

ANNUAL REPORT: 2018-19



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 2017-19 - PGDM Final Year 2016-18-- MMS
491	24	18	189	8300	12	478	25	30	MMS: 100% PGDM: 99%

ACADEMICS

Our 6th batch of MMS & Part Time comprising of 143 students graduated with a satisfying pass percentage. Our 7th batch of PGDM students comprising of 115 students made us feel proud with 99 pass percentage with high grades. Academic Topper is Ms. Tibarewala Jesal Anil Sadhana in MMS & Ms. Maniar Trisha Ashok in PGDM. The academic year began in July 2018 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 & LIM and many more besides the regular curriculum.

STUDENT EVENTS

ACADEMICS

8th October, 2018

Under the guidance of Prof. Beena Menon the Language Lab classes kicked off on 8th October.

Had 4 classes for “Average” Category students of both MMS-I (Div A & B) and PGDM – Trim 2 (Div A & Div B).

The first class was only an introductory one where student-login IDs were tested and helped them to get familiar with the CBT model the software offers. 3 tasks were set up for the students on a trial basis, which each student completed successfully. They also explored other areas like “Mother-Tongue Influence” and “Life-Skills”. The initial technical glitches for students to record and listen to their voices were effectively sorted by the IT Support team.

26th November till 20th December 2018

With the intention of sensitizing students to the Rural India and its economy, DSIMS students of PGDM I (A & B) & II year went for Rural Immersion to the cities of Anand and its neighboring villages. During the immersion, students interacted with various organisations like Seva, Amul, J.K. Patel farm (Organic Banana Plant at Buriya). The Gambhira Tobacco Co-operative, hand weaving at Silhol Village, IRMA, NDDB. This immersion was spread for a duration of 4 weeks starting from 26th November till 20th December 2018.

24th January, 2019

On 24th January, 2019, Bhavin Wadhvana, PGDM I year student received Jankidevi Bilasrai Bubna Endowment Freeship Fund.

16th March, 2019

Abhilasha Bohra and Aditya Dhanuka of first year MMS won second best paper award at Remsons International Conference 2019 for the paper titled "BINGE-WATCHING RESEARCH PAPER.

STUDENT COMPETITIONS/OTHERS

- Ms. Shivani Pal, our PGDM II year students and Business Standard Campus Reporter, has been **chosen as a 'Star Reporter of the month July 2018**', for the write-up she sent on Ottawa University and she won a cash award of Rs. 5000/- from **Business Standard**.

8th September 2018

National Institute of Securities Market had organized NISM Summer Project Competition 2018 on 8th September 2018. The Summer Project Competition was an annual nation-wide competition for post graduate students to exhibit their summer internship projects, to a panel of industry experts and academicians.

Total 383 online entries from all over India were received in the first stage, where they were critically scrutinized based on predefined parameters by internal committee of NISM. Mr. Anirban Mallick II year PGDM-Operations student's summer internship project was amongst the best 5 projects and has been called for the final presentation at NISM Patalganaga Campus.

This event was inaugurated by our renowned panellists, Dr. Nitin Tike, Sr. Vice President at NISM, Mr. Karthikeyan R, Consultant and a Corporate Trainer and Mr. Pradeep Karyakarte, Divisional Manager in New India Assurance Co. Ltd. Students and faculties from various institutes of Mumbai were invited to be part of NISM Summer Project Competition 2018 visit the new campus of NISM. The event concluded with prize distribution and appreciation for all finalists' hard work on their summer project. It was a knowledge enriching experience for all students and faculties

29th Sep to 01 Oct 2018

PGDM & MMS students participated in Parakram (Inter college sports event) held by Nirma University , Ahmadabad from 29th Sep to 01 Oct 2018. There were total 29 students from DSIMS who had participated in different sports like cricket, volleyball, football, basketball, lawntennis, table tennis, badminton.

6th October, 2018

Mr. Karan Bhageria and Mr. Sumit Kumar Joshi participated in a Mock Stock event at Chakravayuh organised by Lala Lajpat Rai Institute of Management on 6th October, 2018.

They secured first place among the 30 participating teams by making a profit of approximately Rs.16 lakhs. The certificate and medal for the same would be awarded soon.

24th November, 2018

9th FPJ scholarship event **and** 1st HEF Youth Convention through a panel discussion on Youth leadership and award ceremony **held on Saturday**, 24th November at ITM Business School, Kharghar.

Mr. Rehan Iqbal Bijapuri, MMS II year student was awarded for the year 2018.

23 January 2019

MMS I Year students took part in an inter college event organized by Thakur Institute of Management Studies and Research for Ekatvam 2019 for Box cricket competition.

February 2019

On 14th, 15th, 17th and 18th of February, 2019, students of Durgadevi Saraf Institute of Management Studies celebrated Versus, their annual sports festival. They played cricket, box cricket, rink football, dodge ball, throw ball, relay, shot put, long jump, badminton and games of many more types. Strong students challenged each other in arm-wrestling competition. Brainy ones challenged each other in chess games. Fleet-footed ones challenged each other in relay competition.

PLACEMENTS

Final Placements:

Students who passed out in 2018 have been placed in some of the well known companies, like, Raychem RPG, Indus Ind Bank, CRISIL, Coign Consulting, India Bulls Finance centre, Cello, Reliance Retail, Midas care Pharmaceuticals Pvt Ltd, Anand Rathi, Naukri.com, Kotak Life Insurance, Glenmark Pharmaceuticals, Box 8,

ICICI Bank, HUL, Motilal Oswal securities, Oppo Mobiles, T and M Services, Berger Paints, National Stock Exchange (NSE), ATG Group, Insync Analytics pvt Ltd, ITC, HDB Financial services, HDFC AMC, Bajaj Allianz General Insurance Co. Ltd, Techigent Technologies Pvt Ltd, Transaction square, Golden wheat consultants, Balkrishna Industries, Matchpoint, Bajaj Corp, ICICI Prudential life Insurance, Dachser, Lifestyle/ Landmark Group, Capgemini, SS&C Globeop, S.K. Logistics, Integreon, Deloitte, Tattva Mittal Group, Kalpataru, Antraweb Technologies, Finman Caps, SKP Group, OYO Rooms, Accurex Biomedical Pvt Limited, Delhi Press, Kotak Bank, Awarathon, Oracle, Visible Alpha, Lotus Knowlwealth, Mahindra Logistics, Jolly Board Ltd, BNP Paribas India Solutions Pvt Ltd, Expeditors, Make my trip, Rent Alpha

SIP Companies :

Students were placed in companies to do their Summer Internship Projects in May and June 2018 are Aditya Birla Sunlife Insurance, Bassein Catholic Co-operative Bank, Thane Janta Sahakari Bank Ltd, Forexserve, Indiabulls Venture Ltd, Motilal Oswal Securities Ltd, Reliance Industries Ltd, Shoppers Stop, Frootle India, Bank of India, Future Generali, Kotak Mahindra Bank, Parag Milk Foods Ltd, HDFC Life & Wealth Management, India Infoline Securities Limited, Anand Rathi, National Stock Exchange, Agility Logistics, NIVEA, Rashtriya Chemicals & Fertilizers Ltd, Khimji Poonja Freight Forwarders Pvt. Ltd, MERU Cabs.

GUEST LECTURES

Several eminent personalities visited our campus to address students:

01	Shri CH. Vidyasagar Rao	Hon'ble Governor of Maharashtra		12 th May 2018	PGDM Convocation Ceremony
02	Dr. Debesh Patra	Bharat Petroleum Corporation Limited	Chief General Manager (Planning)	24 th March 2018	International Conference
03	Mr. Kewal Handa	Union Bank of India	Non-Executive Chairman & Part-time Non Official Director	21 st April 2018	MMS Graduation ceremony

04	Mr. Arijeet Banerji	Deutsche Bank	Global Head	7 th July, 2018	Boot Camp
05	Mr. Manoj Varma	Lyra Network	Business Development Head	24 th July, 2018	Guest Lecture
06	Ms. Anuja Bhavsar	Lyra Network	HR expert	24 th July, 2018	Guest Lecture
07	Mr. Ajay Bordia	CA Firm	Partner Consulting Service	24 th July, 2018	Guest Lecture
08	Mr. Ashank Desai	Mastek Limited	Founder and Ex-Chairman	24 th August, 2018	Foundation Day
09	Mr. Pratap Gharge	Bajaj Electricals	Retired CIO	16 th October, 2018	Guest Lecture
10	Mr. Aditya Kothari	Lifestyle International Pvt. Ltd	Deputy General Manager - Marketing	20 th October, 2018	Guest Lecture
11	Mr. Abhijit Mishra	Nurture Resource	IT-HR Head	22 nd October, 2018	Guest Lecture

12	Mr. Shiv Bhaskar	Tata AIG	L&D Head	20 th November, 2018	Guest Lecture
13	Dr Kavita Chaudhuri	Sanofi	CSR Head	19 th December, 2018	Guest Lecture
14	Dr Nilima Inamdar and Ms. Aparna Lidhu	Women Development Cell	Dr Inamdar - Obstetrician & Gynecologist Ms. Lidhu- Chairperson of Entrepreneurship cell at UMIT	29 th January 2019	Guest Session
15	Dr. Mickey Mehta,	A global leading holistic health guru and corporate life coach	—	21 st February, 2019	Under UDAAN initiative of National Human Resource Development Network (NHRDN) - Mumbai Chapter for conducting workshop for students and staff members. The workshop theme was “Prudence for students” .

16	Mr. Milind Shahane	Tata Industries Limited	Senior Vice President - Projects	1 st March 2019	Guest Lecture
17	Ms. Betsy Vincent	Future Group		8 th March, 2019	Guest Lecture
18	Mr. Joydeep Sen		Debt Market Expert	19 th March, 2019	Guest Lecture
19	Mr. Amit Trivedi		Corporate Trainer	19 th March, 2019	Guest Lecture

BOARD OF STUDIES

The Board of Studies meeting was held for Finance, Marketing and Operations on 2nd February, 2019 and for HR on 23rd February, 2019 to discuss on PGDM curriculum / courses.

Overall discussions held on the following:

1. To review the current syllabus.
2. Modify and Update content of the subjects
3. To introduce workshops in the desired areas as non-credit subjects.

Academic Council Meeting

Academic Council Meeting - 30th March, 2019

Academic Council Meeting held on 30th March 2019. Distinguished professionals from academia and industry attended the meeting and gave inputs. The Academic Council approved the suggestions of faculty retreat and BOS.

SOCIAL INITIATIVES

- **4th to 25th August, 2018 - Student Leadership Program**

Student Leadership Program (SLP) training session for the first year PGDM students started from 4th till 25th August, 2018.

- **29th August, 2018 - Blood Donation Drive**

Blood Donation Drive was organized by the its Institutional Social Responsibility (ISR) wing under their initiative “Project Sahyog” in association with Rotary Club DG Goenka Blood Bank.

The Drive conducted on August 29, 2018, witnessed a mixed crowd from the nearby areas, institutes and within the institute, who showed their keenness in donating blood. More than 200 people registered to be a part of this noble cause and a count of 161 successful donations were recorded towards this cause resulting in successful contribution towards a good cause of saving lives.

This successful event was conducted under the guidance of Dr. C. Babu, Director, DSIMS and Dr. Sarika Jain, Associate Professor and Head, ISR Committee; along with 30 student volunteers, who joined hands, together making this event a successful one, and pledged to conduct many more such events towards the benefit of the society.

- **2nd August, 2018 - Rakhi Selling Drive**

Rakhi Selling Drive for Rakhi festival was conducted on 2nd August with the support of IDF.

- **2nd & 18th September, 2018 - Beach Cleaning Drive**

- DSIMS in collaboration with Lions Club conducted a Beach Cleaning Drive. 25 students of PGDM participated in this drive.

- MMS students conducted a Beach Cleaning Drive along with United For Greater Cause (UFGC) an NGO working on Social Drives at Juhu Beach.

- **12th September, 2018**

DSIMS conducted Kerala Flood Relief Drive in collaboration with Goonj (NGO). Forwarded 20 boxes consisting of clothes, grains blankets, utensils etc for Kerala Flood Relief Drive to Goonj. Due to endless efforts of our students and generous contribution from the faculty and staff members, made this drive successful.

- MMS 1st year students successfully conducted a diya selling drive on the occasion of Diwali.
- MMS and PGDM I year students conducted a blanket donation drive in association with IDF starting from 21st December, 2018.
- Students Volunteers from ISR Committee along with Dr. Sarika Jain visited Orphanage on 25th December, 2018 named Shree Rajendra Honeycomb Charitable Trust on the occasion of Christmas. They cut the cake and distributed eatables to around 35 children in the orphanage.

Also, ISR student volunteers taught the children to make Santa Claus with origami.

- **6th February, 2019**

As a holistic development of the student, DSIMS conducts many Social Initiatives and CSR activities. From last few years, DSIMS, in association with IDF, conducts the program where our students go to under privileged area and deliver sessions on various topics like Time Management, SWOT Analysis, Career etc. to the school students. This time our PGDM Students went to Malvani Schools like JR High School, Rosemary High School etc. School students and also Mentors got the certificates from IDF for conducting such activities. For mentors, certificate distribution ceremony was held on 6th Feb 2019. This Program was attended by DSIM IDF Committee Members, Dr Sarika Jain and Dr Neetu Bhardwaz, Mentors, few Malvani school Students and IDF Committee Members. These certificates were given to PGDM first year students by Dr. Narayan Iyer (CEO of IDF) and Ms. Mallika (Project Manager).

- **23rd February'19**

The ISR committee of DSIMS in association with Rotaract Club of Bombay West organized '**Cricket for Social Responsibility**' on 23rd February'19. The funds

raised as participation fee from Corporates were donated to two NGOs- Nanhi Kali and Annamrita.

Thirteen Corporate participants like Morgan Stanley, UPL, Mahindra FC, PepsiCo, Schindler, Tele-performance India, Reliance Mutual Funds, Brij Realty, Agility Logistics and RSET participated in the event. The esteemed sponsors of the event were Phoenix productions, Canerass, Body First, Mojoco, CSR vision, Mad Over Donuts, Agarwal's You First, Traworld, Amul, O2 Rise, Halkara. Additionally, 30 children from an NGO were also included as a part of the initiative. The volunteers of ISR Committee engaged them through multiple activities.

Tele-performance India emerged as the winner in the event whereas Agility Logistics emerged as the runner up. Trophies were given to the winning and the runners up team by the Director, Dr. C. Babu, Dr. Sarita Vichore and Dr. Shailja Badra.

This event was conducted under the guidance of Dr. Sarika Jain. More than 100 volunteers joined hands to make this event a huge success.

- DSIMS students and staff donated hundred meals to needy people on 3rd April, 2019. This distribution of meals were taken up with the help of a well-known NGO Roti Bank. Our Institute also pledged to donate meals at least once in a month from this academic year.

DSIMS ANNUAL CULTURAL FEST - SABRANG - 24th and 25th January, 2019

Youth United with Ambition (YUWA) is a highly enthusiastic cultural club of Durgadevi Saraf Institute of Management Studies (DSIMS). It organized 'Sabrang 2019', the flagship cultural fest of DSIMS on 24th and 25th of January'19. Theme of Sabrang '19 was *Villain*". Sabrang began with the 'Parade of villains' followed by 'Court of villains' which was an in class court room debate session amongst the mascots representing the classes. YUWA organized a workshop with Ms. Maushmi Badra, a model and celebrity designer. Next was treasure hunt, a game without which every cultural fest is incomplete.

The second day of Sabrang'19 consisted of the talent hunt round for Mr. and Ms. Sabrang and performing arts which included dance and fashion show. The other events included games like tug of war, Hogathon, Twister, Marbles and spoon, Balance, Trio, Fun pong, Buzz wire, Water pong and Gem it up. Sabrang'19 ended with the announcement of winners and a disc jockey night where all students grooved to amazing music and celebrated their hard work at the end of Sabrang'19.

INTERACTION WITH INDUSTRY

28th August, 2018

- Forty students of MMS & PGDM (I & II year) had good opportunity to visit factory of Nitco Tiles (company) in Alibag. They observed storage of raw materials, mixing and grinding of raw materials, compaction of raw material powder into tiles, glazing of tiles, baking of tiles in large ovens, cutting of tiles and finally, packaging. The students were impressed, seeing well-organised manufacturing processes and the range of tiles made by this company.

• **12th October, 2018**

Prof. Somesh Banerji along with PGDM II year students visited S.K. Logistics and Agility Logistics on 12th October, 2018. Students got good exposure on the various aspects of 3PL, with particular emphasis on the BMW Spare Parts (After Sales) Management and the exposure to their operations at Bhiwandi added a great deal of value in educating the students about industry practices.

• **21st December, 2018**

A trip to factory of Mahindra Auto in Kandivali was organized for I year MMS & PGDM Operations students. 28 students along with two professors -Prof. Somesh and Dr. Dhanashree visited the factory. Students had the opportunity to see their manufacturing Unit.

• **29th January 2019**

DSIMS MMS first year students went for National Stock Exchange (NSE) Visit on 29th January 2019 along with Dr. Neetu Bhardwaz.

Session was about Live Market. Topics discussed in the entire session was how NSE was established, basics of trading i.e. how to take long (Buy) and Put Position (Short), Art of Investment, Concepts like Derivatives etc. Students enjoyed the entire session.

• **28th March, 2019**

A Visit to Bombay Chamber of Commerce

The Department of Economics at DSIMS, led by Dr. Sumana Chaudhuri organized a students' visit on **28 March, 2019** to Bombay Chamber of Commerce, toward an exposure to a distinguished forum of stalwarts from Industry &

Academia. The Director General Shri Vijay Srirangan and Director Dr. Sugeeta Upadhyay of Bombay Chamber of Commerce offered complementary delegate registration for the participating students, from both PGDM & MMS program. Institute nominated five students, based on their academic performance. The Welcome address by the Director General introduced the gathering about the activities of this 183 years old Chamber with almost 7000 corporate members in its portfolio. The keynote speech by Dr. Amartya Lahiri, Director, Centre for Advanced Financial Research & Learning (CAFRAL), RBI and Prof. Vancouver School of Economics, University of British Columbia, Canada, on '*Non-Performing Assets & Lending Growth*' enriching and greatly thought provoking. Thereafter, Chief Economist at Axis Bank, Shri. Saugata Bhattacharya put forth the practitioner's perspective on the said topic. The session was immensely productive and value adding for the participating students.

FACULTY DEVELOPMENT & MANAGEMENT DEVELOPMENT PROGRAMS

- **27th July, 2018**

Dr. Sarika Jain attended a Round Table Discussion on Impact Metrics, Impact Reporting and Linking to Sustainable Development Goals (SDGs) conducted by SOCIAL AUDIT NETWORK, INDIA.

- **11th September, 2018**

Dr. Nehal Joshipura took Finance Students to the 15th edition of FICCI's prestigious Capital Markets Annual Conference for networking with industry people and attending the conference at Trident Hotel, Nariman Point. Mr **Ajay Tyagi**, Chairman, SEBI given the Inaugural speech at CAPAM 2018. The theme for FICCI's 15th edition of the annual flagship Capital Market Conference - 'CAPAM' was "**Blueprint for Capital Market in New India 2022**"

The Conference aimed to chart out a forward looking growth path for the country's capital market in New India 2022.

- **17th November, 2018**

Dr. C. Babu attended one day Faculty Development Program organised by Forum for Marketing Education on 17th November 2018 at Chetana Institute of Management Research, Bandra alongwith all marketing faculty members. The session was very informative.

- **10th January, 2019**

Dr. Neetu Bhardwaz attended a one day workshop on Research Publication in IES Research and Management Institute on 10th Jan 2019. This workshop was about how to target A** journals for Publications and how to use the network to make portfolio of Papers.

- **18th January, 2019**

Dr. Neetu Bhardwaz attended a conclave which was organized by GNIMS (Matunga). Theme of the conclave was "Indian Financial Market: The Road Ahead". Speakers were from Corporates i.e Hitesh Sethia (CEO of ICICI Bank Hong Kong, S.P Tulsian (Investment Advisor) Dr Nitin Tike (Senior Vice President NISM). Overall experience after attending conclave was wonderful. It started from Pre liberalization, LPG, Post Liberalisation, Nirav Modi Scam, Demonetisation, Cripto currencies. Almost all important things from the point of view of Indian economy were brought in discussion.

- **21st to 25th January, 2019**

Prof. Kusum Pawar attended ISO 9001:2015 Lead Auditor Course organized by Lloyd's Register for Quality Assurance.

The course covered :

- Purpose of a QMS and the ISO 9000 principles of quality management.
- Essential definitions to help interpret and audit ISO 9001 requirements.
- Analysis of ISO 9001 clauses and examples of evidence that would show conformance with these requirements.
- Roles and responsibilities of an auditor and lead auditor.
- Planning and conducting an interview with top management and evaluate an organization's quality policy and objectives.

REMONSONS CENTRE FOR MANAGEMENT RESEARCH

- **5th July, 2018**

Dr. Nehal Joshipura shared an article published in newspaper – **Financial Express** on *Want to invest in foreign equity? Know these Four ways to invest and their tax treatment* in column "Your Money".

- **28th July, 2018**

A meeting of the members of Remsons Centre for Management Research of Durgadevi Saraf Institute of Management Studies (DSIMS) was held on Saturday, 28th July, 2018.

The following points were discussed in detail.

1. Review of progress of activities under Remsons Centre for Management Research after last meeting.
 2. Enhancing the scope and activities under Remsons Centre for Management Research
 3. Future Plans
- DSIMS has received ISSN for its Journal “The Management Quest” (on-line version) as 2581-6632. The aim would be to enhance the standard of the Journal by attracting good research papers from researchers, academicians and industry experts and timely bring out the issues.
 - Third Research Audit was conducted on 11th October 2018 at DSIMS wherein
 - the faculty members shared their planned and actual research work done with the panel. The panel comprised of Dr. C. Babu, Dr. Sharad Kumar and Dr. Sarita Vichore.
 - A workshop on inferential statistics was conducted by Dr. Sharad Kumar with

Sr.No	Faculty	Title	Journal Name	Issue	Type
1.	Dr. Sarika Jain	Construct validation and exploration of turnover intentions of sales employees: evidences from india	International Journal of Indian Culture and Business Management (<i>an Inderscience Publication</i>)	Scopus Indexed Journal ABDC list of Journals	International

- the support of Dr. Sadhana Ghosh, mainly covering the testing of hypothesis using t test, z test, Chi Square test and F test (including ANOVA) and also regression analysis on 14th September (Friday) 2018.

Research Papers Published

Dr. Sharad Kumar and Ms. Pooja Goswami	Has Indian Rupee really depreciated compared to Major Currencies?	The Indian Banker	December 2018 ISSN 2349-7483
Mr. Anthony Colaco	Building Strategies in a Digital World	Shodadtiya	May,2018 ISSN 2347-8403

Three research papers published by our faculty members (Dr. Padma Singhal and Dr. Sanchita Banerji) during the quarter are:

DSIMS organized Sixth Remsons International Research Conference(RIRC) on 16 March, 2019 under the aegis of Remsons Centre for Management Research. The Theme of the conference was '*Digital Transformation of Business-The Way Forward*'. Chief Guest, Mr. Krishna Kejriwal, Chairman and Managing Director Remsons Industries delivered his insightful keynote speech on changing business strategies to keep pace with the speed of digitization. Keynote Speaker Dr. N. Rajendran, Chief Technology Officer, National Payments Corporation of India highlighted on the issue of Payment Digitalization.

There was a Panel Discussion by a combination of esteemed Panelists of different field related to digitization. With the able moderation by Dr. Sharad Kumar, the panel discussion brought lot of new insights to the audience.

Altogether eighteen research papers were presented in two different tracks. On the basis of fair evaluation by a panel of session chairs and blind reviewers, three of the eighteen presenters had been chosen as the Best Paper Awardees. Prize money of fifteen thousand, ten thousand and five thousand had been awarded by Jury members. The papers presented in the conference are given below. The conference was a grand success.

Papers included in Durgadevi Saraf Institute of Management Studies Journal- The Management Quest

	Volume No.1 Issue No. 2	October 2018 - March 2019
Sr No	Authors	Title
1	Dr. Sadhana Ghosh	Conceptual Framework of Performance Evaluation
2	Dr Dhanashree Potey	Book Review: Connecting Mythology and Management

Abhilasha Bohra and Aditya Dhanuka of first year MMS won second best paper award at Remsons International Conference 2019 for the paper titled "BINGE-WATCHING RESEARCH PAPER.

INSTITUTE EVENTS

21st July, 2018 - Case Writing Workshop

3rd Faculty Development Program was conducted at DSIMS by Higher Education Forum on very crucial subject of “**How to Write a Case**”. The workshop conducted by Dr. C. Babu and Dr. A. K Sengupta was very insightful and helpful for the participants who attended the workshop.

13th July 2018 - PGDM 1st year batch Orientation Program & 1st August, 2018 - MMS 1st year batch Orientation Program

DSIMS commenced its 8th Academic batch of PGDM on 13th July and 9th Academic Batch of MMS on 1st August, 2018. A two-day orientation program was organised for 120 students of PGDM & MMS 2018-20 batch to orient them to the culture, learning process and expectations of the institute to make the two years journey fruitful for students’ overall learning and development. The program was inaugurated by Director General, Dr. N.M. Kondap, Director Dr. C Babu, Dean Dr. Sharad Kumar and Associate Dean Dr. Sarita Vichore. The inauguration was followed by an ice breaking session to familiarize the students with each other. The program also covered: Introduction to Library and its resources, Academic and Examination Rules and Regulations, and Life @ DSIMS - where the second year students provided the glimpse of various co-curricular and extracurricular activities that an integral part of life @ DSIMS.

In addition, the Area Heads of all specializations (namely HR, Marketing, Operations and Finance), Industry Experts and DSIMS Alumni interacted with the student to brief them about the career opportunities available and skill sets required in respective specializations. The two day sessions of both PGDM & MMS ended with campus tour of students.

- **24th August, 2018- Academic Inauguration and Foundation Day**

On Friday August 24, 2018, Durgadevi Saraf Institute of Management Studies (DSIMS) celebrated its 9th **Foundation Day** and also witnessed the Academic Inauguration of

the PGDM and MMS batches of 2018-2020. The event was graced by **Mr. Ashank Desai, Founder and Former Chairman of Mastek Limited.**

The audience was welcomed by Dr. N M Kondap, Director General, DSIMS. He apprised the audience about the mission and vision of the institute. He spoke about the journey of DSIMS, from its inception to the present date. Shri Ashok Ji Saraf, President RSET and Chairman, DSIMS, emphasized the importance of time management and hard work to become successful managers. Dr. Sharad Kumar, Dean Academics and Research, DSIMS, cited some of the academic and non-academic milestones achieved during last academic year 2017-18. He also highlighted various activities and events, held at DSIMS which helped in holistic development of the students.

The Chief Guest of the event, Mr. Ashank Desai then briefed the students about his journey as an entrepreneur and how he converted all his adversities into opportunities. He highlighted upon the importance to have knowledge of the changes happening around us today and to know how to apply that knowledge to the benefit of ourselves and the society. Dr. Sarita Vichore, Associate Dean, concluded the event by proposing vote of thanks.

- **22nd September, 2018-Summer Internship Competition**

The Summer Internship Competition is held every year at DSIMS to encourage the students for better performance during internship. This year twenty best projects were selected on the basis of their total scores comprising of evaluation by industry mentors feedback, Faculty Mentors and Viva Voce. These projects were sent to two external renowned judges for evaluation. After vigorous rounds of assessments, the top five were selected on the basis of average scores of the judges. The students presented the projects to the Jury members in the campus. The Jury members were Mr. Shashikant Kulkarni -Director at Capgemini, Mr. Neeraj Agrawaal, Vice President HR & Organizational Development EX-JMBAXI Group, Dr. Vidya Naik -Former Prof. SBM & Dean Open & Distance Education NMIMS, Mumbai. The winners were Mit Chandresh Ambani, Finance (Faculty Mentor, Dr. Sarita Vichore), Ms. Sayali Shelar, Finance (Faculty Mentor, Dr. Sharad Kumar) and Mr. Anirban Malik, Operations (Faculty Mentor, Dr. Sadhana Ghosh). The other participants were Ms. Dhedeepya Mahadasyam from HR and Ms Vibhuti Rai from Finance. The winners were felicitated with cash award and certificates.

- **2nd October, 2018**

Durgadevi Saraf Institute of Management Studies (DSIMS) has celebrated 150th years of Mahatma Gandhi's birthday with activities spreading from 2nd October

to 5th October 2018. Dr. Rajam Pillai, an eminent academician who has been associated with the Mani Bhawan graced the celebration and judged various competitive events as the special Guest of Honour.

The competitions like skit based on Gandhiji's life, poster making, slogan writing and elocution were held for a duration of four days. The theme of these competitions was based on the principles, values and the life of Mahatma Gandhi. Skit and elocution were performed live on the day of the final event in front of the judges, professors, students and staff.

The event started with a beautifully designed video on "The life of Gandhiji" by the students of DSIMS. It was a wonderful combination of his childhood to adulthood followed by the evolution of Gandhiji into the "Mahatma".

- **6th October, 2018**

A Panel discussion in association with Indian Society for Training and Development (ISTD) Mumbai Chapter held on the topic "Coaching for Success" was organized at DSIMS on 6th Oct 2018. The panel comprised of Ms. Vandana Shejwal, VP-HR & Admin., Daiwa Portfolio Advisory (I) Pvt. Ltd and professional certified coach from International Coach Federation. Around 33 members from different sectors participated in this event.

- **16th November, 2018**

NHRDN (National Human Resource Development Network), the leading provider of resources serving the needs of professionals and advancing the practice of human resource management, in its quest for grooming the leaders for tomorrow, organized 7th Business Leadership Quiz for Western Region Round the Business Leadership Quiz exclusively for management/corporate professionals which was partnered and hosted by DSIMS at its Campus. The focus of the quiz was on "Business, Marketing & Advertising". As many as 22 corporate teams participated in the quiz and a large number of DSIMS students and faculty attended.

- **23rd November, 2018**

Movie Club started with its 2nd screening -Mc Farland under the aegis of DSIMS Movie Club-led by Utkarsh on 23rd November, 2018. Prof. Kusum Pawar with the help of HR students initiated this Movie Club.

- **28th November, 2018**

NHRDN organized a workshop on POSH on 28th November, 2018. Ms Smita Affinwalla, Managing Director, Illuminos Consulting Pvt. Ltd., conducted the session on 'Prevention of Sexual Harassment' for PGDM I and II year students. This session was quite interactive.

DSIMS' TECHNO-CRAZY OPSESSION' 2018 [2.0]

- **8th December, 2018**

Durgadevi Saraf Institute of Management Studies (DSIMS) successfully conducted the 8th edition of the Annual Operations and Supply Chain Management Conclave: OPSESSION' 2018 [2.0] on December 08, 2018. The theme selected by the Strategy Club for this year was "THE DIGITAL FACTORY". The conclave explored the uses of digital technology for modelling, communications and operations in the manufacturing sector.

The event was graced by distinguished speakers like Mr. Nitin Nair, Chief Manager Automotive, Siemens AG, presented his thoughts on Digital Factory and New Product Development. Mr. Sukanta Kumar Padhy, Chief Supply Chain Officer, Alliance Tire Group, spoke about Logistics IoT and Plant Automation. Mr. Surendra Deodhar, Vice President and Head - Supply Chain Management, Reliance Life Sciences.

The event also witnessed a lively Panel Discussion between six students from the Strategy Club and the distinguished speakers, which was moderated by Dr. Sachin Kamble, distinguished Faculty from NITIE. The Conclave was well attended by students, industry professionals and the Faculty.

TOUGE - LEVERAGING DISRUPTION

- **15th December, 2018**

The business hemisphere has changed so drastically that many top international companies and brands had to shut shop. From being world leaders, their growth slumped and soon they disappeared from the market. What's relevant today might not be relevant in the next six months. Only the ones who contain muscles of innovation, creation, product development and marketing are going to survive. With this the entire rule book of marketing seems to have changed. Thus, the theme for Marketing Conclave - Touge- 18 was chosen as "*Leveraging Disruption*".

The conclave started with a welcome speech by the Convener-Professor Ruchika Shokeen wherein she introduced the audience to the theme "*Leveraging Disruption*". The panel of speakers consisted of a variety of distinguished industry experts viz. Mr. Amit M. Abhyankar (Sales head CRS; Wipro), Ms. Rachna Dhaka (SP Marketing head-India and SAARC; Cisco), Mr. Rajeev Kumar (Sr. VP -Market Development South Asia; Master Card), Mr. Sanjay Banerjee (CEO, Digital Advertising Tech Company), Mr. Ravikant Banka (Founder and CEO, Eggfirst Advertising Agency), Mr. Manoj Verma (Business Head and Product Manager, Lyra Network).

The panel discussion was anchored by Dr. C. Babu, Director, DSIMS. The discussion focused on disruptions in their industry and how they are leading the business and marketing hemisphere into a state of volatility. This further included talks of disruptions such as online payments, rise in vernacular media content & viewership as compared to western media, the Cloud Era, 3D printing of cars, VUCA, Machine Learning, Automation, etc. Students of DSIMS asked very pinpointed questions from the panelists. The event came to an end with the vote of thanks proposed by Dr. C. Kaushik.

E-CELL: BUSINESS PLAN COMPETITION

On the same day afternoon (15th December 2018) an Inter College Business Plan Competition was organized by the E-Cell of DSIMS. It was the first step for students with entrepreneurial flair, in their journey is the ability to develop a cohesive business plan. To most students, this seems like a daunting task. DSIMS E cell, through its first ever, Business Plan competition, provided the students a platform and motivation to discuss their business ideas formed into a cohesive plan. The plans were presented to external judges who had backgrounds as successful VCs and entrepreneurs.

The Director of DSIMS stressed the importance of entrepreneurship. The welcome speech was given by E-Cell head Professor Nilesh Deshpande.

The final event participants were from management institutes such as Welingkar, S.P. Jain, K.J. Somalia and DSIMS. The panel of judges consisted of Mr. Sanjay Banerjee (CEO, Digital Advertising Tech Company) and Mr. Amit Mehra (Founding Principal, Unicorn India- a VC firm of repute).

The event saw a packed to capacity attendance from DSIMS students. The open nature of the competition gave the students, an opportunity to view the competition.

The winner of this event was Ms. Jessica from S.P. Jain institute of Management followed by runner up Mr. Mayur Jain from DSIMS itself. It was a much appreciated event and another feather in the cap of DSIMS. The event came to an end with feedback from the judges and the vote of thanks by Professor Ruchika Shokeen.

- **Leadership Development Programme for Ghanshyamdas Saraf College Students**

In the last three weeks DSIMS faculty members conducted six exclusive sessions on Leadership Development for Ghanshyamdas Saraf College students.

Besides this, DSIMS HR Faculty members designed a certificate program - 'Leadership Development' for select group of about 140 students.

- **24th November, 2018**

A two-day MDP on Finance for Non-Finance was conducted on 24th & 25th November 2018 exclusively for Water Finance Wealth Management Pvt. Ltd. This was conducted jointly by Dr. Sarita and Dr. Shailja. The outcome of the program was very positive.

- **29th January, 2019**

Guest Lecture Organised by Women Development Cell (WDC).

Good health and Well-being is defined to be the third Sustainable Development Goal and it is directed towards achieving universal health coverage. While health factors are in dire need for improvement, when it comes to women, as problems range from nutritional deficiencies to complications in various aspects, which is often ignored.

This leads not only to poor physical health, but also impacts the mental well-being. Keeping this in mind, the Women Development Cell (WDC) at DSIMS in association with Lion's Club (Leo Club) organized a session on "Health & Well Being". The details are, as follows:

- Informative session by Dr Nilima Inamdar- Gynecologist & Obstetrician on health issues faced by women/girls.
- Awareness Session on Impact of stress on Health of women by Ms Aparna Lidhu- Chairperson of Entrepreneur-Cell of UMIT

- **9th February, 2019**

HR-O-Scope is the annual flagship event of HR organized by the HR Club-Utkarsh at DSIMS. It is aimed at bringing insights from HR veterans who share their vast experience on various themes that focus on the importance of HR's strategic role in supporting the business and redefining the approach towards HR Transformation.

This year's HR-O-Scope was held in collaboration with NHRDN on February 9, 2019 centred on the theme Creating Competitive Advantage through Cutting Edge HR Practices. Dr. Sanjay Muthal, Executive Director, Insist Executive Search was the Conference Chair and Dr. Beena Prakash was the Head Conference Convener. Shree Ashok Saraf, President RSET and Chairman DSIMS presided the inauguration of the event. Mr. Rajesh Padmanabhan - Director, Group CHRO, Welspun Group was the keynote speaker. Mr. Padmanabhan in his keynote address emphasized the importance of creating a competitive advantage through HR practices. He highlighted challenges organizations face when they are developing cutting edge HR practices to keep up with the dynamic business environment.

In her plenary address Ms. Madhavi Lall, MD & HR Head, Deutsche Bank conveyed that there are many strategies that contribute to achieving a competitive advantage, but maximizing human capital is a major contributor to achieving a competitive edge in the marketplace.

This was followed by panel discussion moderated by Mr. Lakshmanan, Vice President & Head - HR - L&T Defence with Mr. Prem Singh - President - Global Human Resources - Wockhardt Ltd., Mr. Aniruddha Khekale - Group Director - Human Resource, Emerson Process Management, Mr. Anindya Shee- VP and Global Head- OD, Talent Management, HR Technology, Shared Services, Analytics & Governance, Cipla Ltd., and Ms. Sudarsana Sanyal- Head Talent Management, L & D, OD (Pan India), ACC Ltd. on panel. The panel touched base on wide variety of topics posing challenge to organizations in gaining competitive advantage ranging from HR Policies to gender diversity and organizational leadership. In the latter half the event industry professional, academicians and students presented research papers on the conference theme.

The event concluded with presentation of certificates to all paper presenters and a valedictory address by Mr. R Suresh, Managing Director, Insist Executive Search. The event was well attended by professionals from industry and academicians.

- **9th & 10th February - FINANCIA'19**

Finance club FinDs Durgadevi Saraf Institute of Management Studies (DSIMS) hosted their flagship event - FINANCIA'19 in association with Bombay Stock Exchange on February 9-10. Financia embarked upon a topical theme "Paradigm Shift in Financial Market". Financia held Inter-collegiate student events, Conclave and Conference. Student Events include Mock Stock - trading competition, Word Gamble - finance puzzles, XL Ninja - Excel skills testing and FinoPoly - Innovative Financial Monopoly game designed by students. The Conclave on 9th was graced by Mr. Amit Agarwal, Executive VP, Edelweiss Distressed Assets Resolution Business as the keynote speaker and panelist.

The industry experts in the panel were Mr. Sanjay Bhandarkar, Sr. Advisor and ex-MD Rothschild-India; Mr. R. Kannan, Head, Corporate Performance Monitoring, Hinduja Group; Mr. Sadanand Shetty, Chief Investment Officer at True Equity Advisors and Mr. Amit Mehra, Principal at Unicorn Venture with Mr. Manoj Alimchandani as Moderator. Finance-HOD, Dr. Sarita Vichore and Convener, Dr. Nehal Joshipura delivered welcome speeches followed by vibrant panel discussion. The conference on Feb 10 witnessed participation from academia, corporate and students.

Master of Management Studies (MMS) & Part Time Masters Graduation Ceremony - Passing Batch of 2018 – 16th February, 2019

DSIMS held its Graduation Ceremony on 16 February, 2019 for award of Degrees conferred by University of Mumbai for the Master of Management Studies batch of 2016-18 and Part Time Masters (MMM,MFM,MHRDM) batch of 2015-18.

Shri Ashok Sharma, President, Agribusiness, MD & CEO, Mahindra Agri Solutions Ltd and Member of the Group Executive Board Mahindra Group was the Chief Guest of the occasion. President RSET and Chairman DSIMS Mr. Ashok Saraf greeted Shri Ashok Sharma, invited dignitaries and trustees of RSET for their gracious presence. Director General Dr. N M Kondap delivered the Welcome Address. Dr. C Babu presented the Director's Report covering significant activities and achievements of DSIMS during Academic Year 2018-19. Mr. Sharma acknowledged RSET's commitment towards education. He shared with the graduating students, the revised understanding of Master of Management Studies acronym. One hundred and thirty seven graduate students were awarded with their degree certificates. The toppers of each program across each domain have received Academic Excellence Award. Ms. Jesal Tiberawala and Mr. Chirag Agarwal have received *MMS Academic Award* and *MMS Student of the Year* award respectively.

Associate Dean Dr. Sarita Vichore anchored the students to take the MBA oath and Dean Dr. Sharad Kumar proposed the vote of thanks.

28th February, 2019

In-house faculty retreat was held on 28th February at DSIMS to discuss on the following:

- Recommendations of BOS meetings organized by HR, Finance, Marketing and Operations.
- Rationalise the courses based on AICTE recommendations and guidelines.
- Effectiveness of LIM/Rural Immersion/International / Immersion/SIP/ Capstone and ISR.
- PGDM Examination related issues

- PGDM program design and delivery with focus on innovative and practical focused pedagogy.
- Align the PGDM program with the requirement of NBA.

Alumni Meet - 2nd March 2019

- Durgadevi Saraf Institute of Management Studies (DSIMS) organized *RENDEZVOUS 2019*; the 3rd Alumni meet on Saturday, 02 March, 2019 at Golden Leaf Banquets, Malad West.
- Every alumni meet is a matter of pride, a quite testimonial of our values and their effort. This was no different, as the event began with an impressive turnout, right from 2010 to 2018 passed out batches. The event was well attended by DSIMS alumni, student core committee for Alumni connect, professors and members of the administrative team.
- The Alumni were engaged with a number of interactive activities to facilitate connect and networking between different programs and batches. The gathering was addressed by Director, Dr. C. Babu; Dean Academics & Research, Dr. Sharad Kumar; and Associate Dean & HOD Finance, Dr. Sarita Vichore. The senior leadership team of DSIMS welcomed the alumni and shared their words of wisdom. The alumni interacted with past and present students, DSIMS professors, and members of administrative team. They shared their personal experiences, lessons from the corporate world, and various anecdotes from their journey with DSIMS. Alumni also shared their feedback on how the institute can grow -and enhance the academic quality further.
- The alumni are an integral part of institute's brand image since they represent the institute in their professional and social networks. DSIMS continuously strives to strengthen the everlasting ties with its alumni, who have made an impact in their professional careers and earned laurels for themselves in the world of work. DSIMS believes their alumni to be their prized possession and wishes to have a continued association with them.

Summary of the Proceedings of the DSIMS Faculty Retreat, Karjat, 12 January 2019

The celebration of scholarly minds of DSIMS, who create leaders for tomorrow, was held on 12th January 2019 at Dr. Modi's Resort at Karjat. The agenda of this year's faculty retreat stems directly from our aspiration to make our Institute as a nationally recognized and preferred Business School in India.

Director General Dr N M Kondap and Director Dr. C Babu set the tone of the agenda of the retreat by laying the foundation of planning for Academic Excellence for DSIMS for the coming academic year. Dr Sarita Vichore and Prof Kusum Pawar focused on making class interactions effective and enjoyable. Prof. Somesh Banerjee deliberated on employer's expectations and gaps.

Dr A K Sengupta, special invitee and guest of honour initiated the discussion on *the way forward for DSIMS* by highlighting that there are many opportunities in academics, research, placement and corporate engagement that are open to us at DSIMS. He highlighted that we should try and create a 'brand identity' for DSIMS, through identifying problems and creation of strategic maps for the Institute. Dr Sharad Kumar made a great exposition of the Ten Commandments for a good business school, namely, bench marked course curriculum; quality of faculty; industry institute interaction; advanced infrastructure and learning resources; globalization of campus; better ranking and accreditation etc, which can be literally the pointers for good to great to excellent.

SEMINARS / EVENTS ATTENDED

8th September, 2018

- Dr.C. Babu was invited by Higher Education Forum as a Guest of Honour at the event of 9th HEF Teachers' Day which was held on 8th September at the Indian School of Management and Entrepreneurship (ISME).

25th September, 2018

- Dr. Sharad Kumar attended an International Conference organised by Indian Institute of Banking and Finance (IIBF) at Hotel Trident at Bandra Kurla Complex. The subject for discussion was "Stepping into the Next Decade". Managing Directors of Banks and Eminent economists from India and abroad including a professor from Harvard University Dr. Tarun Khanna addressed the delegates.
- During the Conference, a book on Ethics in Banks written by Dr. Shiv Kumar, Professor of Somaiya Institute of Management and Research and the special issue of Bank Quest for which Dr. Sharad Kumar was also part of editorial advisory board were released.

- **24th October 2018**

Dr. C. Babu had been invited by Xavier Institute of Management & Research, to be a member of their 'selection committee' to recruit faculty members on 24th October 2018. The other members were Dr. Kalim Khan and Dr. Kavita Laghate.

- **1st November, 2018**

Dr. C. Babu attended an event called Corporate Connect organised by Bombay Management Association on 1st November, 2018 and the theme of this event was 'Innovation, People & Technology'.

- **2nd November, 2018**

Dr. Beena Prakash and Prof. Pooja Goswami attended HR Summit 2018 organised by NHRDN based on the theme "Revolutionizing Talent Acquisition using Artificial Intelligence". The program was all about learning and innovative usage of Artificial Intelligence.

- **1st December, 2018**

Dr. C. Babu was invited as a speaker for HEF international research conference on 1st December, 2018 which was attended by more than 60 researchers and faculty members held at Patuck Gala College of Commerce & Management, Santacruz.

- **7th December, 2018**

Dr. C. Babu was invited as a speaker for World Education Summit 2018 on 7th December, 2018 held at The Bombay Exhibition Centre to talk on a panel titled 'creating a framework for developing a research-ready institution to create global recognition and rankings'.

- **23rd December 2018**

Dr Sharad Kumar, Dean was invited by the Indian Institute of Banking and Finance (IIBF), for a guest session on "Leadership Models and Types - Issues and Effectiveness, Mentoring in Banks" for Advanced Management Program participants.

- **17th January, 2019**

Dr. Sharad Kumar was invited by IBS for judging the students for intercollegiate competition under 'Corporate Talks'-. to evaluate the students on grit, courage, decisiveness and Emotional intelligence etc., to come up with an optimal solution at a given situation.

- **8th March, 2019**

Higher Education Forum conducted a 1st Student Voice Program on 8th March, 2019 at SIES College of Management Studies (SIESCMS), Navi Mumbai. Few

students have been nominated to represent DSIMS at HEF Forum of Student Voice (HEF-FOSV).

It was an annual forum, wherein students were given an Exclusive platform to share the expectations from the Higher Educational System.

- **9th March, 2019**

HEF organised **10th HEF Annual Convention** on **9th March 2019** at **SIES College of anagement Studies SIECOMS, Navi Mumbai.**

The theme of the convention was: **“Engagement, Innovation and Disruptions in Higher Education Institutions: Opportunities & Challenges.”**

Dr. Beena Prakash and Prof. Kusum Pawar were felicitated as one of the researchers for their contribution, during the convention of their paper presented in HEF’s International Research Conference held on 1st December, 2018.

SIMS students who attended the convention were given certificate of participation.

- **25th March, 2019**

Dr. Dhanashree Potey and Prof. Ruchika Shokeen attended a conference on “India Calling” organized by IMC Chamber of Commerce and Industry on Monday, 25th March, 2019 at Taj Lands End, Mumbai.

The session was focused basically on **Artificial Intelligence and Banking and Finance.**

Students Exchange Programs between DSIMS, Mumbai and Ottawa University, Kansas, USA – Visit of Ottawa University Students of DSIMS (1-10 January 2019)

- The DSIMS and Ottawa University (OU) had signed a MoU on January 18, 2017 for Students’ Exchange, Faculty Exchange and Collaborative Research between the two institutions. Since 2017, PGDM students of DSIMS are visiting Ottawa University to study courses like- Servant leadership and Business Ethics. Professors of DSIMS used to visit OU to address their students and to interact with OU Management. OU students with Economics Professor and one of the Trustees have visited DSIMS in January 2019 for an academic cum cultural exchange program at DSIMS campus. These US students have attended 15 classroom sessions in the area of Finance, Marketing, Human Resources, Operations, Indian Economy, Indian Culture and Ethos. The OU students were

highly satisfied with the exposure gained through the visit which they have reflected through their formal feedback.

- The Economics Professor of OU, Dr Russ McCullough has taken six classroom sessions with our PGDM students on 'Economic Freedom'. The Trustee of OU, Ms. Wynndee Lee interacted with senior management of DSIMS to discuss further ties between the two institutions. President RSET, Director General, Director, Dean and HoDs hosted dinners on different days in different restaurants and arranged industrial and cultural visits including visit Mahindra and Mahindra factory, Siemens, Film City and National Park.

INTERNATIONAL IMMERSION

Durgadevi Saraf Institute of Management Studies (DSIMS) in its quest to provide its students with world class knowledge and experience has in place a half credit course of International Immersion for the Post Graduate Diploma in Management (PGDM) students. Under this course, the students get the opportunity to explore the cities of varied importance, in different countries of the world, providing them an exposure to the world market. This October the students of PGDM batch 2017-2019 went to Paris, Brussels, Amsterdam and Antwerp. The students enriched their learning about the importance of these historic places and their contribution in the economic participation of the EU. The objective was to expose to different cultures so that the students learn thru observation. Towards the end of the one week tour, the students had a wonderful learning experience and many memories to come back with.

DSIMS - RURAL IMMERSION 2018

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 for experiential learning about life and economic activities in rural areas, 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 & December 2018, DSIMS students visited rural areas of Anand district of Gujarat. During the immersion, manufacture of butter and milk powder by Amul, hand-weaving and packaging of spices by members of SEWA (a self-help group), a tobacco co-operative operating successfully since six decades, organic farming of bananas and potatoes and, manufacture of

chocolates by Amul. They also learnt about activities of National Dairy Development Board (which has been pivotal in development of co-operatives in various states) and learnt how students can gain rural-oriented management education at Institute of Rural Management.

The DSIMS students returned to Mumbai, richer in knowledge and experience about our rural countrymen.

CONVOCATION 2019

Durgadevi Saraf Institute of Management Studies (DSIMS) held its seventh Annual Convocation ceremony for the award of diplomas to the PGDM batch of 2017-19 on 11 May, 2019.

Mr. Ramanan Ramanathan, Mission Director of the Atal Innovation Mission, NITI Aayog, Govt of India was the Chief Guest of the occasion.

President RSET and Chairman DSIMS Shri Ashok Saraf welcomed Mr. Ramanathan, invited dignitaries, trustees of RSET, parents and graduating students. Shri Ashokji applauded the students and bestowed them with his strong message of *being thankful to parents, managing time to keep pace with the ever changing world, acquiring, leadership skills, embracing technology and following good ethics*. Director General RSET (Rajasthan Education Trust) Dr. N M Kondap delivered his welcome address. He shared the ten Cs of Corporate Culture with the graduating students.

Dr. C.Babu presented the Director's Report covering significant activities and achievements of DSIMS during Academic Year 2018-19. Director's Report covered the academic excellence, social outreach, International Collaboration, International Immersion, good placement and recognitions of DSIMS faculty members' and students' achievement. He announced that DSIMS is ranked 6th Best B School in Mumbai according to the survey by *Education World* May 2019. Dr. Babu appreciated the efforts taken by the faculty members in achieving the excellence.

Mr. Ramanan Ramanathan in his convocation address applauded the parents of the graduating students and the faculty members of DSIMS for their selfless commitment in shaping the young minds with right kind of spirit and knowledge to contribute to the world of business and management in a better fashion. Mr. Ramanathan advised the graduating students that they should *aspire to become job creator*. Instead of *daring to dream*, he said that they should *dream to dare* and convert the million challenges of India into opportunities. He took the names and the quotes of many great personalities in various fields and tried to motivate and energized graduating

students so that they can also *ding* in the Universe to make an impact in the rest of the world.

The stellar highlight of the entire event was the Award Ceremony. The 110 graduating students were awarded with diploma certificates by Chief Guest Mr. Ramanan Ramanathan, President RSET Shri Ashok Saraf, Hon. Secretary RSET Shri Kailash Kejriwal, DG Dr. N.M.Kondap, Director Dr C.Babu and Dean Dr. Sharad Kumar. The toppers of each program across each domain have received Academic Excellence Award. Ms. Trisha Maniar of PGDM (2017-19) received *Academic Excellence Award* for scoring highest CGPA as well she received Sri Sunil Kabra Rolling Trophy award for being the academic topper of the PGDM batch 2017-19. Ms. Anandita Hemmady bagged the *Student of the Year Award* and *Sri Kailash Parasrampuriah Rolling trophy* in appreciation of her academic excellence, sports and Institution building activities. Best faculty and staff were also awarded for their outstanding contribution towards the functioning of the Institute.

Associate Dean Dr. Sarita Vichore anchored the students to take the MBA oath and ensured to honor the sanctity of the same. Dean Academics and Research Dr. Sharad Kumar delivered the vote of thanks expressing gratitude to all those present in the ceremony and to all those who made this convocation a grand success.