

# PLACEMENT BROCHURE 2019-2021



RSET's

**Durgadevi Saraf**  
**institute of management studies**

**WE CREATE LEADERS**



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# VISION, MISSION & ENDURING GOALS

## Vision

To be one of the preferred B-schools in India by developing socially sensitive business professionals with a global mindset.

## Mission

- To create a culture for academic excellence
- To emphasize on social sensitivity
- To inculcate a global mindset amongst students

## Goals

At DSIMS, we believe that investment in a sincere and dedicated team provides impetus to us for creating a new paradigm of professional management education. This facilitation process will be enhanced by unique styles of delivery and wide-ranging support material. Our advanced, robust and world-class infrastructure further encourages the process of sculpting fresh ideas that will mould young minds in these times of immense competition.





# MAIN DONOR'S MESSAGE



Shri Mahavirprasad G. Saraf  
Founder and Managing Trustee, Kirandevi Saraf Trust



It gives me immense happiness in congratulating Rajasthani Sammelan Education Trust for the commendable progress achieved by their unique educational project- DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES, with every passing academic year.

It is certainly a great pleasure to watch the Institute growing with dynamism, distinctiveness and in line with the vision and mission it was set out. Proper planning and foresight played a major role and plans were laid out in advance keeping the future in mind.

The essence of imparting education today is to understand and study the rapidly changing global as well as domestic educational scenario which is fraught with ambiguity and complexity and later strategizing to meet the growth plans. The institute imbibes this spirit in itself and also disseminates the same thinking to its students.

DSIMS offers two major programs:- A two year full time MMS program affiliated to University of Mumbai and a two year full-time PGDM program approved by AICTE, it also offers an Executive Program in Management. We plan to launch the following programs shortly: Event Management, Supply Chain Management, Women Entrepreneurship, Entrepreneurship and Global Entrepreneurship Program.

The progressive educational values and skills imparted by the institute is helping the students a great deal in their

holistic persona development. The programs introduced at DSIMS provide a complete revamp of the traditional curriculum by introducing the latest syllabus or contemporariness in Management Education. The qualitative grooming at the institute ensures that each and every student performs at par with the best in the industry. It is my sincere wish that Durgadevi Saraf Institute of Management Studies be ranked as one of the top leading Management Institute in the coming years.

DSIMS is privileged to have a dynamic, extremely experienced, a highly effective and motivated team of Faculty and staff. DSIMS Management Council has eclectic interests, expertise and multidimensional capabilities at its disposal. It also boasts of a state-of-the-art infrastructure with all modern amenities required by a management institute. The institute has geographical advantages, being located in the heart of the western suburbs, with excellent connectivity.

I extend my best wishes and continued support towards the growth and development of DSIMS.

Shri Mahavirprasad G. Saraf (Founder and Managing Trustee Kirandevi Saraf Trust)



# CHAIRMAN'S MESSAGE



Shri Ashok M. Saraf

Chairman, Management Council - Durgadevi Saraf Institute of  
Management Studies



The excitement at the educational campus of Rajasthani Sammelan Education Trust continues to live on as we continue to grow and expand. It has been very fulfilling to steadily progress on the growth path; at the same time it imposes its own challenges. Being in the field of education, a big responsibility lies on our shoulders as we facilitate the shaping of current generation. We at Rajasthani Sammelan Education Trust recognize this as the core of all our activities and it reflects in our way of life. We have further growth plans for the future towards creating a unique learning experience at Durgadevi Saraf Institute of Management Studies. We are delighted that you have decided to be a part of our journey. We strive to provide an enriching and holistic learning experience at DSIMS for which we have created a state-of-the-art infrastructure that will facilitate excellent teaching-learning experience and also encourage research. While infrastructure aids the learning process, having a resourceful team is basic to quality. Our team comprises of members who possess vast experience in the field of management education, are passionate and dedicated and are engaged in lifelong learning. We, at DSIMS, believe in providing students with quality education that will drive them to foster leadership towards sensitized and inclusive development.

In this era of globalization, there is an intensified effort to gain sources of comparative advantage. We understand the relevance and importance of investing in the development of youth and creation of a research environment, in propelling the nation into the sphere of contemporary civilization.

The present talent sourcing policy of the industry lays a lot of stress on quality manpower with strong focus on ethics and values. We have created a culture and environment for students at DSIMS so that they get groomed and developed into a "knowledge warehouse" that has a strong foundation on ethics and values. The focus at DSIMS has been to provide the corporate with a talent pool that is aligned to their expectations and cultural fit.

We invite you to partner with DSIMS in a long and mutually beneficial association.

**Shri Ashok M. Saraf**

Chairman, Management Council - Durgadevi Saraf  
Institute of Management Studies.



# DIRECTOR'S MESSAGE

Dr. C Babu

Director, Durgadevi Saraf Institute of  
Management Studies



Durgadevi Saraf Institute of Management Studies (DSIMS) welcomes you to the DSIMS campus for the consecutive tenth placement season. This will be the ninth batch of MMS students and eighth batch of PGDM students ready for the industry

It is important for anyone who wishes to pursue a management program to join a Business School that is preferred by successful corporate. It is our earnest efforts at DSIMS to strive to offer a holistic, developmental experience that enhances student's academic, professional and personal development. In a span of ten years, DSIMS has gone from strength to strength due to its pragmatic and robust curriculum architecture and world class teaching methodology enriched by in-depth research. The curriculum of different programs has been designed with high level of corporate inputs. As an outcome, students are asset to the organization they join from day one.

Our research oriented faculty team has architected the course curriculum with high level of corporate and academic inputs, which enables our management students to maintain their supremacy in the corporate world.

Faculty mentors at DSIMS believe in supreme managerial, entrepreneurial and leadership skills. Among various innovative initiatives that are embedded in our course curriculums, a few notable ones are - a) Analytical and Critical Thinking module which is designed to inculcate the art of critical analysis; b) Leader in Making and Manager in Making module which is meant for personal, professional

and innovative excellence; and c) Business, Rural and International Immersion modules which are meant for enhancing managerial decision making process.

Our strong industry connect is another jewel in DSIMS crown. Every course is delivered by a combination of academicians and practicing business leaders in order to give a blend of concepts and application to students. Besides, students get ample opportunities to interact with world-renowned academicians in the campus due to our global leadership development initiatives. Since DSIMS is nurtured and patronized by Rajasthani Sammelan, a noble trust that believes in philanthropy and community services for over seven decades, our students are imbued with core values of assuming high responsibility towards social and environmental sensitivity.

In every input of DSIMS, our mission of shaping vibrant young minds is visibly conspicuous. Leadership creation is a continuous process at DSIMS. Our vision to be one of the preferred B-Schools in India by developing socially sensitive business professionals with global mindset permeates in every initiative we take to sculpt our students from the very first day they walk into our Institute.

We whole-heartedly welcome you to take part in this Centre of Excellence, DSIMS and continue the journey further.

Dr C. Babu  
Director - DSIMS



## ➤ About Rajasthani Sammelan Education Trust (RSET) ◀

Rajasthani Sammelan Education Trust, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the Trust has pioneered in providing educational opportunities to various sections of society. During the last seven decades, the Trust has played a very vital role in promoting and providing better education from the primary stage to post graduation stage in the fields of Commerce, Management, Information Technology and Media Studies. Apart from its educational pursuits, Rajasthani Sammelan Education Trust also caters to the social and humanitarian needs of the community.

Rajasthani Sammelan Education Trust had started its educational activities for girls, but in due course of time, it has opened its doors to boys as well. At present, more than 16,000 students are receiving education in various educational institutions run by the Trust. Thousands of students beyond the boundaries of the campus are enrolled with Kunjibihari S. Goyal Online Academy (GOLD).

The Educational Institutions owned and run by RSET are:

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International School
- Mainadevi Bajaj International Playschool
- Durgadevi Saraf Junior College
- Ghanshyamdas Saraf College of Arts & Commerce
- Kirandevi Saraf Institute of Complete Learning
- Durgadevi Saraf Institute of Management Studies
- Durgadevi Saraf Global Business School
- Deviprasad Goenka Management College of Media Studies
- Ladhidevi Ramdhar Maheshwari Night College of Commerce
- Kunjibihari S. Goyal Online Academy



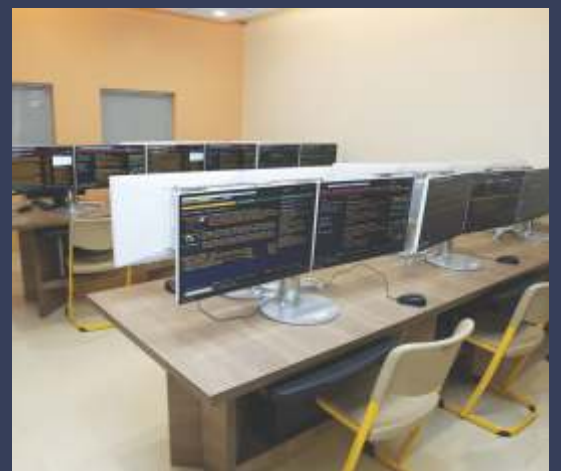


Other organizations owned & managed by RSET include

- Draupadidevi Sanwarmal Women's Hostel
- Ramdhar Maheshwari Career Counseling Centre
- Pravinchandra D. Shah Sports Academy
- Jankidevi Bilasrai Bubna Boys' Hostel

RSET is also providing many other facilities in its educational complex that include:

- Dhurmaj Bajaj Bhavan
- Durgadevi Saraf Hall
- IT Hub
- Food Court
- Ramnarayan Saraf Educational Outlet
- RS CA Study Centre
- IRB Scholarship Endowment Fund
- Vijay Pal Singh Health Centre
- Kirandevi Saraf Library and Reading Room
- BKT Endowment Freeship Fund
- Janakidevi Bilasrai Bubna Endowment Freeship Fund
- Lalchand Dalmia Golf Cart.



In addition, the Trust is providing financial assistance to needy persons for medical treatment through Trivenidevi Deora Chikitsa Sahayta Kosh. Scholarships are also provided to needy students to complete their education.



# > ABOUT < DSIMS

DSIMS is all set to welcome another fruitful academic year in its journey. The initial years of operation witnessed tremendous success and garnered admiration from reputed industry and academic quarters. We are proud to lay a strong foundation with a robust curriculum, where we lay emphasis on the overall development of our budding leaders. The different curricular initiatives are designed to match their learning abilities and interests. At DSIMS we strongly believe in the philosophy of "KAIZEN" (continuous improvement). This is evident in our strenuous endeavors to elevate our benchmarks year on year so that we can compete with the best in this sector. We ensure that learning is made more meaningful and enjoyable for students, while they are developing the desired skills and values that will put them in good stead for the future. These include placing greater emphasis on non-academic activities within the curriculum, such as Entrepreneurial Cell "SOCH", Manager-in- Making, Thought Leadership, Experiential Learning, Global & Local Immersion etc. Our induction / orientation program is designed to educate and provide opportunities for graduates who are interested in proceeding for postgraduate studies.

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Education Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute.

The Board of Governors is committed to developing an institution of quality and integrity. To this end, the board has established an independent Management Council comprising of eminent educationists, administrators and achievers from all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.



# Durgadevi Saraf

## Institute of management studies



## > Governing Council Committee Members <

Chairman nominated by the Trust	Shri Ashok M. Saraf
4 members nominated by the Trust	Shri Kailash Kejriwal
	Shri Nandkishore Gupta
	Shri Jairaj Thacker
	Shri Samir Choksi
Principal / Director Member - Secretary	Dr. C. Babu
Nominee of the AICTE - Regional Officer	Dr. C. S. Verma
An Industrialist/Technologist/Educationist from the Region to be nominated by the concerned Regional Committee as nominee of the Council out of the panel approved by the Chairman of the Council.	Dr. Dinesh Harsolekar
Nominee of the Affiliating Body	Prin. S. G. Chitale
Nominee of the State Government (DTE)	Dr. Abhay Wagh
02 Teachers elected by teachers of the institution	Dr. Sharad Kumar
	Ms. Beena Prakash
Additional Members nominated by the Trust	Shri Vinod Agarwalla
	Smt. Archita Rajpuria
	Shri Banwarilal Jhunjhunwala
	Shri Suresh Pansari
Educationist from the region nominated by the Trust	Shri Madhusudan Maheshwari
	Shri Sunil Kabra
	Dr. N M Kondap
	Dr. Sunanda Kar



## > Academic Council <

Mr. Ashok Saraf	Chairman DSIMS
Mr. Kailash Kejriwal	Secretary
Dr. Pankaj Trivedi	Head of PhD program, HOD, Finance Somaiya Institute of Management & Research
Dr. R. B. Barman	Ex Executive Director RBI
Dr. Mayank Joshipura	Head Financial Markets NMIMS
Mr. Madan Sabnavis	Chief Economist CARE
Mr. M Narendra	Retd.Chairman & Managing Director,I/OB
Dr. Venkateshwaralu	HOD Finance, NITIE
Dr. Satishchandra Kumar	HOD, Dept. of Applied Psychology, Mumbai University
Dr. Asit Mohapatra	Senior Vice President HR Future Supply Chain Limited
Dr. Manjari Srivastava	Professor, NMIMS
Mr. Anirudh Gupta	Aditya Birla Health
Dr. Milind Shahane	CEO,Tata Class Edge
Dr. Indrajit Mukherjee	Sr.Operations Faculty SJM SOM IIT Bombay
Mr. Vinayak Marathe	Sr.Vice President-Reliance Technology Group
Dr. Arun Rao	Retired professor of NITIE
Dr. Rahul Altekar	Ex-visiting faculty at NITIE and Welingkar
Mr. Alok Kapoor	Head - Marketing & Franchise Development, Mahindra First Choice Services Ltd., Alumni- IIM A
Mr. Suman Srivastava	Consultant Marketing Unplugged., Alumni- IIMA, IMD Lucerne
Dr. R. K. Srivastava	Professor, SIMSREE
Dr. C. Babu	Director
Dr. Sharad Kumar	Dean - Academics
Mr. R. D. Shetty	Advisor-Administration
Ms. Kavita Darji	Registrar
Dr. Sarita Vichore	Associate Dean, HOD, Finance
Prof. Somesh Banerjee	HOD - Operations, Chairperson-Placements
Dr. Padma Singhal	HOD - Marketing
Prof. Priyanka Oza	MMS Chairperson - II year
Dr. Sumana Chaudhuri	PGDM Program Chairperson - II Year
Dr. Shailja Badra	MMS Chairperson - I year
Dr. Sanchita Banerji	PGDM program Chairperson - I Year
Prof. Anthony Colaco	Chairperson LIM/MIM
Dr. Sarika Jain	Controller of Examination
Ms. Pooja Goswami	Special Invitee



# > Infrastructure & Campus: <

## Class Rooms

Class rooms are equipped with multimedia based smart board, LCD and Wi-Fi facilities.



## LIBRARY

Shri Murlidhar Karwa  
Knowledge Resource Centre

We have a well equipped library with books, e-books, national and international journals and magazines. We also have data bases like EBSCO, ACE Knowledge Portal, Harvard Business Case Studies, along with cases from world's top universities. All the digital contents are made available and accessible within campus as well as remotely through KRC portal.



## Computer Laboratory Beniprasad Luharuka Computer Lab

Hi-tech Computer lab with  
integrated campus wide network.





Our campus has a very vibrant ambience and is seamlessly Wi-Fi enabled and air conditioned. We also have State-of-the-art library, computer laboratory and classrooms

Seminar Hall  
Nathmal Garodia Seminar Hall

The state-of-the art 120 seater seminar hall is equipped with a multimedia based smart board, LCD and wi-fi facility.



Women's Hostel  
Draupadidevi  
Sanwarmal Women's Hostel

The state-of-the-art hostel facilities for women students available on the 11th and 12th floor of the new building is laced with all the modern facilities required by students. Each room has a sofa and T.V. The hostel also has a canteen, dry pantry and laundry facilities.



Pravinchandra D. Shah Sports Academy



Jankidevi Bilasrai Bubna Boys' Hostel

## > Guest Lectures <

Corporate Interaction has been at the heart of developing our students and one of the ways the institute has been facilitating the same is through the Corporate to Campus series. Among the dignitaries who have addressed the student at our campus are:

### Guest Speakers in various Programs and Events

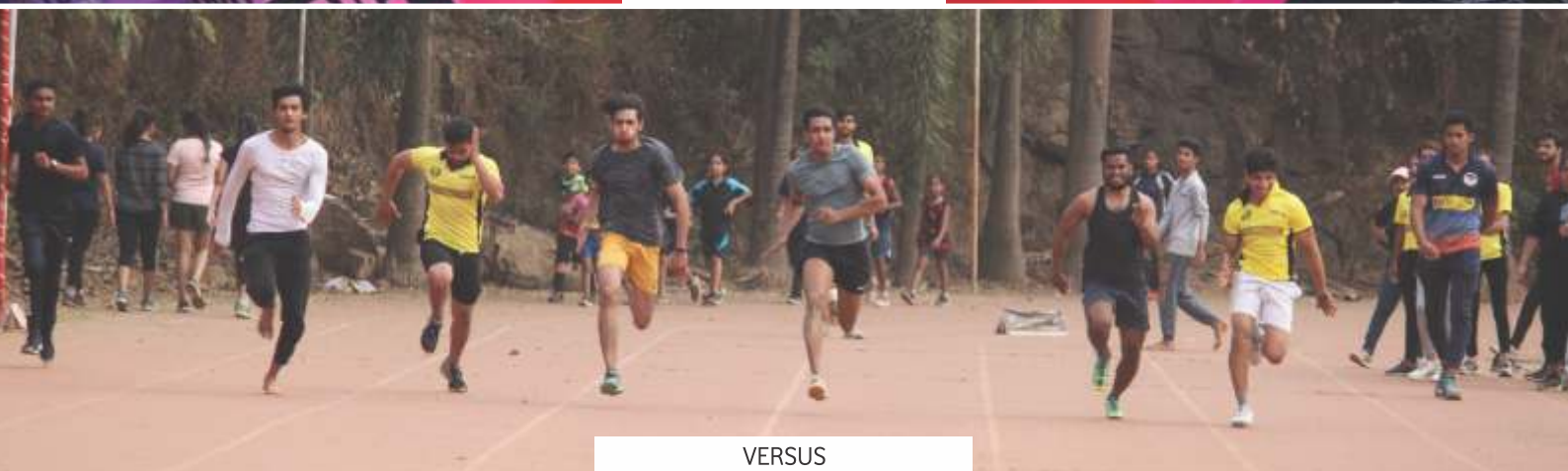
Name	Institute or Company	Designation
Mr. Thomas	Kotak Mahindra Bank	Manager
Dr. Nilima Inamdar	UMIT	Gynecologist & Obstetrician
Ms. Aparna Lidhu	UMIT	Chairperson of Entrepreneur-Cell
Dr. Mickey Mehta	Global leading holistic health guru and corporate life coach	
Mr. Ashok Goyal	BLR Logistik	Proprietor and MD
Mr. Milind Shahane	Tata Industries Limited	Senior Vice President
Ms. Betsy Vincent	Future Group	Lead - Sustainability & CSR
Mr. Yashwant Baid		IT Software Engg.
Mr. Joydeep Sen		Debt Market Expert and Author
Mr. Amit Trivedi		Author
Mr. Ramanan Ramanathan	Atal Innovation Mission, NITI Aayog, Govt of India	Mission Director
Mr. Shashikant Kulkarni	Capgemini Technology Services India Limited	Director - Application Services
Mr. Surendra Deodhar	Reliance Life Sciences	Vice President , Head - Materials Management
Ms. Ranjana Satpute	Ultratech Cements	COE PMS & Job evaluation
Mr. Dipen Dalal	Bajaj Consumer Care Ltd	Head Alternate Trade channel
Mr. Vikalp Mundhada	Apollo Munich Health	Area Manager
Mr. Yashwant Baid		IT Software Engg.
Mr. Ravikant Banka	Eggfirst - Building Beliefs	(CMD)
Mr. Sukanta Padhy	ATC Tires Pvt. Ltd	Vice President-ATG
Mr. Himanshu Mehta	Chartered Accountant	Senior Banker
Mr. Aman Singhania	National Stock Exchange	Vice President
Mr. Manish Gulati	ICICI Lombard	Vice President
Mr. Robin Banerjee	Caprihans India Ltd	Managing Director
Ms. Zeal Shah	Collabera Technologies	Sr Manager- West Region
Ms. Aishwarya Darade	Inega	Talent Manager
Mr. Mayur Sampat	Indian Turtle	Proprietor
Mr. Shivraj Ghatge	India bulls	Branch Manager
Dr. Parag Amin	SIES college of Management Studies	Dean (Marketing)
Mr. B. Krishnamurthi	Strategy and Business Solution	CEO
Mr. Manish Bansal	Kotak Wealth Management	Associate Vice President
Mr. Dawood Sakarwala	Lifestyle Stores on Retail Management	Assistant Concept Manager
Mr. Eshwar Karra	Kotak Bank	CEO-Special Situation Fund
Mr. Anjan Ghosh	Investment Information and Credit Rating Agency (ICRA)	Executive Vice President
Mr. Tajinder Singh Setia	IndusInd Bank	Zonal Head - West
Mr. Rajesh Bathija	Sterling & Wilson Pvt. Ltd	CFO

Name	Institute or Company	Designation
Mr. Anubhav Srivastava	ICICI Bank	Sr. Client Banker
Mr. Srikanth Santhanam	Uttam Galva Steels Limited	President - Corporate Finance
Mr. Ashish Apte	Jolly Clamps	CEO
Mr. Chirag Warty	Quanical	CEO
Mr. Mial Koparde	Eternis Fine Chemicals Ltd	Head HR
Ms. Rashma Nathani	Nanavati Super Speciality Hospital	AGM-HR
Ms. Swati Hirey	Source Solutions Incorporated	CEO
Dr. Ranjan Chaudhuri	IIT-Powai	Professor
Mr. Subhabrata Saha	Mahindra & Mahindra	COO
Mr. Kushal Sanghavi	Apprify Digital India	Director
Mr. Vishnu A. Subash	PWC India Pvt Ltd	Director
Mr. Fedric Cruz	MarTech	Founder
Mr. Vikas Gupta	M/s Anecdote Consultants	CEO and Founder
Mr. Amit M Abhiyankar	Wipro Ltd	Sales Head for India and SAARC region
Ms. Rachna Dhaka	Wipro Ltd	Sales Process Marketing Head India & SAARC
Mr. Rajeev Kumar	Market Development South Asia - Master Card.	Sr. VP
Mr. Sanjay Banerjee	Digital Advt. Tech Company	CEO
Mr. Ravikant Banka	Eggfirst Advt Agency	Founder and CEO
Mr. Manoj Verma	Lyra Network	Business Head and Product Management
Mr. Vikrant Potnis	SP-TBI	CEO
Ms. Minakshi Chakraborty	Mahindra & Mahindra Automotive & Farm Equipment Sector	Deputy General Manager, Rural & Agri Economist
Dr. V.V. Gavraskar	Institute of Banking Personnel Selection	Professor
Dr. Samta Jain	Team Global Logistics Pvt. Ltd.	General Manager HR
Mr. Neeraj Agrawal	J M Baxi & Co.	VP - Corporate HR
Dr. Virani Farida Wajid	MET-IOM	Professor and HOD
Dr. Svetlana Maposkar	IES Institute	Professor -Finance
Dr. Shalini TALWAR	K J Somaiya Institute of Management Studies	Associate Professor-Finance
Mr. Narendra Mairpady	Retd CMD IOB	Strategic Consultant
Mr. Vijay Srirangan	Bombay Chamber of Commerce	Director General
CA Sudha Bhushan	Taxpert	International Transaction Consultant
Mr. D S Kolamkar		Indian Economic Services (IES)
Mr. Amit Abhyankar	NSEIT Limited	Global Head - Alliances & Technology Partnerships
Mr. Ravikant Banka	Eggfirst - Building Beliefs	CMD
Dr. Ranjan Choudhury	IIT-Powai	Professor - Marketing
Mr. Nishith Bhandarker	Media Nexxt Inc.	Head-Marketing & Brand Service
Dr. Gita Kumata	Free Lancer	Visiting Professor in Operations
Mr. Sandeep Nagpal	Stratagem Media Pvt. Ltd	CEO and Founder Director





# > The Year that was <







Operations Conclave- Opsession



HR Conclave- HR O SCOPE



International Immersion



Rural Immersion



Sabrang



# > Intellectual Capital Core Faculty <

## Director



Dr. C. Babu

Dr. C Babu is the Director of Durgadevi Saraf Institute of Management Studies (DSIMS), Mumbai. He is an MBA from Madurai Kamaraj University and has completed his PhD in Management from Faculty of Management Studies, Gurukul Kangri University, Uttarakhand.

Prior to joining DSIMS, Dr. Babu was the Director-in-charge at Chetana Institute of Management and Research, Mumbai. In the past, Dr. Babu has been associated with Management Institutes - YMT College of Management, Navi Mumbai, as Director and ITM Business School, Navi Mumbai, as Assistant Director. He has also held positions of Academic Head, at the Lalita Devi Institute of Management and Sciences, New Delhi Affiliated to Guru Govind University; and as the Dean of School of Management and Media Studies (SAMS), Dehradun, Uttarakhand. His area of teaching and research are on Consumer Behavior and Business Strategy.

Dr. Babu was actively involved in Business Simulation based teaching in Management Education with Prof. Pierre Mora, Bordeaux University, France. He was awarded as the Outstanding Dean for successfully setting up a new campus for School of Management and Media Studies (SAMS) in Dehradun and was also awarded as the Best Professor at ITM Business School, Navi Mumbai in 2006.

## Director

### Durgadevi Saraf Global Business School



Dr. Sarita Vichore

Dr. Sarita Vichore is a Ph.D. in the area of Financial Services; she completed her doctorate from South Gujarat University.

She has a dual degree in Management of Business Administration, with a major in Finance. She is also Masters in Commerce, and holds a degree of Cost and Management Accountant (CMA), USA. She is a member of Institute of Management Accountants United States of America.

She has over 16 years of experience of Industry and academia. She has presented research papers in various National and International conferences, She also represented DSIMS at IMRA London UK for research paper presentation.

She has publications in referred National and International Journals. More recently she was invited for a guest session on Scaling up of business to the esteemed entrepreneurs at Kauffman Foundation Kansas USA. Her teaching interests are in the areas of corporate finance, Performance Management, Valuations and Mergers & Acquisitions. Her research interest includes Micro Finance and Corporate Social Responsibility.

## Dean-Academics & Research and Remsons Chair Professor for Management Research Area Head-HR



Dr. Sharad Kumar

Dr. Kumar is M.Sc. (Statistics) from IIT Kanpur, M.A. (Psychology) from Kanpur University (Topper), PGDPM and MBA from FMS Delhi University, Ph.D. in Organisational Behaviour from Mumbai University and CAIIB from IIBF. Before joining DSIMS in 2012 he was holding the post of Adviser (CGM) in RBI dealing with Information Management Systems and Research and has been the member of various committees set up by the top management of RBI. He has been trained at Cambridge University on "Strategic Risk in Financial Services" and attended Advanced Management Program at ESCP European Business School at its London and Paris Campuses. His areas of specialisation are HRM & OB, Information Systems & Information Technology, Research Methodology, Banking & Finance and External Sector. He has widely published in national and international journals. He has also extensively travelled abroad in connection with attending seminars and conferences and represented RBI in various international forums.

## OPERATIONS



**Prof. Somesh Kumar Banerji**

Associate Professor | Area Head- Operations | Chairperson- Corporate Relations & Placement

Somesh Kumar Banerji has a B Tech in Metallurgical Engineering from IIT Bombay and a PGDM from IIM Bangalore. He has more than 37 years of industry experience across industries like Automotive Components, Industrial Plastics, FMCG and Cold Rolled Steel & Allied Products. Prior to joining DSIMS, Prof. Somesh was Chief Industry Officer and Faculty Member at IIFM Mumbai and earlier, Controller of Projects, SCM & Infrastructure - Adam Smith Institute of Management, ICFAI group, Hyderabad. His areas of interest are Operations, Logistics, Project Management, Supply Chain Management, Disruptive & Predictive Technologies, Blockchain Technology and Supply Chain Analytics. He has received awards for Best Faculty of the year (DSIMS, 2016) and Best Faculty in Operations Management (Devang Mehta National Education Awards, 2016). He has also completed a certification course in Business Valuation conducted by Prof. Aswath Damodaran; world renowned "Dean of Valuation".



**Prof. Sadhana Ghosh**

Adjunct Professor

Sadhana Ghosh is M. Stat. from Indian Statistical Institute, Calcutta and Fellow of NITIE Mumbai. Before joining DSIMS, Sadhana worked with NITIE and held positions of Board Member NITIE, Dean Academic, Prof. - in- Charge Academics & Placement. She has more than three decades of experience in teaching, training and consulting. Her areas of interest are Quality Management, Six Sigma, Continuous Process Improvement and Business Analytics. She received Best Service Award from NITIE in 2013 and Best Teacher Award in Operations Management by the Jury of 19th Business School Affairs & Dewang Mehta Business School, Presented by HUL in Nov. 2011



## MARKETING



**Dr. Chandrashekhar Kaushik**

Area Head - Marketing | Associate Professor

Dr. Kaushik is a doctorate in Marketing Management from Savitribai Phule Pune University (formerly University of Pune). He holds a degree in Pharmacy and is a post graduate in Master of Business Administration specializing in Marketing. Before joining DSIMS, he was as an Assistant Professor with IES Management College and Research Centre.

Dr. Kaushik has more than 21 years of experience in Industry and academics. He has around 9 years of experience in Pharmaceutical Industry with Production, Sales and Marketing areas. He has more than 12 years of experience in academics with areas of interest in Services Marketing, Retail Management, Rural Marketing and Business Communication. He has interest in Research and has published papers in National and International Journals like Sage and Springer and also written chapters in books.



**Dr. Padma Singhal**

Assistant Professor

Dr. Padma Singhal is a Ph.D in Marketing Management from DAVV University, Indore. She has obtained an MBA (Marketing) and has eight years of experience in academia besides a three years stint in the corporate arena. She is a keen researcher and has numerous publications to her credit in various journals of repute. Dr Singhal's teaching and research interest includes Branding, Sales, Services and Strategy.



**Prof. Nilesh Deshpande**

Assistant Professor

Prof. Nilesh Deshpande is a pharmacy graduate(B. Pharm), with a first class specialization in marketing management (MMS) from the University of Mumbai. He has more than 20 years of experience in the marketing and sales domain. He has worked across Pharmaceutical, FMCG and FMCD industries. His last job was in the capacity of Associate Director of Marketing in a top 10 pharmaceutical organization. He has a passion for teaching and enjoys interacting with and facilitating the learning of young would be managers.



**Dr. Dhanashree Potey**

Assistant Professor

Dr. Dhanashree Potey had done her PhD from IIT Bombay in the area of Service Enterprises in India. After her graduation in Economics (major) from University of Mumbai and MMS Marketing from NMIMS, she has also undergone Certification Course on Entrepreneurship from Indian School of Business [ISB].

She has worked in companies like Aptech Ltd (Apple Industries Ltd), Anand Bazaar Patrika- Business Standard Ltd. Her areas of interest are marketing & sales, services marketing, business analytics, advertising & communication. She has published research work in national and international journals.



**Prof. Ruchika Shokeen**

Assistant Professor | Chairperson -6 months Programme

Prof. Ruchika Shokeen did her MBA and DFM from Pune, and an EPRM from IIM Calcutta. She worked in the corporate sector with leading names like Britannia, Aptech, ICICI, Hindware and GHCL in Marketing and Retail functions. She has an experience of thirteen years as a corporate professional and has been in the education sector for five years. She has also been a National level athlete and was an integral part of the core team that organized Common Wealth Games 2010 in India, New Delhi. She is currently pursuing her Ph.D with AIMA



## FINANCE



**Dr. Nehal Joshipura**

Assistant Professor | Area Head - Finance

Dr. Nehal Joshipura has about two decades experience in industry and academia. Having received MBA in Finance from Bhavnagar University and being topper in MCA from Gujarat University (Rollwala), she has earned PhD on "Exploring Risk Anomaly in Indian Stock Market: the Test of Market Efficiency". She has published a number of papers in refereed management journals including ABDC listed international Journal Asian Journal of Finance & Accounting and Applied Finance Letters. In addition, she has presented papers at national and international conferences and won the best paper prizes at conferences like NICOM at Nirma University and Great Lakes - Union Bank Finance Conference. Her research and consultancy interests lie in practice-oriented aspects of portfolio management and wealth management like factor investing, investment strategies and quantitative investing.



**Dr. Shailja Badra**

Assistant Professor | Chairperson MMS Programme (1st Year)

Dr Shailja Badra has earned Master's Degree in Financial Management from Jamnalal Bajaj Institute of Management Studies, Mumbai. After graduating several stepping stones- B.Ed, M.Ed and M.Phil; she has completed PhD from Himachal Pradesh University, Shimla in the year 2005. Dr Shailja has more than nine years of industry experience in different positions and seven years of teaching experience in one of the leading Management Institute. She has published several research papers in National & International Journals. Her areas of interest include Research Methodology, Corporate Finance, Business Statistics and Financial Markets.



**Prof. Apurva Mehta**

Associate Professor

Prof. Apurva has an MBA (International Finance) from Thunderbird, Sam Garvin International School of International Management, Arizona, USA & a Masters in Management Studies (M.M.S.) - Finance, Mumbai University. He has over two and a half decades of experience in Banking, Financial & Transaction Advisory Services. He specializes in International / Cross border Valuation, Fund raising and liquidity management. He worked for organizations like American Express Bank, Morgan Stanley, ICICI Bank and KPMG. His last stint was as a Senior Partner - Corporate Finance at Baker Tilly DHC. His research interests include looking at the Financially Distress asset market in the Indian banking system and the role of Asset Reconstruction Companies.



**Prof. Maneesh Gupta**

Assistant Professor

Prof. Maneesh Gupta has done his MMS (Finance) and B.E. (Computers) from University of Mumbai. He is currently pursuing his PhD from NITIE. He has nine years of experience in industry and academia. Prior to this he was associated with KJ SIMSR. He has also cleared Financial Risk Management (FRM) Level I. His research interests are in Financial Connectedness, Financial Contagion, Volatility Modelling, Credit Risk Management and Financial Analytics.



**Prof. Priyanka Oza**

Assistant Professor | Chairperson MMS Programme (2nd Year)

Priyanka Oza holds a Masters Degree in Management Studies from University of Mumbai and UGC-NET Qualification for Lectureship. She has around eight years of experience in academics and around a year and a half of experience in the industry. Priyanka has taken up various subjects in Finance Specialization as well as taken General Management subjects prior to joining DSIMS. In her earlier stint as an Assistant Professor, she has also been awarded as the Best Faculty from the Institute. She has presented research papers in Conferences and also published papers in peer-reviewed journals. Her teaching and research areas include Financial Accounting, Financial Management, Security Analysis & Portfolio Management, Fixed Income Markets, etc.

## HUMAN RESOURCE



**Dr. Sarika Jain**

Assistant Professor | Head ISR & Controller of Examinations

Dr. Sarika Jain is a Fellow (PhD) of National Institute of Industrial Engineering (NITIE) in the area of Human Resources Management. She holds a first class Master's degree in Social Work with major specialization in Human Resources & Social Work from Aligarh Muslim University (AMU). She has an experience of teaching of about 14 years. She has worked with Tata Institute of Social Sciences (TISS) on a national Project "Educational Status of Religious & Linguistic Minorities". She has received Devang Mehta Award for "Best Professor in CSR" in 2015. She has also published papers in peer reviewed journals of National and International Repute. Her teaching and research interest areas include Work-Family Balance, Organizational Behaviour, HRM, Business Ethics and CSR.



**Prof. Anthony Colaco**

Assistant Professor

Anthony Colaco holds a Bachelor of Science degree in Chemistry, however he was more inclined towards the chemistry of humans in organization rather than that of organic and inorganic elements. This led him to successfully acquiring a Diploma in Human Resource Management (Xavier Institute of Management) and Labor Laws & Labor Welfare (Mumbai University). He holds Masters Degree in HRM from NMIMS. He has close to two decades of experience in industry and academics. He teaches courses in Human Resource Management. His areas of interest are learning organization, organizational learning, organization development and general management and organizational ambidexterity.



**Dr. Sanchita Banerji**

Assistant Professor | Chairperson-PGDM Programme (1st Year)

Dr. Sanchita Banerji is a Ph.D (HR), MBA, PGDMM with an experience of more than 16 years in the field of Management Education, Training and Consultancy. She has participated and presented papers in various National & International Forums, Seminars and Conferences and has several publications to her credit in Journals of repute. She has been invited as a Chairperson and Forum Speaker and is also empaneled in the Editorial and Advisory Board of various esteemed National & International journals. Her teaching and research interest areas include Principles of Management, Business Communication, OB, and HRM & Personality Development and Image Building.



**Prof. Pooja Goswami**

Associate Faculty

Pooja Goswami is an MMS with specialisation in HR from Mumbai University. She is UGC NET qualified. She has also completed P.G. Diploma in Labour and Administrative Laws. She has been a topper in the area of HR & across specializations at her Institute. She has also earned the degree of M.Com & completed various certifications. She has over five years of experience. Her teaching and research interests are HRM, PMS, Employee Engagement, Rewards Management, Labour laws and Work life balance. She has presented research papers in various conferences. She is part of Remsons Centre for Management Research and has been co-covonor of International Conference.



## GENERAL MANAGEMENT BUSINESS COMMUNICATION



**Prof. Sharmila Bonnerjee**  
Assistant Professor

Prof. Sharmila Bonnerjee is a faculty in the area of Human Resource Management and Communication Skills at DSIMS, Mumbai, for the past 10 years. A BSc(Honours) graduate from Calcutta University, she has specialized in Human Resource Management in her PGDBA program from Symbiosis, Pune. She has also done her Post Graduate Diploma in Software Exports Management (GNIIT S/W Exports), from NIIT Ltd. She has undergone many training programs on "Handling Employee Relations", "Design Thinking", "Case Method Teaching" and "Corporate Communication" from several institutes of repute like Harvard Business Publishing, IIM Ahmedabad, Welingkar Institute of Management, and Higher Education Forum, Mumbai. Prof. Sharmila has a rich experience of about 16 years in both Industry and academics. She has worked with premier organizations like NIIT Ltd. and Asset International (a division of APTECH Ltd.) in the area of training and corporate communication.



**Dr. Sumana Chaudhuri**  
Assistant Professor | Chairperson-PGDM Programme (2nd Year)

Dr. Sumana Chaudhuri, Post-Doctoral Fellow of IIT Kharagpur (2018), received her doctorate from National Institute of Industrial Engineering (NITIE), Mumbai. Her area of specialization is in the field of Applied Welfare Economics and Infrastructure Economics. A National Merit Scholar, she is a first class M.Sc. in Economics from University of Calcutta. She has successfully completed a sponsored research project with Airports Economic Regulatory Authority of India (AERA). She has received the best paper award at the International Conference on Infrastructure Finance at IIT Kharagpur in 2010. She has also published articles in peer reviewed International journals and edited books. Earlier she taught at Institute of Marketing and Management, New Delhi.



# > Intellectual Capital <

## Visiting Faculty

Name	Designation	Institute or Company
Prof. Nitin Shinde	Supply Chain Consultant	Spectrum Chemicals , Adchem Technologies & Milan Pharma
Prof. V. Seshadri	Visiting Professor & Consultant	-
Prof. Ajit Kurvey	Former DGM	Wheelabrator Alloy Castings Limited
Prof. Shreedharan	Visiting Professor	-
C. A. Neetu Singhania	Chartered Accountant	UberVista Consulting
Prof. Sham Kamat	Private Brands Operations Head	Shoppers Stop Ltd
Dr. Jyotsna Haran	Faculty & Visting Faculty	Royal College of Arts, Science and Commerce
Prof. Ruchi Anand	Visiting Faculty	-
Ms. Krupa Desai	Visiting Faculty	
Dr. Beena Prakash		
Mr. Anil Agnihotri	Supply Chain Consultant	Spectrum Chemicals , Adchem Technologies & Milan Pharma
Mr. Harshad Sonar	Visiting Faculty	-
Mr. Himanshu Mehta	Managing Director & CEO, Wealth Management	BNP Paribas
Mr. Cajetan D'Souza	Visiting Faculty	Agency Business
Mr. D M Marathe	Senior Member	Member of Operational Research Society of India, Kolkata
Dr. Gita Kumta	Visiting Faculty	-
Prof. Prakash Gehani	Professor for Law and Advocate	-
Prof. Ramgopal Cancherla	Visiting Faculty	-
Prof. Beena Menon	Trainer	









# > Our Mentors <

## Dr. C. Babu

- PhD examiner ITM University, Dr. .D.Y.Patil University, Karpagam University, Vel Tech Technical University
- PhD guide.
- An active member of Bombay Management Association, Indian Merchant Chambers, Indian Institute of Materials Management and All India Institute of Management.
- Founder of a charitable trust 'Chithambaram Foundation.
- Board of Studies member of University of Mumbai for three years





## Dr. Sharad Kumar

- Advisory Board - IIBF Editorial Advisory Board of "Bank Quest".
- Member in the selection panel of IDBI, SBI and other Public Sector organizations.
- Member of syllabus revision committee of IIBF
- Member of committee of SEBI to review the research proposals of researchers
- Member of investor survey monitoring committee of SEBI
- Member of Board of Studies (BoS) of Psychology Department of SNDT University

## Dr. Sarita Vichore

- Member of "Institute of Management of Accountants" USA.
- PhD Guide.
- PhD Examiner
- Event faculty head for annual Finance Conclave "Finance" since 2010. The ninth edition of the conclave in 2019 had "Paradigm Shift in Financial Market" as the central theme.

## Prof. Somesh Kumar Banerji

- Member of core project team for evaluation and execution of Greenfield and Brownfield projects in the Steel industry.
- Member of evaluation panel for technology transfer in Silicon Electrical Steel from Allegheny Ludlum, USA and Thyssen Krupp Steel, Germany
- Member of CORSMA Cold Rolled Steel Manufacturers Association (headquartered in Delhi) which is a recommendatory body of Government of India.
- Member of manufacturers associations for advising DGFT on methods of controlling imports of spurious goods.
- Event Faculty Head for annual Operations & Supply Chain Management Conclave "OpSession" since 2013. The ninth edition of the conclave in 2019 had "Electric Mobility" as the central theme.

# PGDM Program

In a globalized, googleized world, where enterprises span continents and markets keep evolving, the MBA curriculum too has to change. The PGDM at DSIMS reflects this paradigm shift in the board room expectation. The Post Graduate Diploma in Management (PGDM), though named conventionally, offers specializations that are reflective of the new management ethos. Students at DSIMS will get to specialize in four unique streams that are the cornerstone of modern enterprises. It equips the students to become business leaders who can act wisely and forcefully in a hyper competitive interlinked business ecosystem.

The PGDM is an All India Council for Technical Education (AICTE) approved two year full-time program. The program is spread across six trimesters spread over two years. The first year being common for all students, the students can choose any one out of the four customized specializations offered in the second year, namely:

- Operations Management (Logistics and Supply Chain Management)
- Human Resource Management (Organizational Psychology and Human Resource Management)
- Marketing Management (Marketing and Communications)
- Financial Management (Financial Markets)



## First Year Courses (Subject List)

Trimester I		Trimester II		Trimester III	
Financial Accounting and Reporting Marketing Management Business Communication Organizational Behaviour Operations Management-I Managerial (Micro) Economics Quantitative Techniques		Human Resources Management Corporate Finance Operations Management-II Entrepreneurship Indian Economy & Policy Corporate Law Negotiation & Selling Skills		Business Research Methods Project Management Indian Ethos and Business Ethics	

	Finance	Marketing	Operations	HR
Elective-I	Analysis of Financial Statements	Retail Management	Transportation and Warehousing	Learning and Development
Elective-III	Financial Markets, Products and Institutions	Consumer Behaviour	Business Forecasting and Demand Planning	Human Resource Policy, Practices and Audit
Elective-III	Financial Planning and Wealth Management	Sales Management and Distribution	Total Quality Management & Lean Six Sigma	Performance Management System
Elective-IV	Credit Markets	Rural Marketing	E-Commerce & Retail	Talent Acquisition & Management

- Summer Internship

## Second Year Core Courses

Trimester IV	Trimester V
SIP	International Business
Corporate Strategy	Leadership & Team Dynamics at Work
Corporate Governance	Corporate Social Responsibility & Sustainability
Trimester VI	
Capstone Project	Operations Workshops
Finance Workshop	Supply Chain Analytics
Investment Strategies (Workshop)	Block Chain Technology
Infrastructure Management	
HR Workshop	
Instructional Design	
HR Compliance	
Marketing Workshops	
Digital Marketing	
Advertising Management	

**Specialization:** A total of five courses per trimester are offered.

The courses offered are subject to the approval of Academic Council Members.

\*The curriculum may undergo change as per advised from the Academic Council.



## > Specialization Subjects <

**Finance (Focus on: Financial Markets)** : This course prepares the students to take up a career in the fast growing and exciting world of investment industry. In a world in which asset classes have multiplied, a plain vanilla course offering the traditional investment management perspectives will not suffice. The course provides a theatrical knowledge of Multi asset portfolio management, Global investment perspectives and quantitative finance, together with an applied set of courses looking at industry structure, regulations and trends.

### Finance

#### Trimester IV

- Equity Research
- Derivatives & Risk Management
- Multi Asset Portfolio Management
- Mergers, Acquisitions & Corporate Restructuring
- Corporate Valuation

#### Trimester V

- Financial Analytics
- Financial Regulation & Compliance
- Private Equity & Venture Capital
- FinTech
- Financial Inclusion

#### Trimester VI

- Behavioral Finance
- Financial Risk Management

**Marketing (Focus on: Marketing and communications)**: MBA programs in Marketing are quite common. The DSIMS PGDM integrates Marketing and Communications in a strategic framework, enabling student to combine the analytical rigor of traditional marketing with the leverage of psychology of consumer behavior to deliver better decisions. Marketing and Communication courses develop students into a dynamic marketing professional by honing analytical and critical thinking. These courses explore the links between corporate strategy, marketing strategy and communication strategy within a global framework.

### Marketing

#### Trimester IV

- Product & Brand Management
- Integrated Marketing Communications
- Advanced Sales Management
- Digital & Social Media Marketing
- Services Marketing

#### Trimester V

- Marketing Analytics
- Customer Relationship Management
- B2B Marketing
- Emerging Trends in Marketing

#### Trimester VI

- Strategic Marketing

**Operations (Focus on: Logistics and Supply Chain Management)**: The PGDM L&SCM integrates two crucial aspects of the modern enterprise – Operation & the Supply Chain. Companies need innovative leaders with the vision and skill to manage the entire life cycle of good & services across a global enterprise. The Supply Chain function is the backbone of any organization. SCM has evolved from being a merely tactical function to a business function. The L&SCM program is designed to introduce the key concept needed to enable a business to organize and run an efficient Supply Chain. The program looks at contemporary issues in Operations and Supply Chain Management and creates a deep understanding of the issues involved in a very competitive and challenging environment which is constantly in a flux. It equips the participants with a good understanding of the ground level situation and enables them to take decisions keeping in mind the global impact of the decisions. Overall, the program would lead the participant to adopt an integrated approach and create a competitive advantage for the organization

## Operations

### Trimester IV

Operations Planning & Control  
Technology Management  
Supply Chain & Logistics Management  
Operations Research Applications  
Sourcing Management

### Trimester V

Infrastructure & Facility Management  
Operations Analytics  
Best Practices & Innovations in Operations  
Enterprise Systems

### Trimester VI

Green Supply Chains

**Human Resource (Focus on : Organizational Psychology & Human Resource Management)** : The PGDM -OP & HRM includes the basic subjects offered in a traditional MBA Curriculum, as well as a core of organization psychology courses designed to meet the specialized needs of today's managers. The focus of the curriculum is to enable students to appraise organizational culture and discuss how it shapes business effectiveness. Besides this, the course content covers the role of motivation factors and their uses in an organizational context as well as the development of plans for the process improvements and job enrichment. The course offers multi disciplinary themes in course work, including the globalization of the market place, ethical considerations and human resources' role in responding to changing technologies and demographics.

## HR

### Trimester IV

Total Rewards at Work  
IR & Labour Welfare  
Competency & Assessment Centers  
Organisation Design & Culture  
International HRM

### Trimester V

Labour Legislation  
Psychometric Testing  
Employee Engagement  
HR Analytics  
Organizational Change & Development

### Trimester VI

Strategic HRM  
Positive Psychology & Employee Well Being





# MMS Program

MMS is a two year full time program, affiliated to the university of Mumbai and approved by AICTE/ DTE/ Government of Maharashtra. DSIMS aims to groom students to build and enhance employability capability to meet challenges of specific industry with entrepreneurial zeal and global outlook to ensure sustenance of business in fast changing economic scenario.

The thrust of the program is to groom students to enhance the employability capability. This program ensures the development of a managerial personality by instilling high quality personal and professional leadership. The pedagogic process assures a correct blend of theory and practice through a rich portfolio of Academics and 'Beyond Classroom' initiatives to make learning a fun experience. It provides relevant management education to address specific needs of contemporary business organizations.

The curriculum focuses on General Management with specialization in functional areas of Marketing, Finance, Operations and HR. This includes classroom learnings, Case study analysis, Simulations, Beyond Classroom Initiatives, leading to development of DSIMS graduates - as humble yet progressive managers.

**DSIMS**

# > Curriculum

The Master of Management Studies (MMS) is a two- year full time management program affiliated to the University of Mumbai and is approved by the All India Council for Technical Education (AICTE).

The course structure has been formulated by University and includes four functions:

- Marketing • Finance • Operations • HR

## First Year: Semester I

### Core Papers:

Perspective Management  
Financial Accounting  
Business Statistics  
Operations Management  
Managerial Economics

### \*Electives

Effective and Management Communication  
Organizational Behaviour  
Negotiation and Selling Skills

## First Year: Semester II

### Core Papers:

Marketing Management  
Financial Management  
Operations Research  
Business Research Methods  
Human Resource Management

### \*Electives

Business Environment  
Cost Management & Accounting (For Finance Students)  
Corporate Social Responsibility (For non- Finance Students)  
Analysis of Financial Statement (For Finance Students)  
Entrepreneurship Management (For Non-Finance Students)

## Second Year : Semester III

### • Core Paper

International Business  
Strategic Management

### • Specialization Papers

Finance	Marketing	Human Resources	Operations
Financial Markets and Institutions	Sales Management	Training & Development	Supply Chain Management
Corporate Valuation & Mergers & Acquisitions	Marketing Strategy	Compensation and Benefits	Operations Analytics
Security Analysis and Portfolio Management	Consumer Behaviour	Competency Based HRM and Performance Management	Service Operations Management
Financial Regulations	Services Marketing	Labour Laws and Implications on Industrial Relations	Manufacturing Resource Planning & Control
Derivatives and Risk Management	Product & Brand Management	HR Planning and Application of Technology in HR	Materials Management

- Elective I • Elective II • Summer Internship

Finance	Marketing	Human Resources	Operations
Wealth Management	Retail Management	HR Analytics	Quantitative Models in Operations
Financial Modeling	Rural Marketing	Personal Growth Laboratory	World Class Manufacturing
Banking and Financial Services Institutions	Marketing Analytics	Global HRM	Business Process Engineering And Benchmarking
Investment Banking	Digital Marketing	Employee Branding and Employer Value Proposition	Technology Management & Manufacturing Strategy
Infra and Project Finance	Customer Relationship Management	Organizational Theories, Structure & Design	Strategic Operations Management
Strategic Cost Management	Marketing Research & Analytics	HR Audit	Industrial Engineering Applications & Management
Commodities Markets	Event Management	Employee Relations, Labour Laws and Alternate Dispute Resolution	TQM
Mutual Fund	Health Care Marketing		International Logistics
International Finance	Distribution & SCM		Productivity Management
	Tourism Marketing		
	Marketing of Banking & Financial Services		

## Second Year : Semester IV

- Core Paper  
Project Management  
Industry Oriented Dissertation Project (Capstone Project)

- Elective I • Elective II

Finance	Marketing	Human Resources	Operations
Business Analytics	Integrated Marketing Communications	OD and Change Management	Operations Applications and Cases
Venture Capital and Private Equity	Business to Business Marketing	Strategic HRM	Strategic Sourcing in Supply Management
Commercial Banking	International Marketing	Management of Corporate Social Responsibility in organizations	Operations Outsourcing & Offshoring
	Trends in Marketing		



37 | We Create Leaders



# DSIMS Advantage



Corporate India looks to value addition at every step. As an institution that prepares business leaders of tomorrow, we, at DSIMS live by the same credo. Apart from the mandated courses that we cover, we prepare our students for their role in corporate India through a series of innovative interventions.

## **Nonpareil Pedagogy**

We have nurtured one of the best learning environments at DSIMS. The learning process at DSIMS begins before the students enter the learning rooms and continues far beyond the tenure at the institute. The rigorous yet flexible process focuses on combining clarity on the core concepts with the constraints of execution in a dynamic, globalized environment. The learning process includes experiential learning, workshops, case analyses, role plays, presentations, debates and discussions. The effort is supplemented by our "Corporate to Campus" effort where select Industry leaders are invited to interact with the students. Students at DSIMS get an opportunity to interact with some of the best minds in Indian industry.

## **Leader in Making & Manager in Making**

Apart from imparting education to the students, we also pay special attention to inculcation of human values and to grooming students for successful career. Our Institute continuously strives to develop students to realize their latent potential while acquiring professional knowledge. We at Durgadevi Saraf Institute of Management Studies have developed and evolved Leaders in Making (LiM - PGDM) and Managers in Making (MiM - MMS) as focused intervention with the objective of bridging the gap between academia and the corporate world. The over arching objective is to prepare students for the challenges ahead - advanced studies, embarking on a career or starting on an entrepreneurial journey. We believe that meaningful education

goes beyond learning in the classroom. We therefore focus on a variety of developmental activities to facilitate students' holistic growth and to enable them to achieve high levels of academic and professional growth in the corporate world. Soft skills are identified to be the most critical skills in the current global job market especially in a dynamic technology driven era. We understand that the inculcation of soft skills among the students will be two faceted: to produce quality Leaders and Managers, and to develop their knowledge, understanding, values and skills. These courses focus on enhancing students' personality and on preparing them for their future careers while enhancing their employability quotient.

## **The LiM and MiM programs are divided into three broad disciplines:**

- **Personal Excellence:** - A series of measures to enhance the personality and personal effectiveness of the students.
- **Professional Excellence:** - A series of measures to enhance the professional skills of students and equip them with a more balanced and global view of developments that affect their chosen firm, sector and the economy.
- **Innovative Zest:** - This series of interventions bring out the leadership and innovative thinking needed to survive turbulent times.

## **Global Orientation**

We live up to the tag line of the institute- "We Create Leaders".

Students are offered two crucial interventions, the International and Rural Immersion.

**International Immersion** - In a globalised economy, competition for business will no longer be just within the boundaries of a



We Create Leaders



nation, but from any corner of the world. We believe that for our students to become capable of working in such an environment, they should be exposed to the globalized economy. In past years the International Immersion served to immerse our students in cross-cultural business issues. During these process- oriented studies, our students had the opportunity to interact with prominent professors, corporate heads and government officials.

**Rural Immersion** - Corporate India is rapidly entering the hereto under estimated rural markets of the Indian hinterland. This is the market of tomorrow. Through a week long exposure to markets in Rural India, students are sensitized to the dynamics of doing business in rural India.

#### **Project Sahyog - "We Care We Share"**

The project sensitizes students to social concerns so that they can incorporate a broader perspective which is socially sensitized and accommodative in nature in their decision making.

**Design of the program:** Students choose an NGO/Trust/ Corporate CSR Department of their liking and participate in its social initiatives. Students work under the guidance of a sponsor guide and a faculty. At the end of their engagement, students are evaluated, based on the report of their activities.

There are high road and low road strategies that business follows. Proven Strategists favour high road strategies which are inclusive in nature for long term sustained growth of business. Inclusion benefits everyone, caring helps career more than the cared. A society thrives when it has cultural diversity and inclusion.

Our holistic education aims towards developing virtuous and responsible managers. This intervention is targeted towards social sensitivity by way of on field student's contribution towards addressing social issue. Project Sahyog is about "coming together for social causes".

#### **Some of our current associations are;**

- POSAT Foundation
- Crayons Child education
- Swasthya Kendra
- Giants International
- Shanti Dhaam
- Snehalaya
- Asha Kiran Charitable Trust
- Dreamz Home
- Welfare of Stray Dogs
- Kumudben Vora Industrial Growth for Blind People
- Muncheljee Banarjee Blind School
- Lions Club International

Apart from Project Sahyog DSIMS also organizes **Blood Donation** Camp every year within the institute premises. This camp is organized by the students who conceptualize the whole event. The blood collected through the camp is given to the Blood Bank with whose association the entire drive is carried out.

Students of DSIMS as part of social initiatives also conduct various projects on public utility services like, railways, BEST transport, BMC. In these projects students undertake research on various issues pertaining to these public service utilities. The output of the research ensures betterment of the society by providing solutions to solve some of the critical and perennial problems associated with these public services.

#### **Thought Leadership Forum (TLF)**

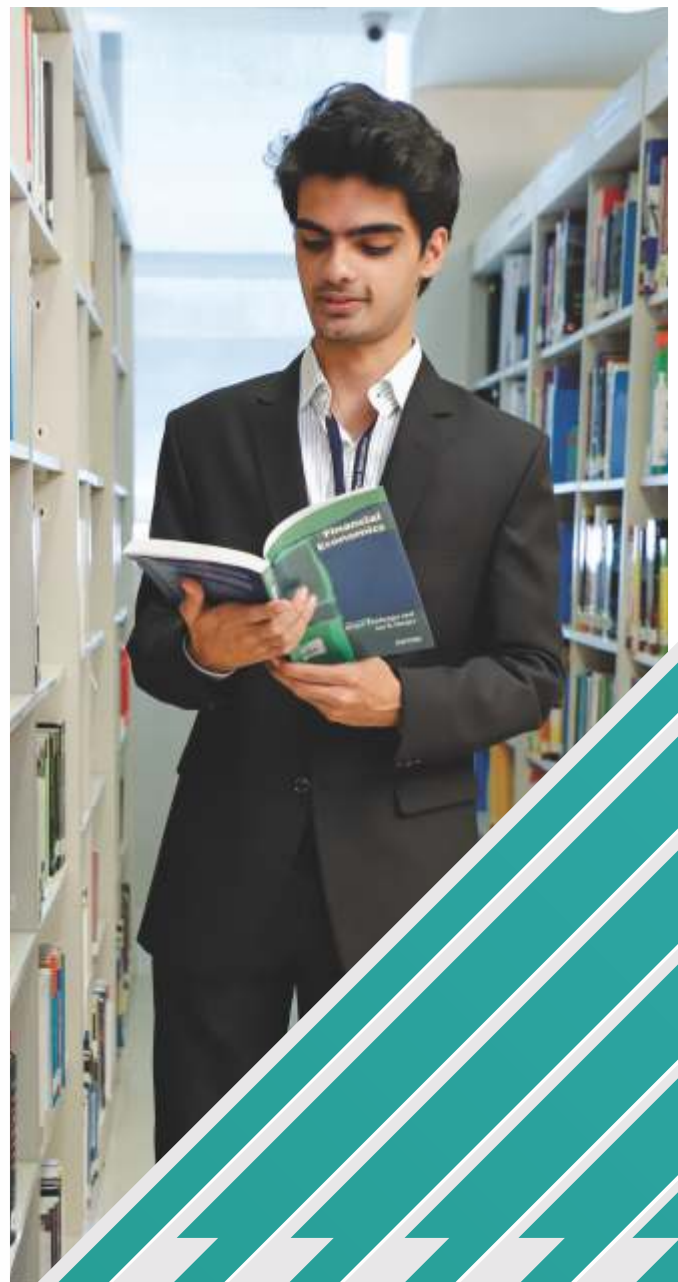
Great leaders are not born, but made. In keeping with this adage, students read, listen to and interact with leaders from the

corporate world, who are invited to the campus to share their experiences of practicing leadership and achieving excellence in diverse domains.

#### **Meet the Celebrity**

This intervention aims at bringing accomplished writers and known personalities to the campus. Students get an opportunity to interact with these known faces and learn during this process.

- Under this initiative Mr. Shyamal Majumdar, Executive Editor, Business Standard who authored highly acclaimed book, "BUSINESS BATTLES", was invited for an interactive session.
- An interactive seminar with Mrs. Rashmi Bansal, Author and Entrepreneur, was organized by DSIMS. She shared her experiences with the students and inspired them by quoting and illustrating examples of entrepreneurs from her latest books "Follow every Rainbow" and "Take me Home".





# Alumnite 2019

"Rendezvous 2019", Alumni Association, organized by Alumni Committee of Durgadevi Saraf Institute of Management Studies - DSIMS on 14th December' 2019 at 'Mumbai Metro' banquet hall. Nostalgia filled the atmosphere as the revered alumni met their faculties and colleagues. The event commenced with a Jam Session which was a live singing performance by the students of the college. A short video about the golden memories at DSIMS got the audience dewy-eyed in remembrance of their good old days. The Convener of the event, Prof. Maneesh Gupta, briefed the audience about the event. Dr. C. Babu, Director- DSIMS, addressed the audience and along with Dr. Sharad Kumar felicitated the entrepreneurs. The event also consisted of a dance performance and 2 business games to enthuse the audience with joy. All the alumni expressed their ecstasy by grooving to the music of DJ and dining together.



# International Collaboration

## *International Collaboration with Ottawa University*

DSIMS and Ottawa (155 years Old) University located in Kansas State, USA signed an MOU in Dec. 2016 for Student Exchange, Faculty Exchange, and Collaborative Research.

Last year, twenty seven students of PGDM 2018-20 batch attended the program from 6th May to 31st May, 2019. This year the program had to be put on hold due to the pandemic.

PGDM students of DSIMS attended two courses viz., Servant Leadership and Professional Ethics at Ottawa University for a period of four weeks. As a part of their academic curricula, the students underwent continuous evaluations in the form of assignments and presentations pertaining to the courses attended and were challenged to think creatively and to test their latent abilities. In the Servant Leadership subject students were exposed to new unconventional forms of leadership and were motivated to introspect. The course on Professional Ethics helped them to inculcate a train of thought and differentiate between ethical dilemmas. These courses also helped to develop emotional quotients for empathy in challenging situations.

In addition to imbibing knowledge through the classroom level sessions and academic assignments, the students also had an opportunity to learn about a new education system in a new cultural setting and a diversified educational environment.

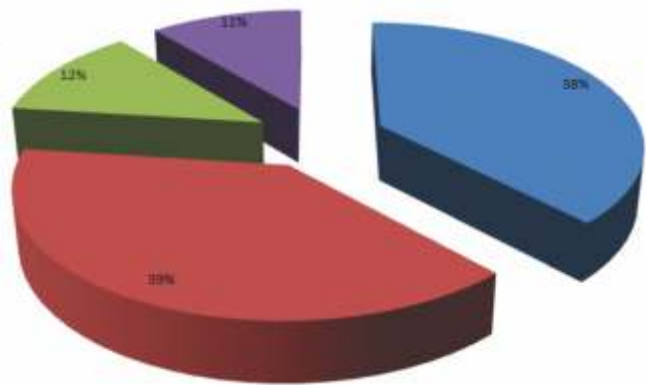
The students were taken to different industries where they were exposed to a plethora of operational environment. They were taken to Walmart Distribution Centre, where they studied procurement in hypermarket. They were also taken to some of the other production units.

The students were also provided opportunities for sports and cultural interactions by taking them to watch high level sports events, local administration etc. The students were awarded certificates on the completion of the courses. The students found a great deal of value addition and usefulness in this interchange.



## Management Specialization

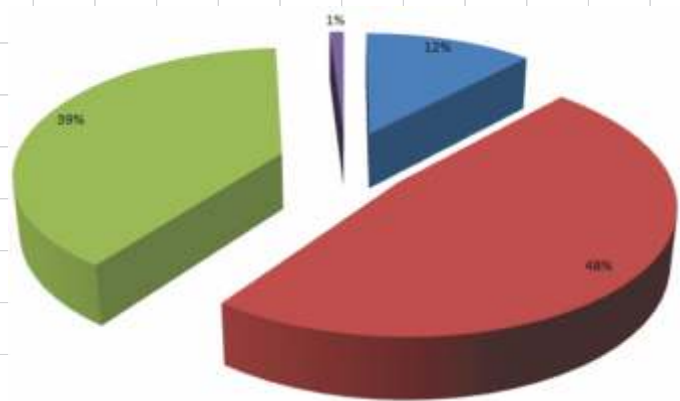
Finance	73
Marketing	76
Human Resource	23
Operations	21



● Finance ● Marketing ● Human Resource ● Operations

## Graduation Specialization

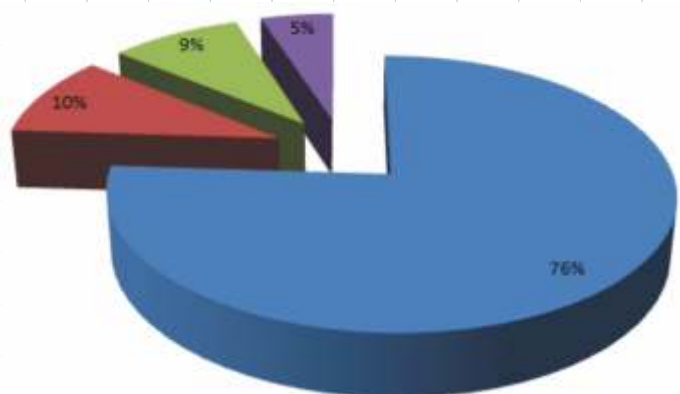
B.E, BSc. BSc. IT, B. Tech, BCA	24
BMS, BAF, BBA, BBI, BFM BMM	92
Mcom, Bcom	76
Others	1



● B.E, BSc. BSc. IT, B. Tech, BCA ● BMS, BAF, BBA, BBI, BFM BMM ● Mcom, Bcom ● Others

## Work Experience

Fresher	146
6 to 12 Months	19
13 to 24 Months	18
25 Months +	10



● Fresher ● 6 to 12 Months ● 13 to 24 Months ● 25 months +



## FINANCE - PGDM



**Aartesh Satyendra Gupta | Age: 23 | PGDM**

Graduation: BMS  
Summer Internship: Angel Broking  
Project title: Risk Analysis of Mutual Funds  
Work Experience: Fresher



**Abhishek Satish Shetty | Age: 21 | PGDM**

Graduation: BAF  
Summer Internship: IIFL Securities Ltd.  
Project title: Fundamental analysis and valuation of post corona effect on major sectors of the country  
Work Experience: Fresher



**Chintan Devendra Darji | Age: 22 | PGDM**

Graduation: BMS  
Summer Internship: IIFL Securities Ltd.  
Project title: Fundamental Analysis on Tobacco and Apparel Sector  
Work Experience: Fresher



**Dipesh Gopal Sharma | Age: 22 | PGDM**

Graduation: BFM  
Summer Internship: IIFL Securities Ltd.  
Project title: Selection of Equity Derivatives through Option Hedging strategies.  
Work Experience: Fresher



**Kaushik Rukmaya Gowda | Age: 22 | PGDM**

Graduation: BMS  
Summer Internship: -  
Project title: Analysis of IT and ITES Industry  
Work Experience: Fresher



**Manav Manoj Pithisaria | Age: 20 | PGDM**

Graduation: B.com  
Summer Internship: India Infoline Financial Service Ltd.  
Project title: Fundamental Analysis of affected sectors from Covid-19  
Work Experience: Fresher



**Minesh Gunvant Rathod | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: Motilal Oswal Financial Services Ltd.

Project title: A Study on selling of Term Insurance at MOFSL

Work Experience: Fresher



**Namrata Rajendra Harsh | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: IIFL Securities Ltd.

Project title: Fundamental view on the most affected sectors in the Covid pandemic

Work Experience: Fresher



**Nirmiti Pradeep Bhalekar | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: IIFL Securities Ltd.

Project title: Fundamental Analysis of FMCG and Textile Sector

Work Experience: Fresher



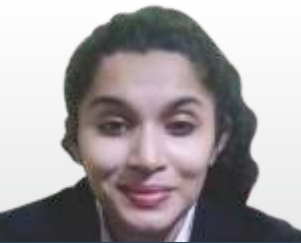
**Pujabhat Shaji | Age: 22 | PGDM**

Graduation: BAF

Summer Internship: HDFC Life and Wealth Management

Project title: Analysis of Financial Performance of IT Companies in India

Work Experience: Fresher



**Ramola Rajeeva Shetty | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: HDFC Life and Wealth Management

Project title: Fundamental and Technical analysis of Life Insurance sector

Work Experience: Fresher



**Shivani Mahesh Singh | Age: 23 | PGDM**

Graduation: BFM

Summer Internship: HDFC Life and Wealth Management

Project title: Financial Statement Analysis of ONGC Interpretation Is Implied In Analysis

Work Experience: Fresher



**Shreya Rajkumar Maheshwari | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: HDFC Life and Wealth Management

Project title: A study of Commodity Futures as an investment avenue

Work Experience: 6 months

Name of the Companies worked for: Bombay Stock Exchange



**Shuvra Brindaban Bera | Age: 22 | PGDM**

Graduation: B. Tech

Summer Internship: IIFL Securities Ltd.

Project title: Fundamental Analysis of Pharmaceutical Sector & IT Sector in India

Work Experience: Fresher



**Soniya Satish Shah | Age: 23 | PGDM**

Graduation: BAF

Summer Internship: -

Project title: Green Finance

Work Experience: Fresher



**Utsav Haresh Kanakia | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: Motilal Oswal Financial Services Ltd.

Project title: Comparison of 2 Large Equity Mutual Funds

Work Experience: Fresher



**Varun Suresh Agarwal | Age: 21 | PGDM**

Graduation: BMS

Summer Internship: IIFL Securities Ltd.

Project title: A study on major Mergers and Acquisitions in India and its case study

Work Experience: Fresher



**Vatsal Nilesh Upadhyay | Age: 23 | PGDM**

Graduation: BFM

Summer Internship: IIFL Securities Ltd.

Project title: Mutual Funds

Work Experience: Fresher





**Vibhor Manoj Sharma | Age: 25 | PGDM**

Graduation: B.Com

Summer Internship: HDFC Life and Wealth Management

Project title: NPA in Non Cooperative Bank

Work Experience: 14 months

Name of the Companies worked for: EKTA world



**Vipul Jayantibhai Gediya | Age: 25 | PGDM**

Graduation: BMS

Summer Internship: IIFL Securities Ltd.

Project title: Fundamental Analysis of Oil & gas, Power & Media and Entertainment sector.

Work Experience: 13 months

Name of the Companies worked for: First Source Solutions Limited



**Virag Hitesh Jain | Age: 21 | PGDM**

Graduation: BFM

Summer Internship: IIFL Securities Ltd.

Project title: A Project on Fundamental Analysis of Retail and Cement Sector

Work Experience: 9 months

Name of the Companies worked for: DNA Enterprises and Paras Trading



**Vishalsingh Satishkumar Rana | Age: 23 | PGDM**

Graduation: BAF

Summer Internship: HDFC Life and Wealth Management

Project title: Analysis of Financial Statements of FMCG Companies in India

Work Experience: Fresher



**Yash Bhaveshkumar Darji | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: IIFL Securities Ltd.

Project title: Fundamental Analysis on Tyres manufacturers and Telecom companies of India

Work Experience: Fresher



**Yash Rajnikant Jain | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: HDFC Life and Wealth Management

Project title: Fundamental analysis of Tata Motors and Mahindra & Mahindra

Work Experience: Fresher



**Yash Vastupal Jain | Age: 23 | PGDM**

Graduation: BAF

Summer Internship: HDFC Life and Wealth Management

Project title: Financial Analysis of HDFC Bank

Work Experience: Fresher

## FINANCE - MMS



**Abhida Manish Oza | Age: 22 | MMS**

Graduation: B.Sc.IT

Summer Internship: KRG Strategy Consultants Private Ltd

Project title: Analysis on FMCG sector

Work Experience: Fresher



**Aditya Anil Tulsan | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: NNEELL's Invest

Project title: Fundamental Analysis and Technical Analysis of Equity Markets

Work Experience: Fresher



**Aditya Vijay Patil | Age: 22 | MMS**

Graduation: BAF

Summer Internship: -

Project title: Financial Analysis of Infrastructure Sector and Real Estate Sector.

Work Experience: Fresher



**Aishwarya Rajesh Khasgiwala | Age: 23 | MMS**

Graduation: BBI

Summer Internship: Vardhan Consulting Engineers

Project title: Analysis of Capital Budgeting Techniques with Special Reference to Financial Modeling

Work Experience: Fresher



**Ajayraj Dhanraj Dhuria | Age: 24 | MMS**

Graduation: BAF

Summer Internship: Motilal Oswal Securities Ltd

Project title: Equity research-Evaluate the stocks and potential of listed companies in India

Work Experience: Fresher



**Akash Ashok Trivedi | Age: 23 | MMS**

Graduation: B.com

Summer Internship: E- Potency Ventures Pvt. Ltd.

Project title: Health Insurance

Work Experience: 9 months

Name of the Companies worked for: CA Vishal Raval and Associate's



**Akshay Mithabhai Patel | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: Margin's View Consultancy Pvt. Ltd.

Project title: Financial Analysis for Comparative Performance Measurements

Work Experience: 22 months

Name of the Companies worked for: First Source Solutions Ltd.



**Akshay Prahlad Maheshwari | Age: 22 | MMS**

Graduation: BMS

Summer Internship: Water Wealth Management Services

Project title: A study of New Age Financial Products at Water Finance Solutions

Work Experience: 9 months

Name of the Companies worked for: Stockholding Corporation of India Ltd.



**Alish Nitesh Patel | Age: 24 | MMS**

Graduation: BMS

Summer Internship: -

Project title: Sector Analysis on Cement and Aviation sector

Work Experience: Fresher



**Apurva Mithilesh Pandey | Age: 22 | MMS**

Graduation: B.Sc

Summer Internship: Vardhan Consulting Engineers

Project title: Project Finance - Financial modelling and analysis of housing project with the help of case study

Work Experience: Fresher



**Ballal Mahesh Bolaikar | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: -

Project title: Sector Analysis of the Banking Sector, Sector Analysis of the FMCG Sector

Work Experience: Fresher



**Charmi Atul Vora | Age: 25 | MMS**

Graduation: BFM

Summer Internship: Vardhan Consulting Engineers

Project title: Project Finance- Modelling and Analysis

Work Experience: Fresher





**Chhaya Krishna Yadav | Age: 24 | MMS**

Graduation: B.SC (STATISTICS)

Summer Internship: Vardhan Consulting Engineers

Project title: Financial modeling and analysis of Housing sector in India

Work Experience: Fresher



**Chinmayi Ajay Lad | Age: 21 | MMS**

Graduation: BMS

Summer Internship: HDFC Life and Wealth Management

Project title: Insurance vs Other Financial products/ Instruments

Work Experience: Fresher



**Devansh Suresh Shroff | Age: 24 | MMS**

Graduation: BMS

Summer Internship: NJ India Invest Pvt. Ltd.

Project title: Comparison between Quantitative Trading Strategies

Work Experience: Fresher



**Divya Tanaji Wagaralkar | Age: 23 | MMS**

Graduation: BAF

Summer Internship: Agarwal Ajay Kumar & Co.(Chartered Accountants)

Project title: Comprehensive Analysis of GST and Impact of GST on MSME Sector

Work Experience: Fresher



**Fanindra Kamlakant Rawool | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: E Potency Venture Private Limited

Project title: Risk Profiling in Wealth Management

Work Experience: Fresher



**Heema Digamber Manral | Age: 23 | MMS**

Graduation: BFM

Summer Internship: 360 Degree Financial Solutions

Project title: Study on Indian Debt Market

Work Experience: 20 months

Name of the Companies worked for: Gopinath Nambiar and Associates



**Hiloni Jayesh Shah | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Margin's View Consultancy Pvt. Ltd.

Project title: Financial analysis for Comparative Performance Measurements

Work Experience: Fresher



**Jamila Mary Jaipal Nadar | Age: 25 | MMS**

Graduation: BAF

Summer Internship: Vardhan Consultancy Engineers

Project title: Financial Modeling and Analysis of 10MW Solar power project in Jaisailmer Gujarat

Work Experience: 18 months

Name of the Companies worked for: Anbu Seela Cable Service



**Jayesh Madhukar Sawadkar | Age: 29 | MMS**

Graduation: BBA

Summer Internship: Vardhan Consultancy Engineers

Project title: Financial Modeling and Analysis of 50 Flats Housing Project in Gurgaon, Haryana IN

Work Experience: 32 months

Name of the Companies worked for: Nanda Enterprises



**Laxminakumari Vijaybahadur Prajapati | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: Water Wealth Management Pvt Ltd.

Project title: Importance of Digital marketing( for Financial products) in today's world

Work Experience: 15 months

Name of the Companies worked for: J. J. Engineering Works



**Manada Kiran Kubal | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: NJ India Invest Pvt. Ltd.

Project title: Portfolio Management Services

Work Experience: Fresher



**Mihir Bharat Visariya | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: MNA Capital Advisors LLP

Project title: Study on different methods of Valuation

Work Experience: 22 months

Name of the Companies worked for: MNA Capital Advisors LLP



**Mitali Sandeep Kasliwal | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Vardhan Consulting Engineers

Project title: Financial modeling and analysis of Housing sector under Project Finance

Work Experience: Fresher



**Mithul Murali Pillai | Age: 22 | MMS**

Graduation: BMS

Summer Internship: -

Project title: Analysis of Auto and IT sector

Work Experience: Fresher



**Nemish Kantibhai Chavda | Age: 24 | MMS**

Graduation: BAF

Summer Internship: Margin's View Consultancy Pvt. Ltd.

Project title: Financial Analysis for Comparative and Trend Performance Measurements of FMCG companies

Work Experience: 21 months

Name of the Companies worked for: First Source Solutions Ltd.



**Parag Balkrishna Mungekar | Age: 22 | MMS**

Graduation: BAF

Summer Internship: HDFC Life and Wealth Management

Project title: Investment Portfolio Management & Role of Financial Planners in Indian Economy

Work Experience: Fresher



**Piyush Anil Jain | Age: 22 | MMS**

Graduation: BBI

Summer Internship: -

Project title: Sector analysis of Pharma sector & Cement sector

Work Experience: 12 months

Name of the Companies worked for: Jatin Jain & Associates



**Pooja Indrajit Mishra | Age: 24 | MMS**

Graduation: B.SC (STATISTICS)

Summer Internship: Vardhan Consulting Engineers

Project title: Use of Capital Structure in Financial Modelling and Analysis

Work Experience: Fresher





**Preeti Nirmal Maurya | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: IIFL Securities Ltd.

Project title: A Study of Financial Analysis of Selected Pharmaceutical Companies of India

Work Experience: 30 months

Name of the Companies worked for: Janman Lifestyles Pvt Ltd. & Elita International



**Priya Krishnakumar Mohabey | Age: 24 | MMS**

Graduation: B.E

Summer Internship: Vardhan Consulting Engineers

Project title: Financial Modeling and Analysis of 50 flats housing project in Gurgaon, Haryana, IN

Work Experience: Fresher



**Richa Ishwarprakash Mantri | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: Wow Stonic Pvt. Ltd.

Project title: Ratio analysis

Work Experience: Fresher



**Rohit Dharmaram Rathod | Age: 23 | MMS**

Graduation: BMS

Summer Internship: Richie Entrepreneuriel Venture Neo Pvt Ltd.

Project title: Risk Profiling with Financial Planning and Wealth Management

Work Experience: 36 months

Name of the Companies worked for: Hemant H. Parmar & Co.



**Sachit Prakash Shetty | Age: 26 | MMS**

Graduation: B.Com

Summer Internship: Compass Finserve LLP

Project title: Active Investment v/s Passive Investment

Work Experience: 48 months

Name of the Companies worked for: Xpress Travel & Allied Services



**Sahar Mujib Kapadi | Age: 22 | MMS**

Graduation: BAF

Summer Internship: Vardhan Consulting Engineers

Project title: Financial modeling and analysis of 50 flats building project near Gurgaon Haryana

Work Experience: Fresher



**Sakshi Ramesh Dhanuka | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Vardhan Consulting Engineers

Project title: Overview of Financial Modeling & it's Analysis

Work Experience: 28 months

Name of the Companies worked for: Siyaram's Silk Mills Ltd.



**Saloni Devendra Jakhota | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: Vardhan Consulting Engineer

Project title: Financial Modeling and Analysis of 50 flats Housing Project in Gurgaon, Haryana

Work Experience: Fresher



**Shailee Mukesh Dave | Age: 23 | MMS**

Graduation: BMS

Summer Internship: 360 degree Financial Solutions

Project title: Risk Return Analysis of midcap equity funds

Work Experience: Fresher



**Shashank Talewar Sharma | Age: 25 | MMS**

Graduation: B.Com

Summer Internship: Vardhan Consulting Engineers

Project title: Project Finance

Work Experience: 30 months

Name of the Companies worked for: Ms. Kapadia Actuaries N Consultants



**Shikha Ramakant Narnoli | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Vardhan Consulting Engineers

Project title: Finance Modelling on Housing Project

Work Experience: Fresher



**Shivam Rajesh Bajaj | Age: 23 | MMS**

Graduation: B.Sc

Summer Internship: C P Pandey Enterprises Ltd.

Project title: A study on Loans distributed by a Financial Services Company and its role as an intermediary

Work Experience: 6 months

Name of the Companies worked for: Digital Crown IT Systems LLP



**Shivangi Girish Murarka | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: NJ India Invest Pvt. Ltd.

Project title: Concept of Mutual Fund Automated Portfolio Rebalancing System

Work Experience: Fresher



**Tanvi Vasant Nene | Age: 25 | MMS**

Graduation: B. Tech Electronics

Summer Internship: Vardhan Consulting Engineers

Project title: Financial Modeling and analysis of 50 flats Housing project in Gurgaon, Haryana, India

Work Experience: 21 months

Name of the Companies worked for: Ericsson India Global Services & Reliance Communications Infrastructure Ltd.



**Tejas Shriram Meena | Age: 24 | MMS**

Graduation: BFM

Summer Internship: NNEELL's Invest

Project title: Fundamental and technical analysis on Indian Information and Technology sector

Work Experience: Fresher



**Trisha Amrit Boricha | Age: 21 | MMS**

Graduation: BMS

Summer Internship: Vardhan Consulting Engineers

Project title: Financial Modelling

Work Experience: Fresher



**Vinay Pradeep Verma | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: NNEELL's Invest

Project title: Financial Modeling

Work Experience: Fresher



**Zaid Irfan Kazi | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Margin's View Consultancy Pvt. Ltd.

Project title: Financial analysis for Comparative Performance Measurements

Work Experience: 7 months

Name of the Companies worked for: Perfin Consultancy Pvt Ltd



## MARKETING - PGDM



**Aakansha Pushaphand Chopra | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: Memorytrix Innovation

Project title: Customer perception while selecting and purchasing an online course

Work Experience: Fresher



**Aayushi Alpesh Kothari | Age: 23 | PGDM**

Graduation: BMM

Summer Internship: Brand Samosa

Project title: A study on lead generation through LinkedIn using B2B marketing strategies

Work Experience: Fresher



**Aditya Satish Chandra Kesarwani | Age: 24 | PGDM**

Graduation: BMS

Summer Internship: Skillovate Learning Pvt. Ltd.

Project title: Sales Experience at Skillovate Learning

Work Experience: Fresher



**Aditya Sitaram Dhand | Age: 25 | PGDM**

Graduation: BBI

Summer Internship: -

Project title: Comparison between Digital marketing strategy of national and international men's clothing brands

Work Experience: Fresher



**Archies Sunil Bhanushali | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: NNEELL's Invest

Project title: Impact of advertising on consumer behavior

Work Experience: Fresher



**Ayushi Sunil Kabra | Age: 22 | PGDM**

Graduation: BMM

Summer Internship: S A Pharmachem

Project title: The Perquisites of immunity and dietary supplements for a healthier lifestyle

Work Experience: Fresher



**Bhavya Mitin Doshi | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: Impact of Celebrity Endorsement on Brand Image

Work Experience: Fresher



**Chaitanya Harimohan Vyas | Age: 21 | PGDM**

Graduation: BMS

Summer Internship: Dtoks

Project title: Impact of Social Media Marketing on Brand Components

Work Experience: Fresher



**Foram Ashok Udeshi | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: NNEELL's Invest

Project title: A study on customer perception towards online financial awareness courses with NNEELL's Invest

Work Experience: Fresher



**Gavin Joshua Kurshingal | Age: 23 | PGDM**

Graduation: B.Sc

Summer Internship: IIFL Securities Ltd.

Project title: A Study of the lack of investments in the securities market and the relationship between financial knowledge and risk taking appetite of the Indian populace

Work Experience: Fresher



**Janhavi Shailesh Porwal | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: Motilal Oswal Financial Services Ltd.

Project title: Investors perception towards Mutual funds

Work Experience: Fresher



**Joel Joseph Madhri | Age: 23 | PGDM**

Graduation: BMM

Summer Internship: -

Project title: A comparative study between traditional commerce and e-commerce

Work Experience: 20 months

Name of the Companies worked for: Quantiphi Analytics Solutions Pvt Ltd



**Karishma Pratik Jain | Age: 23 | PGDM**

Graduation: BMS

Summer Internship: Maveristic

Project title: Digital Marketing in Startup and SMEs

Work Experience: Fresher



**Mandar Manohar Palsamkar | Age: 25 | PGDM**

Graduation: BMS

Summer Internship: Maveristic

Project title: To identify Marketing communication mix for selling business process automation

Work Experience: 26 months

Name of the Companies worked for: Zenith Industrial Rubber Products Pvt. Ltd.



**Mithil Amol Ghadi | Age: 24 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: Willingness to purchase low cost disposal alternatives to adult diapers for the elderly

Work Experience: 15 months

Name of the Companies worked for: ZingHr



**Mohit Ramkrishna Sharma | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: NNEELL's Invest

Project title: To explain the process of Branding, promotion, and client acquisition through social media.

Work Experience: Fresher



**Naitik Nikhil Aya | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: -

Project title: Feasibility Analysis on Consumer Perception Towards Buying Home Furnishings Online

Work Experience: Fresher



**Nikunj Sunil Nagda | Age: 23 | PGDM**

Graduation: BAF

Summer Internship: -

Project title: Effects of CSR on Brand Image

Work Experience: 22 months

Name of the Companies worked for: H.K Drolia & Co. & Pooja Stationary





**Pratik Jitendra Singh | Age: 24 | PGDM**

Graduation: BAF

Summer Internship: Suprstart Ventures LLP

Project title: To study the change in customer perception towards online shopping of FMCG sector post pandemic

Work Experience: Fresher



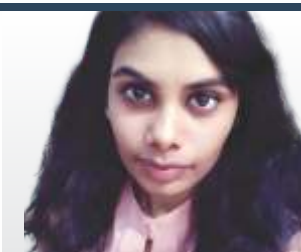
**Priyal Jagdish Kakadia | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: NNEELL's Invest

Project title: Branding promotion and client acquisition through social media marketing

Work Experience: Fresher



**Priyanka Prabhakar Behere | Age: 23 | PGDM**

Graduation: BMS

Summer Internship: HDFC Life and Wealth Management

Project title: To study customer-buying behavior of HDFC Standard Life Insurance Company Ltd

Work Experience: Fresher



**Richa Pradip Bora | Age: 21 | PGDM**

Graduation: BMS

Summer Internship: Synnex Business Media Pvt. Ltd.

Project title: Disruption in MICE industry: Rising to the challenges

Work Experience: Fresher



**Riddhi Ramji Maheria | Age: 24 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: Comparative study of consumer buying behavior on packaging (Nestle and Cadbury)

Work Experience: Fresher



**Rinkal Surendra Johari | Age: 24 | PGDM**

Graduation: B.Com

Summer Internship: Bepure

Project title: To study consumer behaviour in Water Purifier industry

Work Experience: Fresher



**Rishi Krishna Dave | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: E4 Development and Coaching Ltd.

Project title: Digital Marketing the new face of Marketing Communication

Work Experience: Fresher



**Ritesh Govind Gupta | Age: 24 | PGDM**

Graduation: BMS

Summer Internship: NNEELL's Invest

Project title: Impact of social media marketing on brand equity-a study of select luxury brand

Work Experience: Fresher



**Rushabh Chhanalal Patwa | Age: 22 | PGDM**

Graduation: BFM

Summer Internship: Lalimber

Project title: Exploring SPANCO method in selling to enhance business at Lalimber

Work Experience: Fresher



**Saurav Molay Hizli | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: Tata Tele-Services Limited (TTSL)

Project title: A Study of Innovative Teleservices Solutions Provided By Tata Teleservices Limited

Work Experience: Fresher



**Suraj Umesh Khandelwal | Age: 24 | PGDM**

Graduation: B.Com

Summer Internship: NNEELL's Invest

Project title: Social media promotion and client calling

Work Experience: Fresher



**Tanmai Sandeep Desai | Age: 28 | PGDM**

Graduation: B.Com

Summer Internship: -

Project title: A study on Digital Marketing Services

Work Experience: 11 months

Name of the Companies worked for: Ernst & Young



**Vaidehi Kiran Sambhare | Age: 25 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: A study on online reputation management practices in Tourism industry

Work Experience: 9 months

Name of the Companies worked for: Head Hunters & Searche Mondial

## MARKETING - MMS



**Aditya Kesharao Chitrev | Age: 24 | MMS**

Graduation: BBA

Summer Internship: -

Project title: A study of changes in Advertising industry post COVID19

Work Experience: Fresher



**Akshit Surendra Bhatt | Age: 22 | MMS**

Graduation: BMS

Summer Internship: NNEELL's Invest

Project title: Impact of Social Media Marketing for creating Brand awareness of NNEELL's Invest

Work Experience: Fresher



**Amey Vijay Kesarkar | Age: 22 | MMS**

Graduation: BMS

Summer Internship: Ecofriendly Jalebi

Project title: Marketing & Digital Marketing strategies for zero waste & plantable products

Work Experience: Fresher



**Anuj Ramakishan Murarka | Age: 22 | MMS**

Graduation: B.com

Summer Internship: -

Project title: Study on Impact of Social media marketing on Micro and Small businesses and consumer online buying behaviour

Work Experience: Fresher



**Arshad Naitullah Khan | Age: 23 | MMS**

Graduation: BMS

Summer Internship: Forevision

Project title: To do comparative study of online & offline courses

Work Experience: 10 months

Name of the Companies worked for: Airtel



**Ashish Shrikant Khatri | Age: 24 | MMS**

Graduation: B. E

Summer Internship: Ambrapali Electrotech Private Limited.

Project title: Implication of Digital Marketing with special reference to InsideAIML

Work Experience: 12 months

Name of the Companies worked for: Thakre Builders





**Ayushi Prabhat Kakrania | Age: 25 | MMS**

Graduation: B.com

Summer Internship: -

Project title: Impact of celebrity endorsement on consumer buying behaviour

Work Experience: Fresher



**Deepak Ashok Mishra | Age: 24 | MMS**

Graduation: B.Sc (IT)

Summer Internship: Anar Business Network

Project title: Future of B2B E-commerce in India

Work Experience: Fresher



**Dhaval Babubhai Agaria | Age: 22 | BMS**

Graduation: BMS

Summer Internship: Amul

Project title: Study of distribution channel, and to increase the market share of Amul Paneer in Kutch district

Work Experience: Fresher



**Divyansh Yogesh Himmatramka | Age: 21 | MMS**

Graduation: BMS

Summer Internship: Sarawagi Textile Consultancy

Project title: Marketing strategies of Textile Industry

Work Experience: Fresher



**Jay Shreeprakash Jaluka | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: IIFL Securities Ltd.

Project title: Analysis of consumer buying behavior for DEMAT and trading account at IIFL Securities Ltd.

Work Experience: Fresher



**Jigisha Kaushik Sata | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: Amrapali Electrotech Private Limited

Project title: Study the Impact of Digital Marketing on Capturing Education Online

Work Experience: Fresher



**Kaustubh Ramesh Sutar | Age: 22 | MMS**

Graduation: BMS

Summer Internship: Ecofriendly Jalebi

Project title: To analyse the impact of social media marketing on eco friendly products

Work Experience: Fresher



**Kavita Ramsarekh Yadav | Age: 22 | MMS**

Graduation: BMS

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: To study the impact of pandemic on consumer behaviour on hygiene products

Work Experience: Fresher



**Mayank Naresh Didwania | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: Changing trends in FMCG Industry

Work Experience: Fresher



**Mohd Altaf Kadar Shaikh | Age: 25 | MMS**

Graduation: B. E

Summer Internship: Civil Cops

Project title: Understanding and bridging the communication gap between Government and Citizen

Work Experience: 21 months

Name of the Companies worked for: Shaman Cars Pvt. Ltd



**Mohnish Triloki Nath | Age: 28 | MMS**

Graduation: B.Tech (ECE)

Summer Internship: -

Project title: To develop Market Basket Analysis of FMCG products in Retail Industry

Work Experience: Fresher



**Pawan Hukamichand Heda | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Anar Business Network

Project title: A Study on cold calling as an effective telemarketing tool in B2B market

Work Experience: Fresher



**Pooja Ravindra Shukla | Age: 24 | MMS**

Graduation: BMS

Summer Internship: -

Project title: Consumer Brand Perception towards fashion industry focussing on Apparel

Work Experience: Fresher



**Prachi Dharmendra Tiwari | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: E4 Development and Coaching Ltd.

Project title: A impact of social media marketing strategies on consumer buying behaviour

Work Experience: Fresher



**Pradnya Raghavendra Diwan | Age: 24 | MMS**

Graduation: B.Com

Summer Internship: Tata Teleservices Ltd

Project title: Challenges faced by channel partners of Tata Teleservices Ltd

Work Experience: 24 months

Name of the Companies worked for: IDZ Digital Pvt Ltd



**Prajwal Ravindra Upadhyay | Age: 23 | MMS**

Graduation: BMS

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: To study the distribution channel of Pepsi

Work Experience: Fresher



**Prakash Santosh Shukla | Age: 23 | MMS**

Graduation: B. E

Summer Internship: E4 Development & Coaching Ltd.

Project title: A comprehensive study on digital marketing and its influence on rural marketing

Work Experience: Fresher



**Pranjal Chandrakant Pote | Age: 21 | MMS**

Graduation: B.Com

Summer Internship: -

Project title: A study on Advertisement and Promotion of Smartphones through Internet Marketing

Work Experience: Fresher



**Preksha Anil Jain | Age: 21 | MMS**

Graduation: B.Com

Summer Internship: Sarawagi Textile Consultancy

Project title: A study on customer attitude towards Sarawagi Textile Consultancy

Work Experience: Fresher



**Priyanshu Shankarlal Vijayvargiya | Age: 21 | MMS**

Graduation: BBI

Summer Internship: HDFC Life and Wealth Management

Project title: Study the consumer behaviour in insurance industry

Work Experience: Fresher



**Ravi Krishnaraj Mishra | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: A study to determine the consumer preference on future of retail sector w.r.t traditional retail (Kirana) Vs Modern retail ( Supermarket) Vs Online retail ( Amazon pantry, Grofers etc).

Work Experience: 15 months

Name of the Companies worked for: Bayleaf HR Solutions & Axis Finance Ltd



**Rinu Paresh Maru | Age: 23 | MMS**

Graduation: BMS

Summer Internship: NNEELL'S INVEST

Project title: Impact of social media marketing on consumer buying behavior

Work Experience: Fresher



**Riya Bhagwatilal Joshi | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: E4 Development & Coaching Ltd.

Project title: Online Branding & Role of Social Media in B2B Market

Work Experience: Fresher



**Rohit Deepak Barai | Age: 22 | MMS**

Graduation: BMM

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: A study based on consumer buying behavior of FMCG products in retail

Work Experience: Fresher





**Ronak Hitesh Maru | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: Study on impact of advertising on consumer behaviour in Apparel sector

Work Experience: Fresher



**Sandeep Jayshree Kushwaha | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: The study on Retailers perception over B2B FMCG application software

Work Experience: 19 months

Name of the Companies worked for: Vodafone & TATA Docomo



**Sejal Anurag Gupta | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Pantaloons

Project title: Leveraging Technology to build a solid Omni channel business in the Post COVID - 19 environment

Work Experience: Fresher



**Shefali Premnath Sharma | Age: 23 | MMS**

Graduation: BMM

Summer Internship: IIFL Securities Ltd.

Project title: To study the Business Development and Team Management strategies used by IIFL Securities Ltd.

Work Experience: 9 months

Name of the Companies worked for: IIFL



**Shorab Rajkumar Jhawar | Age: 21 | MMS**

Graduation: B.Com

Summer Internship: NNEELL'S INVEST

Project title: Impact of digital marketing and cold calling on online purchase intention.

Work Experience: Fresher



**Shubham Shilpa Athavale | Age: 23 | MMS**

Graduation: BMS

Summer Internship: Tata Teleservices Limited

Project title: An empirical study to understand various CRM practices at Tata Teleservices.

Work Experience: Fresher



**Sumit Moreshwar Kumeriya | Age: 25 | MMS**

Graduation: B.E

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: To study growth prospect in personal care industry

Work Experience: Fresher



**Suraj Jagdish Shetty | Age: 23 | MMS**

Graduation: BMS

Summer Internship: Forevision

Project title: To study business development strategy used by Forevision

Work Experience: 9 months

Name of the Companies worked for: Future Retail limited



**Suyog Pankaj Somani | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: Uniwin Agri Care Pvt. Ltd.

Project title: To study the impact of mobile marketing on farmers

Work Experience: Fresher



**Swetha Rakesh Mishra | Age: 25 | MMS**

Graduation: B.Com

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: A study of merger and acquisition in FMCG industry in India

Work Experience: 12 months

Name of the Companies worked for: Akanksha tutorials



**Tejas Gopinath Agrawal | Age: 23 | MMS**

Graduation: BFM

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: B2B market analysis and Impact of online trading platforms on FMCG sector

Work Experience: 12 months

Name of the Companies worked for: Samco Securities



**Urvashi Sunil Sharma | Age: 23 | MMS**

Graduation: B.E

Summer Internship: UTL SOLAR (Fujiyama Power System Pvt. Ltd.)

Project title: A Study on Consumer's Buying Behaviour towards the Use of Solar Panels at Domestic Level

Work Experience: Fresher



**Urvish Hasmukh Parmar | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: Creatorshala

Project title: Social media marketing for creating brand awareness, increase website traffic and consumer engagement for creatorshala platform.

Work Experience: Fresher



**Vishwanath Rudramuni Biradar | Age: 24 | MMS**

Graduation: BMS

Summer Internship: Sunny Home Care (Ginio Wholesale)

Project title: Understanding Perception of Indians towards Gaming Peripherals

Work Experience: 27 months

Name of the Companies worked for: Book Lovers Book Shop

## HR - PGDM



### Ankush Ashok Upadhayay | Age: 24 | PGDM

Graduation: BMS

Summer Internship: Team Global Logistics Pvt. Ltd.

Project title: A Study on Employee Engagement and Employee Empowerment in Team Global Logistics Pvt. Ltd.

Work Experience: 12 Months

Name of the Companies worked for: 3S Business Advisors PVT LTD



### Anusha Krishnan Iyer | Age: 21 | PGDM

Graduation: BMS

Summer Internship: Maxwell Life Science Pvt. Ltd.

Project title: A Study on Managing Employee Absenteeism

Work Experience: Fresher



### Juhi Vivek Dalvi | Age: 22 | PGDM

Graduation: B.Sc

Summer Internship: Riche Entrepreneurial Venture Neo Pvt. Ltd.

Project title: End to End Recruitment process in Riche Entrepreneurial Venture Neo Pvt. Ltd.

Work Experience: Fresher



### Kevin Nilesh Shah | Age: 22 | PGDM

Graduation: BMS

Summer Internship: -

Project title: Impact of various factors of work environment on job satisfaction at McDonald's

Work Experience: Fresher



### Mansi Santosh Kulkarni | Age: 24 | PGDM

Graduation: B.Com

Summer Internship: Riche Entrepreneurial Venture Neo Pvt Ltd.

Project title: A Study on Effectiveness of Recruitment and Selection

Work Experience: 6 months

Name of the Companies worked for: Andromeda Sales and Distribution



### Priyanka Himanshu Gandhi | Age: 21 | PGDM

Graduation: BMS

Summer Internship: ACNX Business services

Project title: Building a diversity and inclusion program

Work Experience: Fresher



## HR - PGDM



**Shreya Ranjan Gupta | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: Riche Entrepreneuriel Venture Neo Pvt Ltd.

Project title: Work Life Balance and significance of Rewards and Recognition

Work Experience: Fresher



**Shruti Ramakant Tawde | Age: 21 | PGDM**

Graduation: BA

Summer Internship: Riche Entrepreneuriel Venture Neo Pvt Ltd.

Project title: Scope of Artificial Intelligence in Recruitment

Work Experience: Fresher



**Shuchita Rajendra Pareek | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: London Strategy and Consultancy Group

Project title: The impact of contract hiring post Covid times

Work Experience: Fresher



**Simran Rajesh Khanna | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: E4 Development and Coaching Ltd

Project title: A study on challenges faced and preparedness of organisation while implementing E-Learning

Work Experience: Fresher

## HR - MMS



**Ashwini Vajinath Naikwade | Age: 23 | MMS**

Graduation: BMS

Summer Internship: -

Project title: E-Recruitment : A move towards changing trends in digital age

Work Experience: 8 months

Name of the Companies worked for: Reliance Brands Limited



**Heena Mahendra Jain | Age: 26 | MMS**

Graduation: BMS

Summer Internship: -

Project title: A study on recruitment and selection in HR Consulting firm

Work Experience: 54 months

Name of the Companies worked for: Source Solution Inc



**Jagruti Kamalkant Tibrewala | Age: 23 | MMS**

Graduation: BCA

Summer Internship: Arc HR Services

Project title: HR Interventions in Organizational Development in the IT Sector of India

Work Experience: 36 months

Name of the Companies worked for: Unique Enterprise



**Komal Pravin Lonkar | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: EBUITEQ India Pvt. Ltd.

Project title: A Study of Efficiency of Recruitment Cycle

Work Experience: Fresher



**Nishtha Sunil Sharma | Age: 23 | MMS**

Graduation: B.Com

Summer Internship: -

Project title: A Study on employee motivation practices in Indian Railways

Work Experience: Fresher



**Priti Bhavnath Jha | Age: 25 | MMS**

Graduation: BMS

Summer Internship: Arc HR Services

Project title: To Study the recruitment process at Arc Hr Services

Work Experience: Fresher



**Priyanka Surender Shaktawat | Age: 23 | MMS**

Graduation: BBI  
Summer Internship: Change Et. AI  
Project title: A Study of PCMMI Model  
Work Experience: Fresher



**Rithika Dinesh D'Souza | Age: 23 | MMS**

Graduation: BMS  
Summer Internship: ACNX Business Services  
Project title: Measuring the Effectiveness of HRM Functions  
Work Experience: Fresher



**Ruta Kishor Chavan | Age: 22 | MMS**

Graduation: BMS  
Summer Internship: Arc HR Services  
Project title: Study of select processes at Arc HR Services  
Work Experience: Fresher



**Shreya Ajay Dharia | Age: 26 | MMS**

Graduation: B.Com  
Summer Internship: Team Global Logistics Pvt. Ltd.  
Project title: Training Effectiveness and its Impact on Productivity  
Work Experience: 15 Months  
Name of the Companies worked for: Cimechel Electric Co.



**Tejashri Mukund Joshi | Age: 23 | MMS**

Graduation: BAF  
Summer Internship: Essel Propack Limited  
Project title: Study on Training and Development Practices of Manufacturing Industry  
Work Experience: Fresher



**Twinkle Deepak Gupta | Age: 23 | MMS**

Graduation: B.Com  
Summer Internship: -  
Project title: Artificial Intelligence in HR Recruitment  
Work Experience: Fresher

## OPERATIONS - PGDM



**Aakash Vedanand Mishra | Age: 21 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: Understanding Dairy industry of India

Work Experience: Fresher



**Adnan Arifuddin Shaikh | Age: 24 | PGDM**

Graduation: B.com

Summer Internship: -

Project title: TQM in Pharmaceuticals industry

Work Experience: Fresher



**Chirag Madhukar Amin | Age: 27 | PGDM**

Graduation: BE- EXTC

Summer Internship: -

Project title: MPS and OQD in Automobile industry

Work Experience: 28 months

Name of the Companies worked for: J Group Robotics



**Gajanan Atmaram Sawant | Age: 23 | PGDM**

Graduation: BBI

Summer Internship: Big Bazaar

Project title: Logistic and warehouse in Food industry

Work Experience: Fresher



**Heena Abdul Sattar Shaikh | Age: 23 | PGDM**

Graduation: B.Com

Summer Internship: Birla Corporation Ltd

Project title: Production activity control by Birla corporation Ltd

Work Experience: Fresher



**Labdhi Kishor Shah | Age: 25 | PGDM**

Graduation: B.Com

Summer Internship: Pantaloon

Project title: Leveraging technology to build a solid omni channel business in the post COVID-19 environment

Work Experience: Fresher





**Nisha Sameer Walawalkar | Age: 21 | PGDM**

Graduation: B.Com

Summer Internship: Pantaloons

Project title: Leveraging technology to build a solid omni channel business in the post COVID-19 environment

Work Experience: Fresher



**Rushikesh Shrikant Deo | Age: 24 | PGDM**

Graduation: B.Sc

Summer Internship: Pantaloons

Project title: Leveraging technology to build a solid omni channel business in the post COVID-19 environment

Work Experience: Fresher



**Shantanu Ujwal Lele | Age: 24 | PGDM**

Graduation: B.Com

Summer Internship: -

Project title: Material Requirements Planning (MRP) at Domino's

Work Experience: Fresher



**Sulochana Jagdish Sawant | Age: 22 | PGDM**

Graduation: B.Com

Summer Internship: Raymond Ltd.

Project title: Production planning and control in Textile industry.

Work Experience: Fresher



**Urvesh Umesh Rathod | Age: 24 | PGDM**

Graduation: B.Com

Summer Internship: -

Project title: Supply Chain Management in Cement Industry

Work Experience: 9 months

Name of the Companies worked for: Yes Bank Ltd.



**Vidhi Girish Kumar Pungalia | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: Total Quality Management in Automotive Sector in India

Work Experience: Fresher

## OPERATIONS - MMS



**Akshay Pravin Pawar | Age: 24 | MMS**

Graduation: B.E

Summer Internship: -

Project title: A study of inventory management in FMCG industry

Work Experience: Fresher



**Dheeraj Chandrasekharan | Age: 22 | MMS**

Graduation: BMS

Summer Internship: Vamaship

Project title: Opening new avenues of Logistics through Technology

Work Experience: Fresher



**Kasturi Kamlesh Raut | Age: 21 | MMS**

Graduation: BAF

Summer Internship: -

Project title: A study of productivity improvement in automobile industry with reference to Maruti Suzuki India Ltd and Honda Motors Company

Work Experience: Fresher



**Mitali Nandkumar Vete | Age: 22 | MMS**

Graduation: BAF

Summer Internship: -

Project title: Study of logistics in the Furniture industry

Work Experience: Fresher



**Mrunmayee Unmesh Kelkar | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: -

Project title: Circular Supply Chain Management

Work Experience: Fresher



**Pragati Pundalik Rane | Age: 22 | MMS**

Graduation: B.Com

Summer Internship: -

Project title: Warehouse management in Retail industry

Work Experience: Fresher



**Shubham Mohan Rajpurohit | Age: 22 | PGDM**

Graduation: Computer Engineering

Summer Internship: Saras Dairy

Project title: Study of Saras dairy from Operation effectiveness point of view

Work Experience: Fresher



**Tejas Shekhar Kanse | Age: 22 | PGDM**

Graduation: BMS

Summer Internship: -

Project title: Study of logistics and warehousing in Pharmaceutical industry

Work Experience: Fresher



# > They believe in us <

The companies that have partnered with us are as follows:

99 Acres.Com	Cafe Coffee Day
ABC Consultants	Camphire
ABEC Exhibitions & Conferences Pvt. Ltd.	Capgemini Technology Services India Limited
Adecco Group	Capital First Limited
Aditya Birla Capital	CapitalVia Global Research Limited
AGS Transact Technologies Ltd	Cargosol Logistics Private Limited
Airtel	Cello World
All Cargo Logistics Limited	Chemexcil- Chemicals Export Promotion Council
Amagi Media Labs Pvt Ltd	Citi Bank
Amazon	Cloudstrats Technologies Pvt. Ltd
American Express Bank	CMIE (Centre For Monitoring Indian Economy Pvt. Ltd.)
Anand Rathi Financial Services Limited	CMS Info Systems Ltd
Angel Broking Pvt Ltd	CNBC Awaaz
Apex Funds Seviles LLP	Coign Consulting
Aptech Ltd	Credence Analytics (I) Pvt Ltd.
Ashtech Infotech Pvt Ltd	Crimson Interactive Pvt Ltd
Asian Heart Institute And Research Centre	CRISIL
ATG Group	Croma Retail - A Tata Enterprise
Avalon Global Research Knowledge Services Private Limited	Crossword Bookstores Ltd
Awarathon Awareness Initiatives Pvt. Ltd.	Cunix Infotech Pvt Ltd
Axis Bank Limited	DACHSER India Private Limited
Axis electrical	Damco India Private Limited
Bajaj Consumer Care Ltd	Datamatics Business Solutions Ltd
Bajaj Corp Limited	DB Realty Ltd
Bajaj Electricals Ltd	DCB Bank Ltd
Bajaj Finance Limited	DDB Mudra Group
Balkrishna -Tires	Decathlon Sports India
Bandhan Bank Ltd	Decimal Point Analytics pvt ltd
Bata India Limited	Deflytics Software Pvt Ltd
Berger Paints India Ltd	Deloitte Tax Services India Pvt Ltd
Bharti Axa Life Insurance Co. Ltd.	Dentsu Inc
Blankslate Communication	Desai Haribhakti & Co. LLP
BNP Paribas GSO	Deutsche Bank
BOX8	DNA India
BSH Household Appliances Manufacturing Pvt. Ltd.	DTDC India
Business Standard	E4 Development & Coaching Ltd.
Byju's	Edelweiss Broking Limited
	Elite Landbase Private Limited



# > They believe in us <

The companies that have partnered with us are as follows:

Emkay Global Financial Services Ltd	Indusind Bank Limited
Endurance International Group	Insyc Analytics India Pvt Ltd
Energia Wellbeing Pvt. Ltd.	Integreon Managed Solutions (India) Pvt. Ltd.
Fin Man Capital Services	IRB Infrastructure Developers Ltd
First cry.com	ISS - Institutional Shareholder Services Inc
Flipkart	ITC Limited
Frootle India	Jeevansathi.Com
Fundwise	JM Financial Services Ltd
Future Generali India Life Insurance	Jolly Board Limited
Future Group	Kareer Krafters India Pvt Ltd
Galaxy Office Automation Private Limited	Kent RO System Limited
Gandhi Automations	Khimji Ramdas
Gansons Ltd	Kokuyo Camlin Ltd
Glaxosmithkline Consumer Healthcare	Kotak Mahindra Bank
Glenmark Pharmaceuticals	KPMG Global Services
Godrej & Boyce Mfg. Co. Ltd	Kuehne+Nagel Pvt.Ltd
Gold's Gym India	Kuloday Technopack Pvt. Ltd
Haldiram Foods International Limited	L&T Technology Services Limited
Havells India	Leela Debt Financial Services LLP
HDB Financial Services Pvt Ltd	Lenskart
HDFC Bank Ltd	Lexi Private Limited
HDFC Life Insurance Ltd	Liberation Coaches Pvt Ltd
HDFC Realty Ltd	LIDO Learning- Quality Tutorials Pvt Ltd
Hexaware Technologies	Lifestyle International Pvt. Ltd /Landmark Group
Hilton Hotels & Resorts	Liladhar Pasoo Forwarders Pvt Ltd
Housing.Com	Lite Technology Co. Pvt. Ltd.(Polycab)
HR Anexi Pvt Ltd	Lotus Knowlwealth Pvt Ltd
HR Mantra Pvt Ltd	Mahindra Logistics Limited
HT (Live Mint)	Mahindra Special Services Group
Hypercity	MAK Kotwal Realty
ICICI Bank Ltd	Manisha Life Spaces Consulting Pvt Ltd (joined)
ICICI Prudential Life Insurance Company	Margin's View Consultancy Pvt Ltd
ICICI Securities Ltd	Match Point Consulting Group
IDFC First Bank Ltd	Matrix Cellular (International) Services Limited
IIFL Finance Ltd	Max Life Insurance
IKYA - Google	Meru Cabs
Inbody India Pvt. Ltd.	Moojic
India Bulls Housing Finance Ltd	Morning Star India pvt Ltd
Indian Express Limited	Motilal Oswal Securities Limited

# > They believe in us <

The companies that have partnered with us are as follows:

MyGate	Siesta Hospitality Services Limited
National Payments Corporation Of India	Signet Chemicals Corporation Pvt Ltd
National Stock Exchange Of India Ltd	Siyaram Silk Mills Ltd
Naukri.com	Skites Pharma Pvt Ltd
Nestle India Ltd	SS&C Globeop Financial Services (India) Private Limited
Network 18	Standard Chartered Bank
Nilkamal Ltd	Stanton Chase
Nippon Express (India) Private Limited	Swiggy
Nirmal Bang Securities Pvt Ltd	Syncore Group
Nomura Holdings	Synergetics information technology service india pvt ltd
Ola Cabs	Tata AIG General Insurance Company Limited
Olympia Industries Ltd	Tata Consultancy Services Limited
One Stop Retail Private Limited	Tata Telecom Services Ltd
OPPO Mobiles India Pvt Ltd	Teamglobal Logistics Pvt. Ltd
Oracle Financial Services KPO	Teamlease Services Pvt Ltd
Pantaloon Fashion & Retail Limited	The Hackett Group
Parekh Integrated Services Pvt Ltd	Thomas Cook Ltd
Phoenix Advertising	Thomson Reuters
PhonePe	Times Jobs
Piramal Group	Transparent Value Pvt Ltd
PNB Metlife India Insurance Co. Ltd.	Tresvista Financial Services
Postbox Communications - Digital Agency	Trigyn Technologies Limited
PropertyPistol Realty	TVS Logistics Services Ltd
Quant Capital Pvt Ltd	Ultima chemicals Pvt Ltd
Radio Mirchi	Unique Mixers & Furnaces Pvt. Ltd.
Randstad India Ltd	Universal Hunt Pvt Ltd
Rashi Peripherals Pvt Ltd	Upgrad
Raymond Group	UTI AMC Ltd
Reddot Entertainment Pvt Ltd	Vakrangee Software
Reliance Digital	VIP Industries Limited
Reliance Jio	Visible Alpha Solution Pvt Ltd
Reliance Retail Ltd	Vito India Advisors Pvt Ltd
S&P Global	VIVO -Joinmay Mumbai Electroniv pvt Ltd
S.K. Logistics India Pvt Ltd	Wonder Signs India Pvt Ltd
Sarex	XL Dynamics India Pvt. Ltd.
SBI Life Insurance Company	Yangpoo Marketing Pvt Ltd
Shangrila Corporate Services Pvt Ltd	Yes Bank
Shantilal & Co. Pvt Ltd	Zomato
Shoppers Stop	Zycus Infotech Pvt Ltd

# Alumni Feedback

## Jesal Tibrewal

Course Completed - MMS Finance  
 Year of Passing - 2018  
 Designation - Account Manager  
 Organization - Anand Rathi



The journey began with the Boot Camp and the Ice Breaking session where we were asked to unlearn the things we had learned so far and there began the process of molding us into the thorough professionals. The few months in beginning seemed different with the rules laid to clearly inculcate the discipline of regular learning, keeping all of us on toes. However, the highly experienced and extensively knowledgeable faculty members, the excellent and always upgrading infrastructural facilities, the always ready to help administrative staff; all summed up together with the environment where learning was the top priority made the journey an amazing experience.

The discipline stories, the case studies, the real life industry experiences and the knowledge shared by the faculty members has helped us to face the industry. The insights from the visiting faculty helped us understand the current situations in the industry and the requirements and the expectations that the industry has from an MBA Graduate which helped us prepare better and face the interviews.

However, as the saying goes, "All work and no play, makes Jack a Dull Boy." So we had various events which helped us to keep a balance of learning and fun with learning. We started the journey with "Sabrang" - our cultural fest. Then followed "Versus" - Our sports Event and then our Annual conclaves. It helped in building the team spirit.

The new addition for us was the "CSR activity" which was for a wonderful cause that was undertaken. Being a pivotal part of all these events has not only taught me the ways of managing things but has also helped me understand the leadership qualities and art of managing people. Working for sponsorships, helped me to understand how communication is a key factor. It has helped me to understand that you have to always keep Plan B in place. These events have helped me to put all the theoretical concepts to practical usage. However, all this was possible because our management and professors stood by us and helped us to learn through our mistakes.

## Sakshi Poddar

Course Completed - MMS Finance  
 Year of Passing - 2019  
 Designation - NRI Personal Banker  
 Organization - HDFC Bank Ltd



Just thinking about the alma mater it itself is a memorable event so talking about the memories of the institution and cherish the memories of one. Starting with it I would like to thank the faculty mentors who mentored me towards my career path, who supported me whenever I needed them and who gave not only the theoretical knowledge but also gave me the practical approach which the corporate are looking for and which will help me to outperform in the professional world. I was very fortunate to be the part of this ecosystem which helped me in transforming myself.

Expressing one memorable event would be difficult but, mentioning the few are like, being a part of the Student Placement Cell was a great opportunity for me as it groomed me in every aspect of personality- starting with interacting with the company professionals, understanding their expectations from the new aspiring professionals also the industry needs and helping students and making aware how the corporate world is which helped me to develop my communication, leadership, interpersonal skills as a whole.

Also being a part of FINANCIA Conclave has provided me with a myriad of new and lifetime experiences. This helped me in becoming organized starting from planning of the event theme to getting sponsorship and then inviting participants from across colleges. This helped me learn that how planning is important and without which one cannot execute. The warmth of batch mates and full time support from Dr. Sarita Vichore, Dr. Neetu Bharadwaj and other faculty members made my journey memorable and worthwhile. It gives me immense proud to be associated with DSIMS which offers the best possible grounding for the path you're about to take.

## Neel Lad

Course Completed - PGDM Finance  
Year of Passing - 2020  
Designation - Junior Analyst  
Organization - Institutional Shareholder Services



Post-graduation is an exciting time, it is both an ending and a beginning where you learn many new things and also you have to unlearn many things which you have previously learned through. Looking back at my time at DSIMS and my journey of two years I can't believe that it has already ended. My journey at DSIMS all began with the Special Executive Program which was held to bridge the gap between under graduation and post-graduation basically being an ice breaker and for us to have the taste of how post-graduation is a complete different story.

The structure of PGDM as a course is more inclined towards learning the practical aspects along with the theory which helps the students to become corporate ready and so called budding managers. It encourages the students to look beyond theories and enable them to relate concepts to the real world and develop the power of creativity within themselves.

For me the best time at DSIMS were the extra-curricular activities, be it the annual domain conclaves, sports event, cultural event, working for the placement committee and I am emphasising on it as I was a part of almost all the events and I can actually relate that what all it has taught me, be it professionalism, discipline, working in teams, leading people, multitasking etc. It has changed me as a person personally as well as professionally. From being a member of the conclaves to leading the annual Finance Conclave and being the core member of the various committees in the college. A life changing moment for me was when I was awarded the best student of the year award and there was no stopping from there all my efforts paid off and further I had an opportunity to attend a fall school program at the University of Finance & Administration (VSFS), Prague Czech Republic. These would be the memories which I would always cherish throughout my life.

And all this was possible because of the never ending support and guidance of the faculties who could be approached for every small thing and it could get solved for us, various mentorship sessions, academic workshops, mock sessions and what not the list would go on. An exciting bunch of seniors and batch mates and also not forgetting the non-teaching and the support staff to look after all our requirements and infrastructure.

I could definitely say these were the best two years of my life and DSIMS has played a key role for me to transform myself and to become corporate ready and be able to face the challenges. I would like to thank DSIMS for everything that it has given me and I look forward to continue my association with DSIMS forever.







## Companies' Feedback



"Mentoring is a brain to pick, an ear to listen, and a push in the right direction." - I found a mentor in my mentee when working with her



Completed her targets, disciplined, efficient in her work. One of the best performer throughout the batch



Received some good ideas that can be implemented to help the business. Although the idea generation stage was good, they should also focus on the implementation as that's the more critical part, just a good idea is never enough



Can enhance her skills if guided well



Attention to detailing could be improved

# Corporate Engagement Team

## Core Committee

Prof. Somesh Banerji *Chairperson- Corporate Relations & Placement*

















## Members

- D r. C. Babu • Dr.Sarita Vichore • Dr.Sharad Kumar
- Dr. Sumana Chaudhari • Dr. Chandrashekhar Kaushik • Ms. Kavita Darji

## Team Members

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## Placement Ambassadors 2019-2021

Finance	Marketing	HR	Operations
 Namrata Harsh	 Aditya Kesarwani	 Shreya Gupta	 Kasturi Raut
 Abhishek Shetty	 Aayushi Kothari	 Priti Jha	 Labdhi Shah
 Shashank Sharma	 Urvashi Sharma	 Shreya Dharia	 Mitali Vete
 Heema Manral	 Mohnish Nath	 Priyanka Shaktawat	 Nisha Walawalkar



Current issue date: 16 September 2020  
 Entry date: 30 January 2023  
 Certificate identity number: 10051329

Original approval(s):  
 ISO 9001 - 31 January 2014

## Certificate of Approval

This is to certify that the Management System of:

### **Durgadevi Saraf Institute of Management Studies**

Rajasthan Sammelan's Educational Complex, SV Road, Malad (W), Mumbai, 400064, India

has been approved by Lloyd's Register to the following standards:

**ISO 9001:2015**

Approval number(s): ISO 9001 - 0052657

The scope of this approval is applicable to:

The provision of Management Education covering -

- Two Years Full Time Education Program leading to **Masters in Management Studies (MMS)** affiliated to the University of Mumbai.
- Two Years Full Time Education Program leading to **Post Graduate Diploma in Management (PGDM)** approved by AICTE.

*Luis Cunha*

**Luis Cunha**

Area Operations Manager - SAMEA

Issued by: Lloyd's Register Quality Assurance Limited























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## Institutions

 <p>Kudilal Govindram Seksaria <b>sarvodaya school</b> INSPIRE, INVENT, INITIATE</p>	 <p>Kudilal Govindram Seksaria <b>english school</b> INSPIRE, INVENT, INITIATE</p>	 <p>Ramniwas Bajaj <b>english high school</b> UNLEASH YOUR POTENTIAL</p>	 <p>Mainadevi Bajaj <b>international school</b> GIVING WINGS TO YOUR DREAMS</p>
 <p>Durgadevi Saraf <b>junior college</b> IN PURSUIT OF EXCELLENCE</p>	 <p>Ghanshyamdas Saraf <b>college of arts &amp; commerce</b> EDUCATION EMPOWERS</p>	 <p>Kirandevi Saraf <b>institute of complete learning</b> WIDENING HORIZONS</p>	 <p>Durgadevi Saraf <b>institute of management studies</b> WE CREATE LEADERS</p>
 <p>Deviprasad Goenka <b>management college of media studies</b> INDIA'S PREMIER MEDIA SCHOOL</p>	 <p>Ladhidevi Ramdhar Maheshwari <b>night college of commerce</b> ENLIGHTENING FUTURE</p>	 <p>Ramdhar Maheshwari <b>career counseling centre</b> STEERING TO SUCCESS</p>	 <p>Kunjbihari S. Goyal <b>online academy</b> LEARNING BEYOND BOUNDARIES</p>
 <p>Draupadidevi Sanwormal <b>women's hostel</b> HEAVENLY DOMICILE</p>	 <p>Pravinchandra D. Shah <b>sports academy</b> FITNESS REGIME</p>	 <p>RS CA <b>study centre</b> INTELLECTION HUB</p>	 <p>Mainadevi Bajaj <b>international playschool</b> YOUNG EVOLVING MINDS</p>
 <p>Jankidevi Bilasrai Bubna <b>boys hostel</b> A WISE HIVE</p>	 <p>Rajasthani Sammelan <b>skill development centre</b> SCULPTING SKILLS</p>	 <p>Rajasthani Sammelan <b>teachers' training institute</b> BUILDING FOUNDATIONS</p>	 <p>Rajasthani Sammelan <b>finishing school</b> A NEW BEGINNING</p>

## Endowment Funds & Research Chair

 <p>Remsons Group <b>management research centre</b> MANAGEMENT RESEARCH</p>	 <p>I R B <b>scholarship endowment fund</b> HONOURING EXCELLENCE</p>	 <p>B K T <b>endowment freeship fund</b> FOSTERING KNOWLEDGE</p>	 <p>Jankidevi Bilasrai Bubna <b>endowment freeship fund</b> EMBOLDENING STRENGTHS</p>
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## Facilities

 <p>Dhurmaal Bajaj <b>bhavan</b> COMMUNITY PARADISE</p>	 <p>Durgadevi Saraf <b>hall</b> TREASURING MEMORIES</p>	 <p>Trivenidevi Deora <b>chikitsa sahayata kosh</b> HELPING TO HEAL</p>	 <p>Ramnarayan Saraf <b>educational outlet</b> ONE STOP EDUC-SHOP</p>
 <p>Vijay Pal Singh <b>health centre</b> WEALTH OF WELLBEING</p>	 <p>Kirandevi Saraf <b>library and reading room</b> WORLD OF KNOWLEDGE</p>	 <p>Rajasthani Sammelan <b>I.T. hub</b> LINKING GLOBALLY</p>	 <p>Rajasthani Sammelan <b>food court</b> FOOD FOR THOUGHT</p>

## DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES

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