

# PRISM

A NMIMS Navi Mumbai Newsletter

## SCHOOL OF COMMERCE



### In the Spotlight

#### SOC Celebrates the 4th Alumni Meet

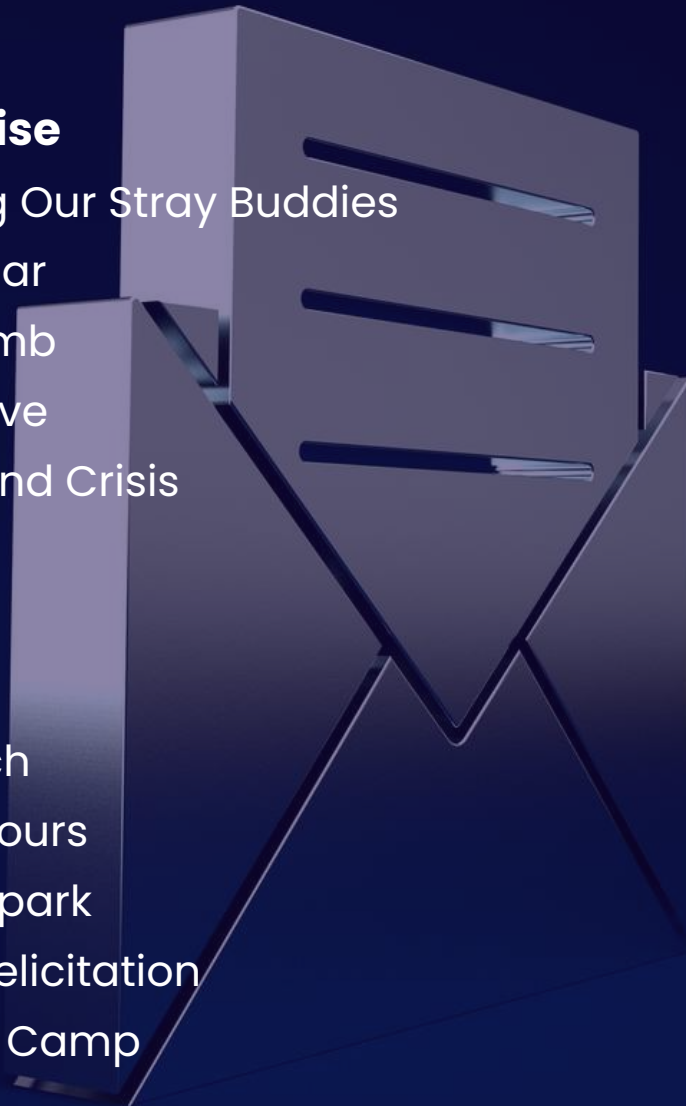
Alumni meets aspire to acknowledge the contribution of ex-students in the institute. It is an extremely sensitive and emotional event that brings back the memories of the scintillating days. Our 4th alumni meet, which was conducted on 12th March 2022, was a grand success.



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# ASSOCIATE DEAN'S MESSAGE

We, welcome you to the School of Commerce, Navi Mumbai. We are a part of the thriving NMIMS, Navi Mumbai campus, which apart from programs in commerce offers programs in Management, Engineering, Law, Science, and Economics. In our School of Commerce, we offer three programs at the undergraduate level namely Bachelor in Business Administration (BBA), Bachelor in Commerce (B. Com (Hons)), and a Bachelor in Science majoring in Finance (B. Sc. Finance).

All three programs have a distinct focus, while the BBA program focuses on general management and business administration, the B. Com (Hons) program is more directed towards subjects such as accounting, auditing, and taxation, the B. Sc. Finance program, on the other hand, has a larger focus towards corporate finance and investment management.

All our programs are very uniquely designed and are both contemporary and interdisciplinary in nature thereby offering rich learning to our students. The robust infrastructure at the campus namely the library facilities and the Bloomberg terminals supports this learning process. Through our curriculum and through a mandatory internship with an NGO which our students have to undergo, we develop social consciousness and awareness among our students.

We believe in the holistic development of our students and to fulfil this objective, at the campus level, we have established various clubs and committees which provide opportunities to the students for co-curricular learning, at the school level also we organise various speaker sessions on contemporary topics and on personality development which helps the students to develop an all-rounded perspective. The school also has a dedicated placement cell which provides opportunities to the students to gain gainful employment.

Going ahead the school plans to have a renewed and an increased focus on bridging the gap between the industry practices and the academics and in order to ensure this, the school plans to organise industry conclaves, panel discussions and industry visits. This in turn will further enhance and strengthen our placements and provide suitable career avenues for the students. We would also further strive to ensure that we meet the expectations of all our stakeholders (parents and students) with increasing vigour and enthusiasm and involve them at each stage of this educational endeavour.

***Dr. Salim Shamsher***  
***Associate Dean***





# THE ART & SCIENCE OF TEACHING

**Dr. Rakhi Raturi**

*Those names visible on the computer screens are always  
misunderstood,  
Are they listening to me?  
Am I able to create a connection with them?  
Who are they in person?  
What intellect do they have?  
I am judging them too hard  
Not realizing their true heart  
Yeah, they sing, they joke and they are amazingly talented.  
They have got lovely emotions and connect even online  
It's difficult for me to teach them without faces  
but it's equally difficult for them to feel the classroom vibes  
They yearn for mischief, roaming around and the canteen chatter  
their physical college fun and learning were much better  
But we are in this together  
and we would win it together!*



The poem mentioned above was composed while teaching students online. Thankfully, the phase is over, and life has returned to normal. The quick adaption of online learning tools has significantly altered how people view the concept of teaching. However, It's harder than ever these days to keep our students' attention.

It is a special position that I have as a teacher, from the first time I am given a particular course to the lifelong mentoring discussions that come after. As teachers, we balance living as ordinary folks and as an instructor who is never meant to be in the wrong. I must, however, acknowledge that not all of my lectures are flawless. Even I falter occasionally, and there are times when the class is too noisy for me to handle. Do I get apprehensive about returning to class then? Actually, no. You could be tempted to attempt teaching again with greater preparation as it might become addictive for some.

Although the art and science of teaching can be learned, each person will always have their unique teaching style. Some educators may employ humour, music, or the glories of nature to inspire learning. Good teachers typically share several traits, summarized in the 4Ps: Preparation, Passion, a Pleasurable Personality (more internal), and the ability to make one's Presence felt in the classroom. To establish an engaging classroom, teachers must spend time acquiring knowledge and understanding how to deliver it effectively.

One of the blogs summarised it beautifully: "We might call it charisma, but it's more than that. It's the ability to appear completely at ease, even in command, despite being the focal point of dozens (or hundreds) of people!"

**Dr. Rakhi Raturi**

**Assistant Professor - Marketing**

## STUDENT COUNCIL



Prof Mani Govil,  
Assistant Professor - SOC

Students Council of the School of Commerce has always effectively collaborated with the faculty & management to favorably impact student learning & development in all spheres. It has provided opportunity to students for a positive involvement in all school activities. During the pandemic when everything came to a standstill the council helped organise various guest lectures on upcoming fields of finance, marketing, economic policies, & career talks. We hope to organize more such events & envisage a wider role for the student council true to the spirits and values of our campus.



# Careers in Finance and Accounting



**Date:** 12th February 2022

**Mode of Conduct:** Online

**No. of Attendees:** 400+

## SESSION 1

Conducted by Mr. Archit Lohia, CA, CFA (CFA Institute, USA). He is the founder and CEO of his startup - CareerTopper, a pioneer in Alternative Investments education, through Customized Live Training Sessions and Corporate training Sessions in India.

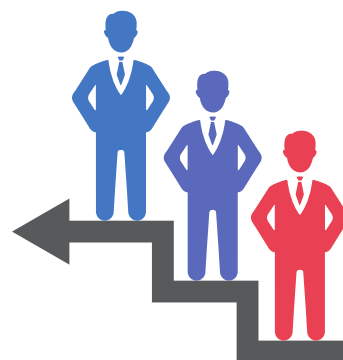
The talk began by telling the audience about the evolution and

automation in the financial services industry. He expanded upon the booming startup sector. He shared his story and the urgent need to continuously upskill in domains like financial modeling, due diligence, etc. He gave the example of GRIP Invest as a successful startup story in the area of financial services. He also shared some tips and niches where students can gain a head start in their careers like Risk management and diversification, data analytics, startup valuation etc.

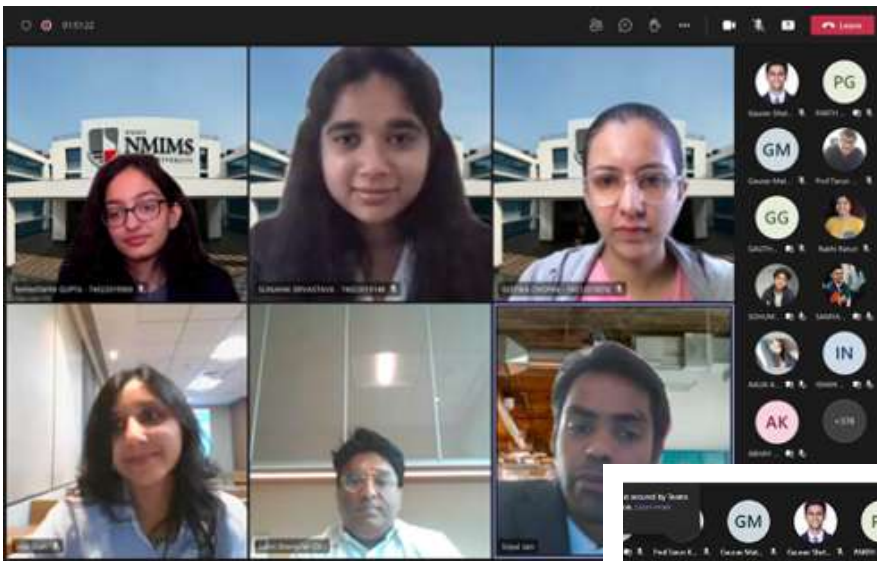
## SESSION 2

The next session was conducted by Mr. Sripal Jain (CA, CPA), Co-Founder, National Instructor at Simandhar Education. He is also a guest faculty at IIM and has been awarded Best Entrepreneur - Telangana region. He began by explaining the various professional qualifications in the finance industry like

- Chartered Accountancy (CA)
- Chartered Financial Analyst (CFA)
- Certified Management Accountancy (CMA)
- Certified Public Accountancy (CPA)
- Company Secretary (CS)
- Financial Risk Manager (FRM)



# Careers in Finance and Accounting



Further, he elucidated upon skills that one needs to develop in order to become a desirable candidate

to recruiters like articulation and communication, soft skills, networking, leadership, and people management.

Other technical skills include Excel, Power BI, Tableau, quantitative ability with most importantly data analytics. He also highlighted the importance of having accounting knowledge of both India and the USA.





## CULTURAL COMMITTEE



Dr. Ruchita Verma  
Dean - SOHM



The Cultural Committee is a society led by students to discover & hone the talents of students. We function, keeping in mind that college is a platform provided for students who will soon be entering the corporate world. Having a group of students leading the Committee has the privilege of teaching such individuals to be leaders, inducing in them a set of goals that they set out to achieve & also for the rest of the students to be inspired by each other. We strive to achieve all these attributes & provide each one with the said opportunities to face whatever life throws at them.





# TVARAN' 22

**Date:** 22nd and 23rd March 2022

**Mode of Conduct:** Offline

**No. of Attendees:** 1400

The flagship event of NMIMS Navi Mumbai-TVARAN '22 was the most anticipated event among the campus students. Each year TVARAN is organized in accordance with a unique theme. This year's theme revolved around "circus" and thus was called **TVARAN '22 KAARNAMA**.

After an extensive series of offline events, TVARAN '22 indeed created a benchmark of how well offline events can be executed.

TVARAN'22 KAARNAMA was just the tip of the iceberg, exhibiting the talent, determination and work ethic of members of the 'Cultural Committee'. The upcoming events under the 'TVARAN' banner will be carried out on an extensive scale, inviting students from various universities to be a part of the exclusive line-up of events which cater to everyone's abilities and interests.





## TVARAN' 22



### ***SOME OF THE EVENTS WHICH TOOK THE CROWD'S ATTENTION WERE:***

A life-sized version of foosball, **Human Foosball** was the event that created the highest buzz and even had the faculty wanting to participate. More than 30 teams registered which made the event thrilling with back and forth rounds going in favour of both the teams, Human Foosball caught the eye of both the students and faculty and therefore made it a spectacular and fun event.

**Tic Tac Boom** - A usual tic tac toe with unexpected twists and turns, teams had to be agile and quick on their feet to win in this life-sized tic tac toe game. The game was new and helped create curiosity among the participants and the spectators.

**A Clown's Mind** - This murder mystery event required participants to chase clues around Kharghar encrypting codes to solve the captivating mystery.

**Moneyball** - Pitching competitions were getting boring as they were present in both online and offline scenarios. hence it was necessary to incept a unique pitching competition. An orthodox pitching competition with additional debate rounds, real-life applicability tests, etc.



# ROTARACT CLUB OF NMIMS SUNRISE



Dr. Chandan S. Adhikari  
Adjunct Faculty - SBM

“ We provide service to others, promote integrity, and advance world understanding, goodwill, & peace through our fellowship of business, professional, and community leaders. Rotractors are future Rotarians who involve themselves into various community-based service activities and fellowship with their own members and others and thereby broaden their thinking and perspectives and become corporate citizens to better the cause of themselves as well as the society at large. We see a world where people unite & take action to create lasting change in our communities, & in ourselves.



# DOST – Collaring Our Stray Buddies

**Date:** 17th November 2021 and 4th April 2022

**Location:** Kharghar

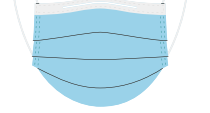
**Type of Event:** Community Service

**No. of Attendees:** 100



This initiative of the Rotaract Club of NMIMS Sunrise was a community awareness initiative for our friendly canines. The members decided to put on reflective collars on the dogs in their neighbouring areas and around our college. We ordered light-reflective collars that were tied so as to increase visibility during night travel and alert drivers at night of their presence, thereby leading to their safety. The collars were distributed among members after deciding the venue for the event and We ventured out on the streets of Kharghar, Navi Mumbai along with other members who did the collaring back at their respective hometown.





# MaskUp Kharghar

**Date of the Event:** 18th January 2022  
**Location:** Offline (Sector 34,35,36, Kharghar)  
**Type of Event:** Awareness drive



This event was a community service event conducted at club level when the colleges reopened for a brief period in January. The initiative was taken keeping in mind ways to control the Coronavirus outbreak going on worldwide. The basic plan was to distribute mask among people who could either not afford one or are reluctant of the fact that it has become a necessity these days. The venue decided for the event was the area around the college NMIMS Navi Mumbai, hence, the drill was done in sector 34, 35 and 36 of Kharghar, Navi Mumbai.









## KIRAN – Food Drive

**Date:** 26th January 2022

**Location:** Swami Pranab Ananda Marg, Sec 30, Vashi, Navi Mumbai opp. Kerala Bhavan-400703

**Type of Event:** Community Service

**No. of Attendees:** 56



The members met in Vashi and distributed meal boxes in a nearby slum. The event was successful where we served 100 plus needy people by providing food. The meal boxes consisted of samosas, sweets, biscuits and wafers.

The offline initiative was a huge success and fed 100 kids from between the age of 4 to 12.



The motto was very well lived up to and 100s of people slept with full stomachs that night. We also interacted with the kids (offline) and clicked pictures and took videos with them. The kids were very happy and shouted Jai Hind to celebrate the Republic Day.



# Education Beyond Crisis

**Date:** 31st January 2022

**Location:** Online (YouTube, Instagram)

**Type of Event:** Broadcast

**No. of Attendees:** 50

Education beyond crisis was an International Service Avenue initiative which was conducted with the help of Digital Communication department.



The platforms on which the event took place was through YouTube and Instagram. The aim of the project was to discuss how the education system has transformed over the years and still how it prevails even through the pandemic. The event was conducted in collaboration with Rotaract club of Mawlana Bhashani Tangail (Bangladesh), in which all the club members made a small video with views on education system and then it was broadcasted.



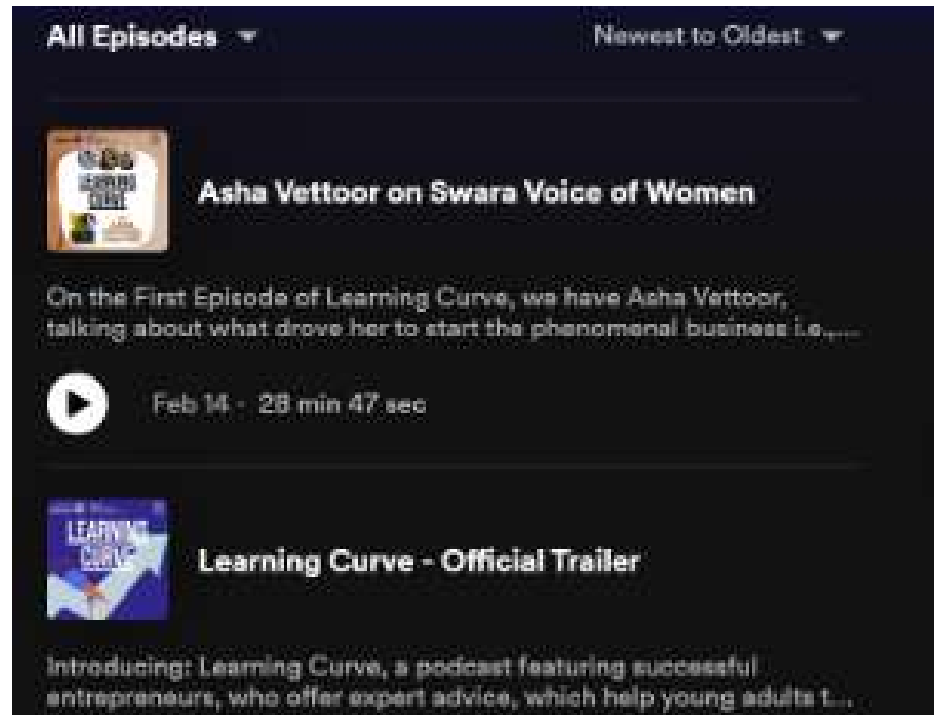
# Learning Curve



**Date:** 29th January 2022  
**Location:** Online (Spotify)  
**Type of Event:** Podcast

The podcast features interviews by successful entrepreneurs who offer expert advice which help young adults to gain insight into how they can establish and grow their businesses successfully. We plan to work with our podcast. We will target the new businesses and female entrepreneurs.

The podcast will hold important conversations about their journey, how one can tap into niches and grow their presence in the industry in order to inculcate business innovation ideas in students. The deliverables to their organization will be the outreach to young audience and increased brand recognition.



<https://open.spotify.com/show/1uJrAJHPbUCqkwZgItKgst?si=6889429551284392>

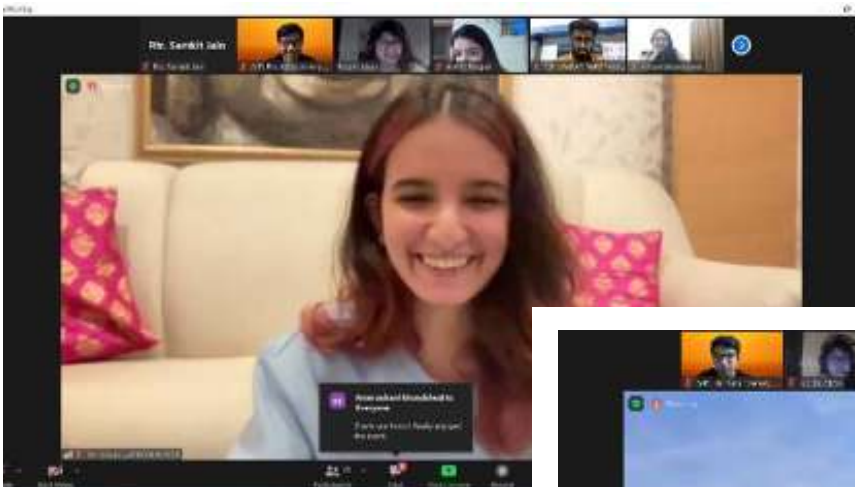


# Verse-Tile



**Date:** 29th January 2022  
**Location:** Online (Zoom)  
**Type of Event:** Open Mic  
**No. of Attendees:** 68

This event was organized by the Editorial Avenue of our club as a form of recreational activity conducted on Zoom for encouraging people and providing platform to the budding writers and poets for expressing their talents and feelings. The event was conducted in collaboration with the Rotaract Club of Ulhasnagar and the number of people who participated and attend the meeting reached 68.



This was a district level project; the participants came from across the district and all shared their thoughts and talents which was marvellous to witness.



# Shark-A-Thon



**Date:** 27th February 2022

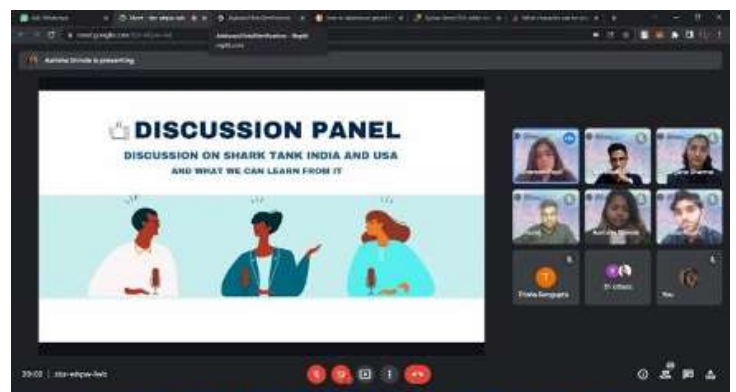
**Type of Event:** Online

**No of Attendees:** 82

Given the explosion of the Indian soap on the famous American show “Shark Tank”, the Entrepreneurship team took this as their theme of the event and conduct an event on the Indian spin-off show. Participants of all clubs were invited and were treated to three segments of the event:

1. Shark Tank India screening
2. Shark-Preneur
3. Discussion Panel

We began with our first element i.e., of watching a 40-minute Shark Tank India episode to give the people who are not aware of Shark tank as a concept an insight as to what the competition is about and its purpose. We then moved onto the next segment, where the team discussed about one successful and one unsuccessful business/entrepreneurs from the established Shark Tank US show, to give an understanding of where these entrepreneurs stand today. This segment was about 15 minutes long. Coming to the last segment for the discussion round, the members and chairperson started the discussion as to make participants feel comfortable to pitch in and talk about their opinions about the show and entrepreneurs, etc. This provided a platform to exchange opinions and thoughts on the entrepreneurship sector and what are the key factors that makes a good entrepreneur. Upon discussion among the team members, other club members started weighing in the discussion, about how they felt Shark Tank India is different from USA, what their favorite pitch was from the episode, what they thought the entrepreneurs could've done differently, etc.





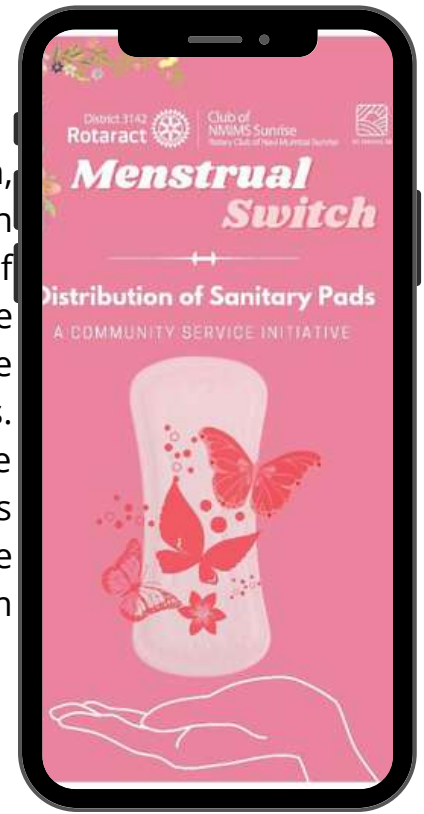
## Menstrual Switch

**Date:** 8th March 2022

**Type of Event:** Social work, Hands-on Live Project

**No of Attendees:** 30

The event was conducted on 8th January 2022, in Vashi Gaon, opposite Kerela Bhavan. The members actively participated in the planning process and the event went live after a lot of brainstorming. The members met offline at 3:00 PM at the campus and commuted (train, auto and car) till Vashi for the drive. Our avenue member knew the local social worker, Mrs. Richa Sameet who helped us in this drive, as it was her initiative of adopting two slums in the bhavan and was glad to give us the opportunity to talk to the local women and preach the importance of menstrual hygiene and its necessity. The slum roughly had 300+ women living there.



The women lined up for the drive and the members handed out pads to each woman and girl. We distributed 150 pads among them as the drive was a commendable success. The idea initially was to distribute cotton pads but was later developed to distributing regular pads. We chose regular pads because of the availability, convenience and hygiene. The reason this event was planned was to make sure we can contribute to the community by distributing sanitary pads on the occasion of Women's Day and make sure that we reduce the per month expenditure of these women by a few hundred rupees.





## Anonymously Yours

**Date:** 21st February 2022 to 26th February 2022

**Type of Event:** Online, Instagram Initiative, and Google Forms

**No of Attendees:** 100

The month of February revolves around emotions and thus we began thinking along the lines of writing letters to someone significant and form a platform to express and came up with the idea to deliver people's letters via Instagram DMs by profiling each comment via Google Form.

As the senders would've remained anonymous, we decided to name the event Anonymously Yours. The participants were to upload their messages on Google Forms and the team would send their messages to the respective receivers via the separate Instagram account of Anonymously Yours, handles by the Editorial team.

Instagram stories and posts were put up to interact with the audience and encourage them to send in their messages. This event was a great success as we achieved our target of receiving 100 messages. We started delivering these messages immediately.

The receivers were very happy with the letters that were sent to them. The event was kept open for the students of NMIMS, Navi Mumbai. Editorial decided to make "Anonymously Yours" their flagship event and thus will be back again next year.



# The Valentino Spark

**Date:** 2nd March 2022

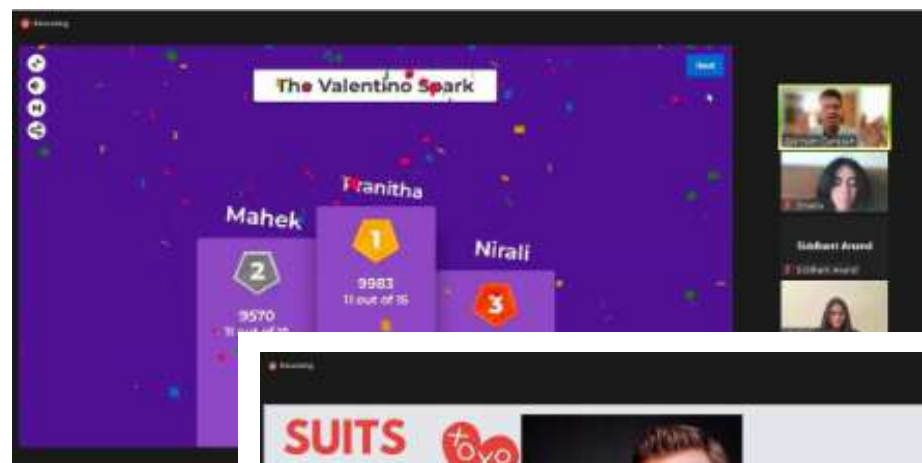
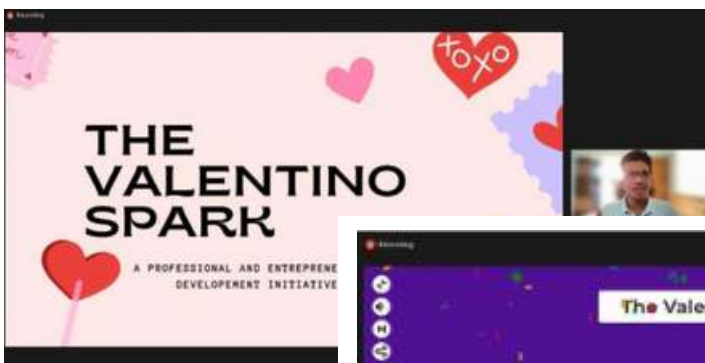
**Location:** Online

**Type of Event:** Competition

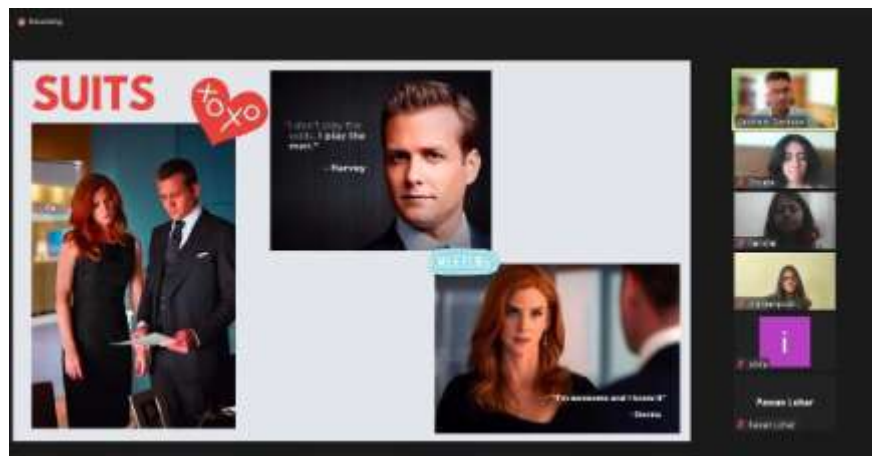
**Number of Attendees:** 56

The event's aim was to host an event where the combined concepts of professional and entrepreneurial development are shown. Concepts like soft skills, decision making, etc which are essential skills required. PPT slides were shown simultaneously throughout the event for visual aid to the participants and audience. Each case study explanation, it was followed by a kahoot quiz round.

First case study was about the tv show 'SUITS', 2nd case study was about 'THE OFFICE' and the 3rd case study was on the Netflix show 'NEVER HAVE I EVER'.



The whole event was hosted by members of the club. After the end of the 3rd case study the winners of the kahoot quiz round were declared and the event was concluded.



# Women's Day Felicitation



**Date:** 8th March 2022

**Location:** Offline

**Type of Event:** Speaker Series

**Name of the Speaker:** Archana Gupta, Hema Surya Narayan, Hemangini Patil, Dr.Vaishali Lokhande, Nurse Anju Abbi, Police Inspector Alka Patil

**Number of Attendees:** 45

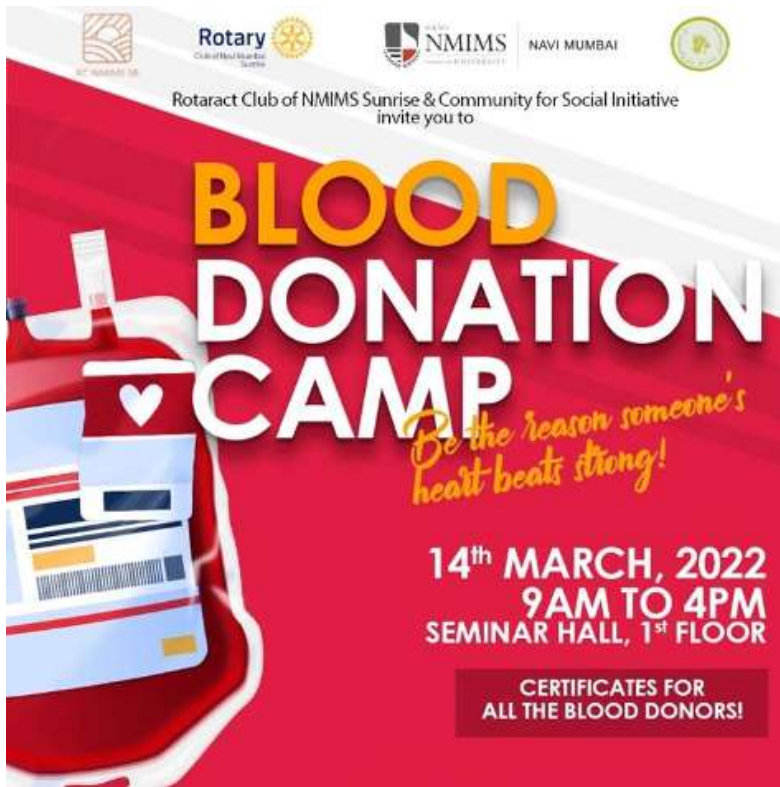
The event was organised in NMIMS Navi Mumbai on the occasion of International Women's Day, in collaboration with Inner Wheel Club of Navi Mumbai Sunrise, Meraki New Gen Club, Rotary Club of Navi Mumbai Sunrise and CSI Club of NMIMS. The event started with a welcome address by the president of the inner wheel club of Navi Mumbai sunrise.

This was followed by lamp lighting and the introduction of the chief guest by respected director sir. Mukherjee sir felicitated the chief guest with a bouquet and a memento. There was a dance performance from the inner wheel club of Navi Mumbai sunrise. This was followed by the felicitation of Archana Gupta ma'am. Chandan Adhikari sir introduced the guest of honor, Hema Surya Narayan. The guest of honor then addressed the audience present in the event. Introduction and felicitation of 4 women achievers was done by Rotary (RTO Head Vashi - Hemangini Patil, Dr.Vaishali Lokhande, Nurse Anju Abbi, Police Inspector Alka Patil). Introduction and felicitation of housekeeping staff were done by Mukherjee sir, Ruchita ma'am, Manjari ma'am, Chandan sir before the conclusion of the event.





# Blood Donation Camp

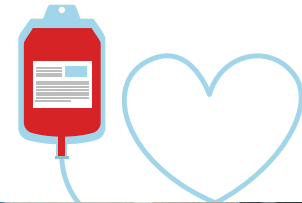


**Date:** 14/3/22

**Location:** NMIMS, Navi Mumbai

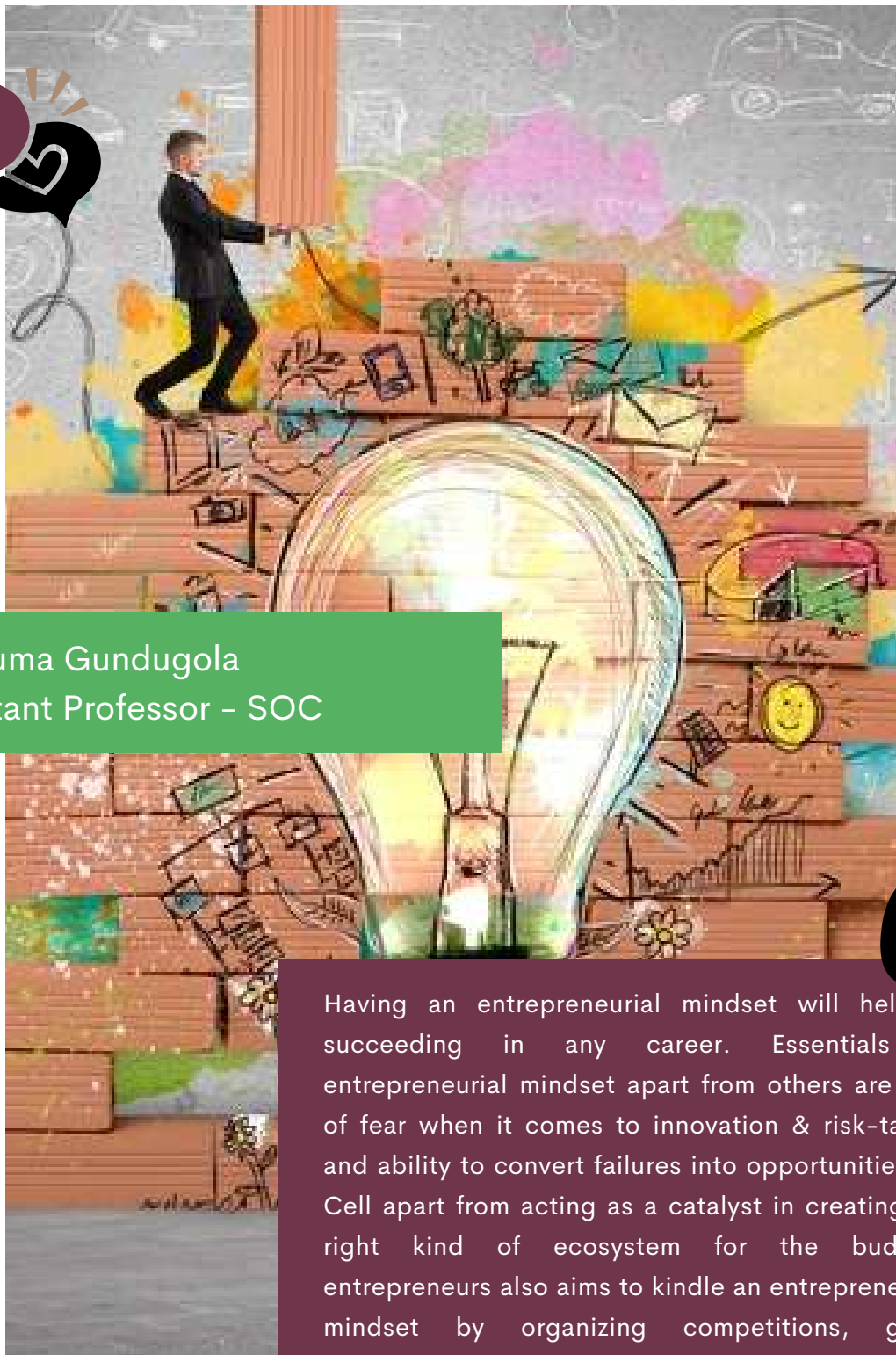
**Type of Event:** Community Service

**Number of Attendees:** 90



The aim of this project was to create awareness about the importance and benefits of blood donation as well as to provide a platform for those who are interested in donating blood. RCNMIMS SR collaborated with the Community for Social Initiatives, NMIMS for this project. The blood donation drive was organized along with Terna blood bank, who helped with the set-up. Banners and Posters were put up all around the university. The Doctors and Nurses from the Blood Bank conducted health check-ups including Blood Pressure and Hemoglobin Level to make sure that the volunteers were fit for the donation. After donating the blood, the volunteers were given snacks and beverages as well as certificates for donating blood.

## E - CELL



Dr. Suma Gundugola  
Assistant Professor - SOC

“ Having an entrepreneurial mindset will help in succeeding in any career. Essentials of entrepreneurial mindset apart from others are lack of fear when it comes to innovation & risk-taking and ability to convert failures into opportunities. E-Cell apart from acting as a catalyst in creating the right kind of ecosystem for the budding entrepreneurs also aims to kindle an entrepreneurial mindset by organizing competitions, guest sessions, & study projects. Till now E Cell has organized more than a dozen of such programs & continues to do so with a wider spectrum.



# Creation of E-community

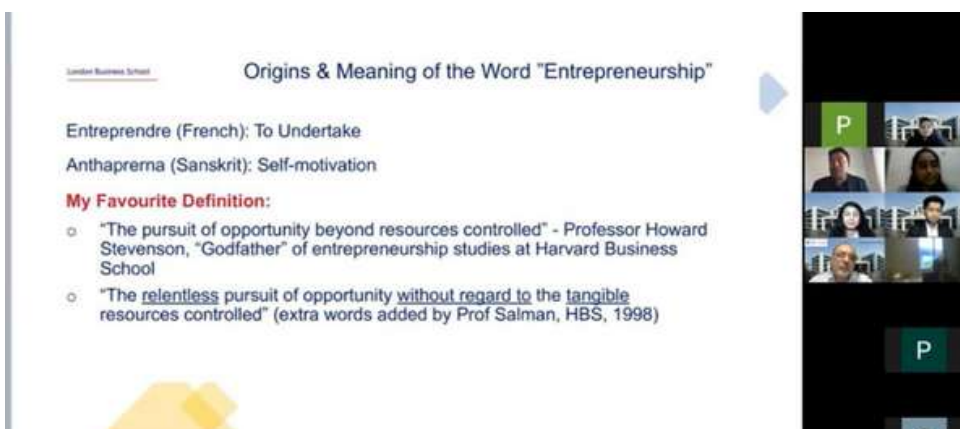
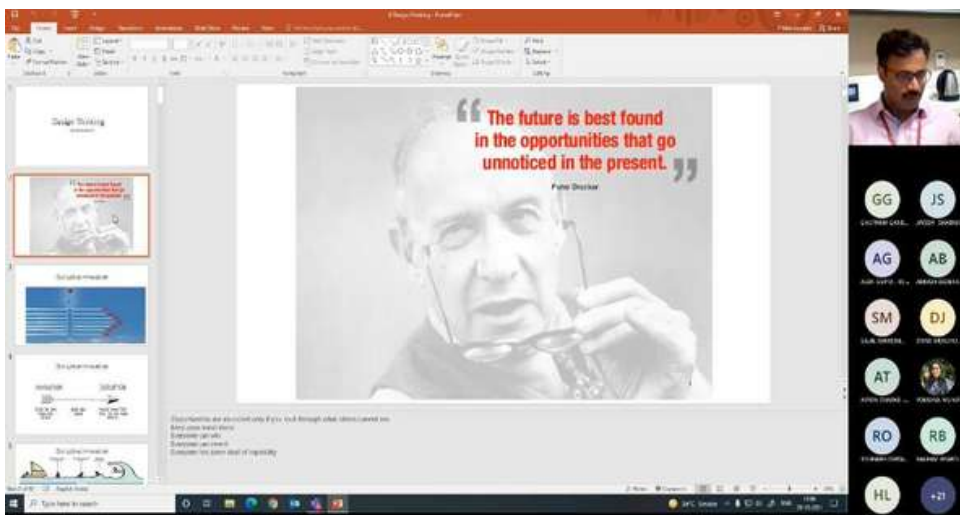
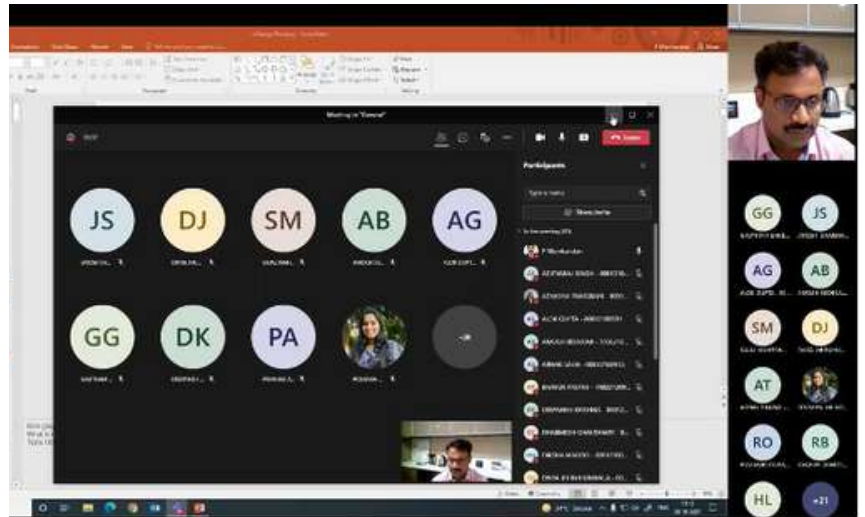
**Date:** Between the period of Sept 21 to Feb 22

**Location:** Online

**Type of Event:** Workshop

**Number of Attendees:** SBM – 25, SOC – 99, SOHM – 2, SOL – 5, SOS – 2, STME – 66

Creation E-community was done by all schools NMIMS Navi Mumbai, School of Business Management, School of Commerce, School of Hospitality Management, School of Law, School of Science, School of Technology Management. Aspiring entrepreneurs were invited from all schools to get attached to the world of entrepreneurship.



These youngsters were given the opportunity to share their entrepreneurial ideas. They were given the advantage to get mentoring and learn about entrepreneurship to help them with their entrepreneurial idea or help them in expanding their creativity to come up with innovative entrepreneurial ideas. E-community received 34 business ideas from the members of E-community.







## POETRY AND LITERATURE CLUB



Ms. Ira Gautam  
Poetry & Literature Club - President



The Poetry and Literature Club is a paradise for thinkers, readers, and writers. It is a place where students are free to think, read and write on the topics of their interest and choice. The objective of the club is to nurture the love towards language and literature. We focus on facilitating members to address their fears while at the same time enabling them to learn and express.

We are involved in creation of written material in its various forms such as short stories, poetry, essays, articles, conducting quiz etc. continues to do so with a broader spectrum.



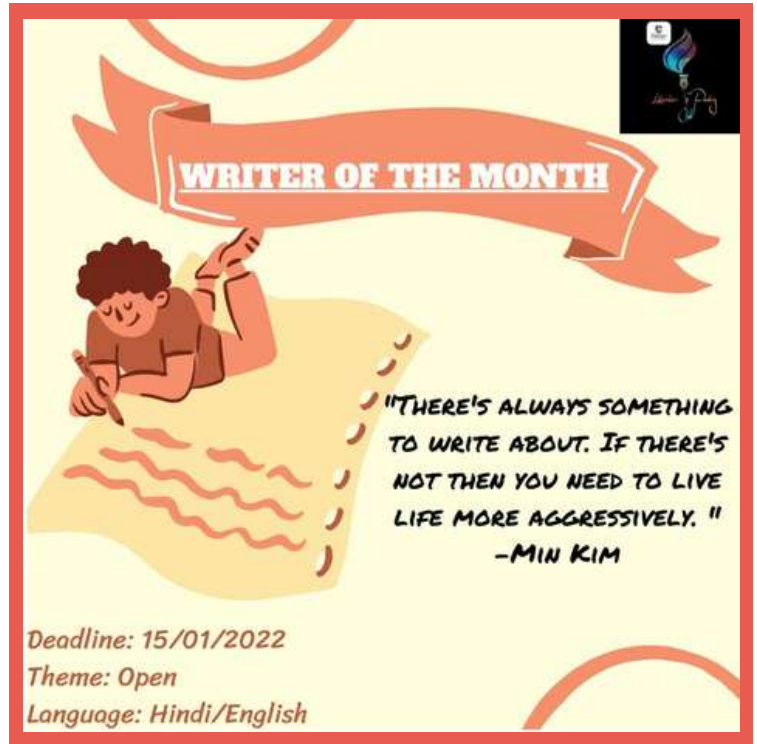
# Writer of the Month

**Date:** 1st to 15th January 2022

**Platform:** Online

**No of Participants:** 10

Writer of the month is a competition organized among club members. This time it was an open theme competition where writers were free to express themselves the way they felt comfortable. We aimed at providing a non-judgmental platform where writers can express themselves. All the competitors did a great job but two writeups won the hearts of judges.



congratulation

**Gen Z**

Born between 1997-2012  
Let us introduce ourselves  
We are Gen z  
We are amazing let's agree

You had albums  
And notebooks to write sums  
we have instagram  
And apps for notes to cram

You had cable TV  
Maybe it fills you with envy  
Cause we have Netflix and Prime  
To blissfully pass our time

You sent food to neighbours  
To keep them in your favour  
we send streaks  
These are our little tweaks

You danced in weddings  
With elegant settings  
we dance on reels  
Following trends gives us the feels

You had actors  
Those were the chapters  
we have influencers  
They also swoon us

You are morning birds  
A Little less of nerds  
we are night owls  
But we make less fouls

**NAAVYA BERIWAL**



**Colder**

WINTERS ARE COLD  
THE WINTER OF 2021 WAS COLDER  
WINTER SCARS HURT MORE  
AND LAST LONG.

A SOUL REACHES THE SKY,  
AFTER 63 COLD WINTERS  
IT HAD A HARSH WINTER ATLEAST HARSHER THAN MOST OF US.

SINCE IT LEFT DARKNESS BLOOMED FOR LONG TIME  
PITCH BLACK.

WHILE THE ONE'S DOWN HERE WONDER  
WHO'S GOING TO GUIDE AND PROTECT THEM  
FROM THE COLD - NOT THE WINTER  
BUT THE PEOPLE.

I WONDER IF IT WAS FOR THE BETTER  
MAYBE IT'S WARMER UP THERE  
IN THE HEAVENS, LIKE THE WARMTH I FEEL  
FROM MY GRANDMOTHER'S PIGUANT  
BUT SWEET SMELLING HOUSE'S FIREPLACE.  
MAYBE THE SOUL BRIGHTENED UP THE HEAVENS.  
MAYBE IT'S SPRING UP THERE RIGHT NOW.  
I DON'T KNOW BUT I HOPE I'M RIGHT.

WINTERS ARE COLD  
BUT THE WINTER OF 2021  
HAPPENED TO BE COLDER  
NOT JUST FOR ME BUT FOR EVERYONE  
AND THE COLDEST FOR THE SOUL  
THAT REACHED A WARM PLACE.

**JAGRUTHI THULLURI**

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**STAY TUNED!**