to survive in the times of urgency, how to use resources strategically, develop a better understanding of internal and external customers and meet their demands etc.

As a precursor to HR-O-Scope 2018 DSIMS also organised a number of competitive events namely **Assessment Centre and Pict-O-Quiz**. These events witnessed participation of students from different B-Schools and colleges.

Through the corporate event “Emerging Leaders” HR-O-Scope 2018 has created industry-academia partnership by capturing the Leadership lessons of well-accomplished corporate leaders which resulted into the very first edition of DSIMS HR Magazine, **Leadership Edge**.

The event was supported by sponsors, with E-Gen (Ashish Creations) being the event sponsor for the conclave. The rest of the sponsors were, Headsnminds, P.N Classes, HDFC Bank, Dessert Lounge, Airavat, Belgian Waffle, Golds Gym, Hashtag99, The Tuckbox, Newsaurchai, (social media partner) Hunger burst and NEI Times (print media partner).

The event came to a conclusion with declaration of the prize winners for all the pre-conclave events that we had conducted.

### **Opession’ 2018 : a write-up**

The 7<sup>th</sup> edition of the annual Operations and Supply Chain Management Conclave was successfully conducted on Friday 23<sup>rd</sup> February 2018.

This year again, the theme of the Conclave was challenging and future-oriented :

### **BLOCKCHAIN TECHNOLOGY APPLIED TO THE GLOBAL SUPPLY CHAIN INDUSTRY**

The Keynote Speaker was Mr Satyakam Chakravarty, formerly with E&Y and now a Blockchain Technology consultant from Delhi.

The other two Distinguished Speakers were Dr Ashok Nag, ex-RBI and Mr Ankur Rathi, a leading supply chain professional with Reliance Petrochemicals.

The Conclave was preceded by QuizOps - a competition in which teams from leading city institutions participated.

Another innovation introduced this year were two Ideation Labs that our students enthusiastically participated in, with the objective of identifying the greatest challenges facing the supply chain industry, that could be addressed using Blockchain Technology. These students formed a students' panel which interacted with the panel of professionals during the Panel Discussion.

The event was well attended by students, Industry professionals and Faculty.

### **Touge 2018**

Touge - sixth edition of the Marketing Conclave held on Sunday 25th February, 2018 at at Durgadevi Saraf Hall, R.S. Campus.

Senior level executives from the industry participated as speakers to discuss the theme of the conclave **“When the going gets tough, the tough get going...Is the rule book of marketing being rewritten”?** The keywords around which the theme revolves are leadership, constantly changing business environment, synergy, collaborations, innovation, culture, customer engagement & all this from the point of view of how successful companies stay relevant by re-inventing themselves, thus outperforming competition & earning superior profits, with the emphasis on marketing playing a strategic role.

Various inter-collegiate events held on the second half of the day.

### **Versus '18 held from 10<sup>th</sup> February to 13<sup>th</sup> February 2018.**

Versus is the annual sports event of DSIMS, which was spread over 4 days, i.e., 10<sup>th</sup> February, 2018 to 13<sup>th</sup> February, 2018. Before Versus, the team had organised an auction in the similar format as IPL auctions. These auctions were for the inauguration matches that included Faculties, Non-teaching staff, Alumni, Senior and Junior batch students.

The Major sports organised over a spread of these 4 days by Versus this year included:

- Box Cricket / Table Tennis / PS4 / Badminton / Chess / Carrom /
- Dodge ball / Volley ball / Throw ball / Athletics / Open Cricket
- Football

This year the Sports Authority of India, Kandivali east was booked for Open Cricket and Athletics.

**DSIMS conducted a number of events over the course of the year 2017-18.**

- ISTD program was held on 20<sup>th</sup> January 2018 at DSIMS and the discussion was on the topic “ **Leveraging Blended Learning in Training and Development**”. Some of the faculty members along with the Director attended this program.

### **10<sup>th</sup> March, 2018 - NHRDN Event**

DSIMS in association with NHRDN Western Region organized a guest series lecture on Magic of Facilitation by Mr. Neeraj Agarwal. There were over 60 invitees attended this program.

### **International Exposure/ Learning Experience to our PGDM Students**

Durgadevi Saraf Institute of Management Studies (DSIMS) undertakes several initiatives for the international academic exposure of PGDM students in the form of student exchange program with the reputed international universities in US and UK for which Memorandum of understandings have been signed with some of the universities. Under this initiative, we had sent our 19 students to Ottawa University, Kansas, USA last year and 14 students are visiting this year to undergo two courses there. It helps the students to get the international learning experience and developing global mind set to understand critical business issues in an international arena.

In this pursuit, we also invite few distinguished international academicians and professionals from time to time to interact with the PGDM students to share their rich knowledge and experience. In this sequel, DSIMS has first time invited an acclaimed international Professor Dr. Hugh Munro, Professor of Marketing & International Business and former MBA Director at the Lazaridis School of Business & Economics at Wilfrid Laurier University, Canada to teach an entire course on “Corporate Strategy” to the first year PGDM Students for two weeks effective from 18<sup>th</sup> March to 29<sup>th</sup> March, 2018.

Dr. Hugh emphasized the role strategy in an organization’s success story by touching upon the business models and disruptive business environment. As part of their assignments the students applied and evaluated the concept like Porter’s Five Forces, Porter’s Generic Strategies, Corporate Strategy, International Strategy, Mergers & Acquisitions in understanding why they succeeded or failed at executing their strategy.

The major highlight of the course was the use of infographic made by students on various organizations ranging from Amazon, Flipkart to HUL and ITC assessing them

on clear description of their strategy, effectiveness of its current strategy, environment analysis, future strategy and its implication for the organization. It has given a practical perspective of application of various strategies suited to different situations/ organisations.

Prof. Ravi Banerjee and Prof. Anthony Colaco from DSIMS worked closely with Dr. Hugh by helping him in successful delivery and evaluation of the course. The students were very happy to get such a great exposure with international perspective and expressed their gratitude by thanking Dr. Hugh and requesting him to return for another course.

3<sup>rd</sup> April, 2018

### **Meet The Celebrity - Mr. Ninad Karpe Author Bond to Baba**

What could be common between Marathi blockbuster Sairaat movie, Baahubali, Pro Kabaddi League and corporate strategy? The book "BOND to BABA - Successful Strategies" by Mr. Ninad Karpe, Director, Aptech Limited and former Chairman, Confederation of Indian Industries - Western Region, draws corporate strategy lessons from real life examples across entertainment, sports and politics. Inspired by a range of subjects, the book derives useful lessons for business leaders, managers, students and anyone interested in the practical application of strategy.

Mr. Ninad Karpe, the author, interacted with the students and faculty of Durgadevi Saraf Institute of Management Studies under program Meet The Celebrity.

While introducing the book to the audience Mr. Karpe, said, "The book draws parallels from recent happenings and significant historical events to understand the strategies that could be used in creating brands. It is my endeavour to reveal practical applications of strategy in today's dynamic and ever-changing digital world."

From James Bond to [Baba Ramdev](#), Mr. Karpe gave a compelling account of strategic insights that can be extracted from 10 unconventional profiles – James Bond; Kabaddi; Formula One; Hardik Patel; Alexander the Great; soccer; Baahubali; Alok Kejriwal, [Baba Ramdev](#); and the surprise Marathi blockbuster, Sairat.

Mr. Karpe sprinkled the narrative with his personal experiences and perspectives, adding high credibility to his keen observations. He asserted that leaders need to "constantly rethink, reinvent, and reboot." For instance, using Skyfall he illustrated how the five-decade-old legendary Bond franchise, highlighted the key role of emotional quotient, judgement, and intuition in business. Equally fascinating is how "pincer strategy," a war tactic or a manoeuvre used by Alexander to attack the enemy from both sides, has been applied worldwide by corporates to unsettle competitors.

Towards the closure of the event he interacted with students and faculties admitting that there is no perfect roadmap for evolving and implementing strategies using snippets of relevant examples. He was felicitated by Director Dr. C. Babu

### **Thought Leadership - The Art of Business Networking - Mr. Manoj Gursahani**

Mr. Manoj Gursahani, Chairman - US India Investors Forum and Founder - Travelmart India interacted with the students and faculties of Durgadevi Saraf Institute of Management under its Thought Leadership Forum emphasizing the significance of business networking.

You arrive alone. Your heart is beating a little faster than normal and suddenly all of your charisma and charm go out the window. You try to lock eyes with someone so that you can find a temporary home in what can feel like a sea of strangers. But everyone looks happily engaged in conversation. It's also what many people feel when they enter a networking event. Using simple and easy to relate anecdotes like these Mr. Gursahani highlighted the importance of networking.

He stated that building a network that really works for your business is about having a continuous audit of the ways people you know connect and create opportunity.

He clarified, "Building a network that works is both an art and a science. It is an art in that it requires basic human skills in communication, connection, authenticity and the ability to be 'in the present' and engaged with people and conversation."

He advised the students to always identify the 'critical few' with whom they could maintain stable relationships, remember each other's names, keep in contact and do each other favour. Engage with a smaller group of people who provide quality thinking and behaviour. Individuals that can push and stretch thinking, that can open doors and teach mastery and knowledge. Identify the quality of people and stop obsessing about the quantity." He concluded giving a few useful tips like building rapport, nurture a relationship, value people and more importantly look for long term opportunities not quick gains.

He was felicitated by Director Dr. C. Babu.

### **MMS Convocation - 21<sup>st</sup> April, 2018**

In an orchestrated process this year the MMS Batch of 2015-17 and PT Masters Batch 2014-17 turned up smartly dressed in their graduating gowns in the Graduation Day Ceremony held on 21<sup>st</sup> April 2018. Gracing the occasion with their august presence was Mr. Keval Handa, Non-executive Chairman & Part-time Non Official Director of Union Bank of India who was also the Chief Guest for the day, Shri. Ashokji Saraf, Chairman of DSIMS and President RSET, Dr. N. M. Kondap, Director General DSIMS

& DGMC, Dr. C. Babu Director DSIMS, Dr. Sharad Kumar Dean Academics & Research DSIMS, Dr. Sarita Vichore, Associate Dean DSIMS, office bearers, program chairpersons, faculty colleagues and Parents.

Shree Ashokji Saraf Chairman DSIMS addressed the students and advised every student to respect their parents who have worked hard for their success and showed

their love and care. The Chief Guest Mr. Keval Handa addressed the graduating students on importance of team work and having the right attitude in life.

Post the administration of the MBA oath the students were officially declared as esteemed Alumni of DSIMS.

### **PGDM Convocation - 12<sup>th</sup> May, 2018**

Durgadevi Saraf Institute of Management Studies held its 6<sup>th</sup> Convocation ceremony for the graduating batch of 2016 - 2018 on Saturday May 12, 2018. Shri Ch. Vidyasagar Rao, Honourable Governor of Maharashtra, presided over the ceremony.

The event commenced with the academic procession of the graduating students and respected faculties. Dr. Kondap, Director General - DSIMS and DGMC, delivered the welcome address welcoming all the dignitaries. Present also among the dignitaries was recently elected Vice Chancellor of Unveristy of Mumbai Dr. Suhas Pednekar who welcomed with a bouquet of flowers. VShri Ashok Saraf, President - RSET addressed the student by congratulating them on their achievement and wishing them all the best for successful professional career. Dr. C. Babu, Director DSIMS, presented the Director's Report highlighting the various achievements of DSIMS over the past year. The most notable amongst them being ranked the 7<sup>th</sup> Best B-School in Mumbai by Times B-School Survey.

The students were then conferred upon with PGDM degree by the Honourable Governor and other dignitaries. The following students were felicitated by the Honourable Governor for achieving academic excellence in their respective areas of specialization and overall contribution towards the institute.

1. Mr. Dawood Sakarwala and Mr. Vinit Maru (Marketing)
2. Ms. Saloni Singh (Finance)
3. Ms. Poonam Chaudhari (Human Resources)
4. Ms. Sakshi Biswas (Operations)
5. Ms. Sakshi Biswas (Topper across specializations)
6. Ms. Aaliya Mulla (Student of the year for overall contributions)

The following faculty, staff and sub-staff were too felicitated for their contribution

1. Dr. Beena Prakash (Faculty)
2. Mr. Radhakrishnan Nair (Staff)
3. Mr. Akshay Pawar (Sub-staff)

The students conferred with the PGDM degree were then administered the MBA Oath by Associate Dean Dr. Sarita Vichore.

In his Presidential address Shri Ch. Vidyasagar Rao, Honourable Governor called upon the academic institutions to focus on providing quality education. Invoking greats like Aryabhatta, he urged the students to strive for excellence and make contributions for a better society. The Honourable Governor also acknowledged the Rajasthani Community in the development of Maharashtra and of Rajasthani Sannelan Education Trust in the field of education. The Honourable Governor was felicitated by Shri. Ashok Saraf, President, RSET and Shri. Kailash Kejriwal, Secretary of RSET.

The proceedings of the event were led by Prof. Somesh Kumar Banerjee, who was the Master Of The Ceremony for the 6<sup>th</sup> DSIMS PGDM Convocation Ceremony 2018.

Dr. Sharad Kumar delivered the vote of thanks thanking the Honourable Governor of Maharashtra along with Trustees and other invited dignitaries, following which the Convocation Ceremony 2018 was declared closed by Shri Ashok Saraf, President - RSET.

### **27<sup>th</sup> April, 2018**

The Director's office at DSIMS hosted representatives of the Frankfurt School of Finance & Management, Frankfurt, Germany. There were two representatives - Mr. Andreas Emser (Director) Executive Education, International Advisory Services and Ms. Larissa Wood (Regional Head, India).

There was a presentation made on the RSET's various educational institutions. From DSIMS the meeting had Dr Babu, the Associate Dean and Finance HOD as well as a few Finance department faculty members.

Dr. Babu & the Associate Dean along with the colleagues from the Finance department took Mr. Emser & Ms. Wood around the DSIMS facility.

On their part Mr. Emser explained regarding the different programs that the School of Finance & Management conducts and distributed flyers giving a broad outline of the courses/ subjects as well as the commercial aspect including duration of each of the programs offered by the School.

After the meeting ended at DSIMS, Dr. Babu accompanied Mr. Emser & Ms. Wood to meet with the Chairman for signing of the Memorandum of Understanding (MOU) between Frankfurt School of Management and DSIMS.

### **DSIMS - RURAL IMMERSION 2017**

Every year, students of Durgadevi Saraf Institute of Management Studies (DSIMS) undergo Rural Immersion. Every rural immersion involves a visit to rural areas of a district of our country, for experiential learning about life and economic activities of rural population, which many students living in urban areas are not acquainted with. Through these immersions, DSIMS students get an opportunity to learn about entrepreneurship, self-employment, micro-finance, functioning of supply chains and environmental sustainability practiced in villages of our country and challenges faced by them.

In November 2017, DSIMS students visited rural areas of Anand district of Gujarat. During the immersion, students learnt about world's first co-operative for solar-powered irrigation in Dhundi village, a tobacco co-operative operating successfully since six decades, manufacture of bio-gas and organic fertilizers, manufacture of butter and milk powder by Amul, hand weaving and packaging of spices by members of SEWA (a self-help group) and development of Thamna, a model village. They also learnt about activities of National Dairy Development Board, which has been pivotal in development of co-operatives in various states of India and learnt how students can gain rural-oriented management education at Institute of Rural Management. The immersion concluded with a visit to a botanical park in Vehrakhadi, maintained by Forest Department of Gujarat Government, thereby learning importance of environmental friendliness.

The DSIMS students returned to Mumbai, richer in knowledge and experience about the rural half of India.