

SCHOOL OF BUSINESS MANAGEMENT















SBM PR Convener's Letter

PR Committee's Letter

Collaborative Event

The Editorial Team

Student Council Placement Committee Research & Faculty Development Committee **Community for Social Initiatives** Committee Corporate & Academic Excellence Committee **Public Relations Committee** MarCell Club **Fincorp Club HITO Club Opnotch Club Shining Stars**

PR Convener's Letter



What an incredible year it has been for the Public Relations Committee at SBM, Navi Mumbai! A year filled with passion, energy, and unstoppable creativity. From crafting compelling content to managing our buzzing social media presence, and orchestrating events that sparked conversations and connections, we've worked relentlessly to bring SBM's vibrant spirit to life in ways that truly resonate.

Our mission has always been to inspire, engage, and bring people together. Every initiative we've launched – whether it's showcasing the remarkable achievements of our students, celebrating milestone moments, or building lasting bonds with our alumni and partners – has been about creating meaningful impact. The events hosted by SBM have not only shaped our campus culture but have also left an indelible mark on the entire student community. These events have been more than just gatherings – they've been powerful experiences that have fueled creativity, ignited passion, and sparked a wave of collaboration.

None of this would have been possible without the unwavering support of our students, faculty, alumni, and external partners. Your dedication and commitment have been the backbone of our success. Together, we've made something truly special, and I can't wait to see where we'll go next.

As we move forward, the Public Relations Committee is ready to take on the challenges and opportunities that lie ahead. We are more determined than ever to innovate, push limits, and create unforgettable experiences that reflect the energy and dynamism of SBM.

A huge thank you to everyone who has been a part of this journey. Your hard work, passion, and enthusiasm are the heart of everything we do. Here's to another year of growth, impact, and boundless possibilities! Let's continue making magic happen, together!

Dr. Krunal Punjani

PR Committee's Letter

We're beyond excited to bring you the latest edition of the Prism Newsletter! It's been an action-packed few months filled with incredible energy, creativity, and some seriously unforgettable moments. From thought-provoking guest lectures to fun-filled cultural fests and epic sports events, SBM, Navi Mumbai, has truly been buzzing with life.

But Prism isn't just about stories—it's about YOU. It's our way of celebrating the things that make this campus special. Whether it's showcasing amazing events or spotlighting your incredible achievements, we've worked hard to make sure every page feels like it's straight from the heart of SBM.

This edition brings together the passion and creativity of all our committees. You'll find everything from inspiring initiatives to unforgettable experiences, as well as incredible student achievements that continue to make us proud. Every story is a little piece of the magic that makes SBM a community we're all proud to be part of.

So, take a moment, dive into the pages, and relive the moments that have made this half of the year so special. Let's keep this energy going—here's to even more awesome experiences ahead!

Enjoy the read, and thanks for being part of the SBM family!

Team PR















The Flagship event of NMIMS Navi Mumbai, organized by the Student Council, Public Relations, Fincorp, MarCell and CSI.

COLLABORATIVE **EVENT**

















Under 25 Summit

Renowned content creators Rhea Gurnani and Muskkan Rawat took the stage, sharing insights on building friendships, influencing with authenticity, and staying true to oneself in the digital world. Their engaging session students eagerly participating, seeking advice on overcoming creative challenges.

The highlight of the evening was soulful Sidharth Bendi's performance, leaving the audience swaying and singing along, creating an unforgettable vibe.

With engaging sessions, fun workshops, and high-energy performances, the Under 25 Summit made Day of Margdarshak exceptional!

Day 1

Day 1 of Margdarshak 6.0 at NMIMS Navi Mumbai kicked off with the electrifying Under 25 Summit! The event began with the distributing of "Invest in You" books, setting the tone for an inspiring day.



















October 21st 2024. Community for Social Initiatives (CSI) hosted an inspiring session, "Navigating Career Milestones: Lessons in Resilience, Growth, and Success." Speakers included Ms. Bhavana Issar, Founder & CEO of Caregiver Saathi, and Mr. Sridhar Ramachandran, Founder Dharsha Advisors, moderated by Dr. Aparna Rao.

The session offered insights into career growth, overcoming challenges, and fostering resilience. Focused adaptability, emotional intelligence, and purpose-driven growth, it aimed to empower participants to navigate careers effectively. CSI remains dedicated to fostering excellence and social impact. We thank everyone for making this event a success.



Career Insights & Social Impact at Margdarshak

As a part of Margdarshak, CSI organized NGO stalls featuring Goonj, Kshamata, and Seva Sahayog. The stalls provided a platform for NGOs to showcase their initiatives, recruit volunteers, and raise awareness about their impactful work in various sectors.



















Mergenture, the business mergers challenge, featured 12 teams engaged in strategizing, negotiating, and formulating innovative deals to outmaneuver their rivals. As each round progressed, the challenge intensified. requiring quick thinking and bold maneuvers. Teams navigated intricate deal structures, evaluated risks, and capitalized on opportunities, all while adapting to unforeseen twists. Ultimately, only sharpest minds emerged victorious, demonstrating their expertise in the art of dealand positioning themselves as future industry leaders.



Day 2

Margdarshak 6.0 brought together sharp minds and incredible voices in a thrilling competition segment. With a perfect blend of strategy and artistic expression, the competitions created an atmosphere of excitement, collaboration, and friendly rivalry. From intense boardroom battles to soul-stirring melodies, this Margdarshak 6.0 was a testament to the talent and ambition of its participants.



















The Open Mic session showcased soulful poetry, melodious singing, impeccable storytelling. keeping the audience hooked. Meanwhile, Spotlight Symphony featured 15 talented vocalists, including participants from other colleges, delivering breathtaking performances that captivated both the audience and judges.

energy soared with a hilarious stand-up act by Pranit impeccable comic More. His timing, witty punchlines, and spontaneous interactions had everyone in splits.

And just when we thought it couldn't get any better, the DJ night took over! The beats dropped, lights flashed, and the dance floor turned into a wave of unbridled energy.



Day 3

The third day of Margdarshak 6.0 was an electrifying spectacle filled with rhythm, laughter, and unforgettable moments. The evening kicked off with dynamic dance performances that had the crowd cheering with enthusiasm. From mesmerizing solo acts to high-energy group performances, the dancers set the stage on fire with their talent and passion.









SBM's Student Council, an apex body, ensures discipline and student support across schools. It plays a vital role in bridging the gap between students and faculty, facilitating effective communication channels.

STUDENT COUNCIL



studentcouncil_nmimsnavimumbai



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The Teachers' Day celebration at SBM on 6th September 2024 was a heartfelt event uniting students, faculty, and staff to honour teachers' contributions. The festivities included engaging group activities. entertaining dances, singing performances, a monologue, and poetry recitations, showcasing students' creativity. An open mic session allowed teachers to share their experiences, while fun games encouraged camaraderie.

The highlight was a felicitation ceremony, appreciating teachers' dedication to shaping young minds. Filled with gratitude and the celebration fostered joy, community spirit and emphasized educators' vital role in shaping the future, leaving a lasting impression on all attendees.



Events Conducted

Teachers' Day Celebration
78th Independence Day Celebration
Ganesh Chaturthi Celebration
Industrial Visit to Sula Wines











SBM celebrated India's 78th Independence Day on 15th August 2024 with enthusiasm patriotism. The event began with the flag hoisting by the Director, followed by the National Anthem and an inspiring address independence and nationbuilding.

The cultural program featured a poetry recital by Mukund Sir, vibrant dance and singing performances by students, an inspiring speech by Mahesh Sir, and a soulful song by Keshab Nandy Sir. A plantation drive, organized with the Rotaract Club, symbolized a commitment to environmental sustainability. The celebration concluded with a vote of thanks, combining patriotism, culture, and social responsibility.



Events Conducted

Teachers' Day Celebration

78th Independence Day Celebration
Ganesh Chaturthi Celebration
Industrial Visit to Sula Wines











Ganesh Chaturthi Celebration

SBM, in collaboration with the Cultural Committee, hosted a vibrant 2-day Ganesh Chaturthi celebration on 7th and 8th September 2024. The festivities began with the Sthapana (installation) of Lord Ganesha, followed by six aartis over two days.

Cultural highlights included group captivating dances. singing performances, a drama on the significance of Ganesh Chaturthi, and a lively fashion show. The event concluded with a spirited Dhol Visarjan, bidding farewell to Lord Ganesha with devotion and **This** joy. collaborative celebration fostered community spirit and cultural appreciation, leaving lasting memories for all.

Events Conducted

Teachers' Day Celebration

78th Independence Day Celebration

Ganesh Chaturthi Celebration
Industrial Visit to Sula Wines











On 14th December 2024, students and faculty visited Sula Wines in Nashik, India's wine capital, for an enriching industrial experience. The scenic journey by bus set the tone for an insightful tour of the vineyard and production facilities. The Sula team quided participants through the winemaking process, from grape cultivation to bottling, highlighting technological advancements and practices. sustainable **Faculty** connected these operations to real-world business scenarios. An interactive session allowed for inlearning, while the depth picturesque surroundings added the experience. The visit seamlessly blended education with exploration, leaving participants inspired and informed.



Events Conducted

Teachers' Day Celebration
78th Independence Day Celebration
Ganesh Chaturthi Celebration

Industrial Visit to Sula Wines













The Placement committee works towards getting students placed in reputed organizations and maintaining synergic relationships with prospective recruiters along with preparing and equipping the students to be industry-ready.

PLACEMENT COMMITTEE



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PLACEMENT COMMITTEE











Maven Talks

The Maven Talks featured inspirational sessions by industry leaders like Mrs. Nina Lekhi (CEO, Baggit) sustainable on entrepreneurship, Mr. **Amit** Patjoshi (CEO, Palladium India) on leadership and ESG goals, and others, including Amitabh Jha (CEO, Reliance Infrastructure), Vivek Wadhera (MD & CEO, Orix India), and Bharat Khemka (CEO, Duro Steel AG). The Leadership Series also welcomed John Mathew Sebastian (DGM. Guard) and Avinash Tharni (AVP. Jio Ads), who shared insights on leadership and business strategy. These events equipped students with invaluable skills, enhanced industry exposure, and fostered advancement career opportunities, reinforcina the institution's commitment bridging academia and industry.

Note: Names are given in the order of the Maven Talks conducted.

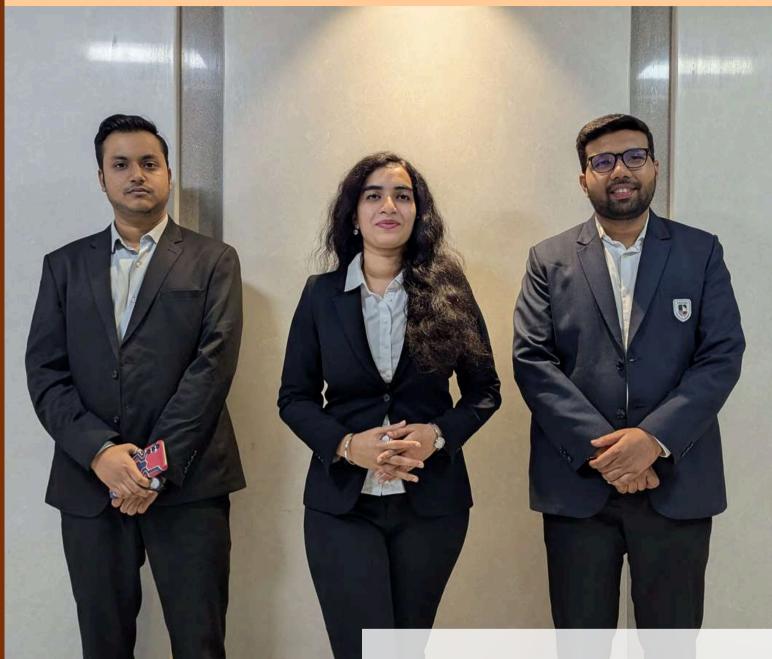
Rubix 4.0

The flagship event, Rubix 4.0, epitomised the integration of academic excellence and corporate challenges through activities such as case studies, simulations, and hackathons. Notable competitions included J.P. Morgan's Trading Titans and Deloitte's Business Hustlers Hackathon, which emphasised innovation, leadership, and practical problemsolving.









The RFDC provides all the faculty members a platform to present their research papers in front of their colleagues and receive feedback and suggestions for the same. It also provides all the students a mentorship program for their upcoming and ongoing researches.

RESEARCH AND FACULTY DEVELOPMENT COMMITTEE





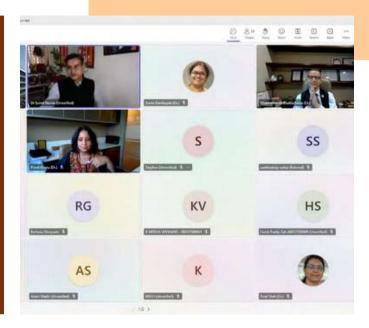


RESEARCH AND FACULTY DEVELOPMENT COMMITTEE



Faculty Research Seminar

On 20th July 2024, a session by Dr. Jinal Shah (SBM), Dr. Ishfaq Bhat, and Dr. Suma Gundugola (SOC) presented a study on hybrid learning post-COVID-19, using the UTAUT2 model and COI framework to explore technological and social students' influences on experiences. On 26th October 2024, Dr. Veerma Puri (SBM) analyzed 2005-2021. 476 mergers from offering insights into ownership and director interlocks impact Indian business groups. The Research Knowledge Series further enhanced research skills, including session 5th a November 2024 by Dr. Sumit Narula (Amity University), where strategies for identifying predatory journals, understanding impact factors, and avoiding deceptive practices were shared, with Dr. Shah opening the discussion.



RFDC

RFDC, NMIMS, Navi Mumbai plays a crucial role in fostering academic research. Since the commencement of the academic year 2024 2025, the committee has conducted a Guest Session, a Faculty Development Program and sixteen Faculty Research Seminars.

Faculty Research Seminar Series is an initiative where faculty members present their research to receive valuable feedback.









The CSI (Community for Social Initiatives) at NMIMS Navi Mumbai is committed to creating social impact through meaningful initiatives and collaborations with NGOs through WeCare.

COMMUNITY FOR SOCIAL INITIATIVES COMMITTEE





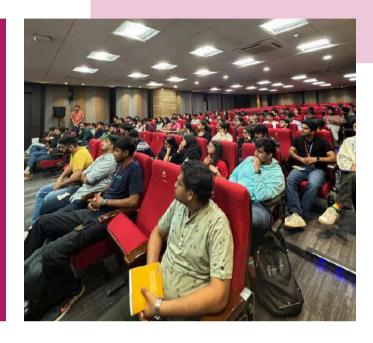


COMMUNITY FOR SOCIAL INITIATIVES COMMITTEE





Community The for Social Initiatives (CSI) hosted an inspiring session on December 10, 2024, featuring Mr. Himanshu Kulkarni from Gooni, discussing India's development sector and the power of collective action in sustainable driving change. Attendees praised the session for real-world insights and actionable ideas. with manv expressing interest in volunteering or starting their own community projects. The session highlighted importance of aligning personal efforts with collective goals for a more equitable society. Encouraged by its success, CSI plans more events focused on sustainable development and social impact.



 Career Insights & Social Impact at Margdarshak

As part of Margdarshak (October 21-23, 2024), CSI organized NGO stalls featuring Goonj, Kshamata, and Seva Sahayog, promoting sustainable development and volunteer opportunities.



NAVI MUMBAI





Corporate and Academic Excellence Committee, We take the responsibility of bridging the gap between academic learning and corporate exposure for the students of NMIMS Navi Mumbai.

CORPORATE AND ACADEMIC EXCELLENCE COMMITTEE



nmims.caec







CORPORATE AND ACADEMIC EXCELLENCE COMMITTEE





Mr Murarka emphasized the broader impact of finance beyond iust salaries, highlighting key management principles and the analytical rigour required in investment banking. He discussed growth equities, of associated risks and opportunities in fintech, and the importance of emotional discipline in investing.

Mr. Shah stressed the importance of strategic investing while focusing on long-term value creation and effective risk management. He also advised caution when dealing with speculative assets, such cryptocurrency. Both speakers reiterated the ongoing need for human expertise wealth management, encouraging students to embrace technology while remaining grounded in the fundamentals of finance.



Panel Discussions

NMIMS Navi Mumbai's 'Business and Finance' panel discussion featured insights from two experienced professionals, Mr. Murarka and Mr. Shah, who explored the profound impact of technology on finance. They emphasized the need to evolve with advancements while maintaining core investment principles, cautioning against frequent transactions encouraged by digital platforms, which can hinder long-term wealth creation.







CORPORATE AND ACADEMIC EXCELLENCE COMMITTEE





panel emphasized the importance of data-driven decision-making, market research, and the 4 P's of marketing, with a particular focus on understanding the product. They noted the shift towards especially modern marketing, through social media, and urged attendees to be adaptable in this changing landscape. By sharing personal stories, panelists inspired students to pursue their passions and clarify their career goals. continuous Networking and were highlighted learning essential, along with key MBA skills such as storytelling, creativity, and communication. The significance of branding was also stressed, as was the need to stay updated on new marketing technologies while still valuing traditional methods.



Panel Discussions

NMIMS Navi Mumbai's 'Business and Marketing' panel discussion featured insights from three experienced professionals: Mr. Ashish Chablani, Mr. Shival Desai, and Mr. Shouvik Sarkar. They highlighted marketing's crucial role in business success, emphasizing that discipline—even in tasks we dislike—is essential for excellence in the field. They encouraged students specializing in marketing to start their careers in sales to build strong relationships and trust with consumers.









The PR Committee enhances the campus's external visibility by managing communications and promotions. It oversees the official website, engages audiences on social media, maintains an event photo repository, and addresses queries, ensuring a strong institutional presence.

THE PUBLIC RELATIONS, DIGITAL MARKETING AND EDITORIAL COMMITTEE



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Narsee Monjee Institute of Management Studies (NMIMS) Navi Mumbai





THE PUBLIC RELATIONS, DIGITAL MARKETING AND EDITORIAL COMMITTEE



A Journey of Engagement & Creativity

The Summer Internship Series offered invaluable corporate insights through student experiences, bridging academics with real-world exposure.

Humans of NMIMS beautifully captured personal journeys and vibrant campus moments, showcasing the spirit of the community.

Adding a fun twist, the Guess series engaged students with interactive challenges, making learning exciting.

Professor's Lens offered a unique glimpse into academia through the faculty's perspective. Maven highlighted industry insights and alumni journeys, empowering students to thrive in their careers.

Creating & Connecting

Over the past six months, the PR Committee has been at the heart of storytelling and engagement, ensuring that the vibrant life at NMIMS Navi Mumbai is captured and shared with the world. Through a series of thoughtfully curated Instagram posts on the SBM and NMIMS pages, the committee has highlighted key moments while also fostering a strong sense of community among students.









Marcell, the Marketing Committee of NMIMS Navi Mumbai, delves into the dynamic world of marketing through insightful discussions, engaging blogs, captivating podcasts, and flagship events like Incendo. It serves as a platform for creativity, strategy, and innovation.

MARCELL CLUB



marcell.nmimsnavimumbai



marcell.nmimsnavimumbai





MARCELL CLUB



Brand Baaja Baarat 2.0: Where the Baaratis did not Disappoint!

The festivities began with
Round 1: Marketing Quizine on
Kahoot! Over 120 participants in
41 teams showcased their
marketing know-how, with 15
advancing to the upcoming
round.

Round 2: Tagline Tussle. Here, two teammates wore headphones while the third lipsynced and acted out taglines, blending hilarity with ingenuity. The final round, Pitch Perfect, tested creativity as seven teams pitched oddball products while tackling curveball challenges. The result? Pure brilliance!



About Brand Baaja Baarat

Marcell's Brand Baaja Baarat 2.0 wasn't just another event; it was a two-day marketing extravaganza that brought out the strategist, the creator, and the problem-solver in everyone!









FinCorp, the Finance Club intends to offer a forum for students wherein they get an opportunity to learn more about the finance domain & enhance their conceptual understanding from a more practical standpoint.

FINCORP CLUB



fincorp.nmimsnavimumbai



fincorp.nmimsnavimumbai





FINCORP CLUB





For Wolf of Dalal Street. participants analyzed and built a portfolio using ₹50 lakh virtually provided Fincorp. by individual was assigned a POC and reported every trade over months. The top three winners were chosen based on absolute returns. excluding taxation and transaction costs. The IPL Auction brought the thrill of cricket and finance together participants, acting franchise owners, bid for players to build their dream team within a set budget. Teams strategized, analyzed player stats, and managed funds, making it an exciting test of decision-making, teamwork, and financial acumen.



- Events Conducted
- Wolf of Dalal Street
- IPL Auction
 Clash of Capital
 Penny Pursuit







FINCORP CLUB





Clash of Capital is an investment challenge where participants pitch tailored portfolios to a panel, inspired by the "Shark Tank" format. Given a persona or scenario, they craft strategies based on financial goals, risk appetite, and market trends. Portfolios span equities, debt, real estate, and alternative investments, with pitches judged on diversification, returns, and management. risk competition sharpens financial acumen, strategic thinking, and presentation skills in a dynamic, real-world setting.



Events Conducted

Wolf of Dalal Street

IPL Auction

Clash of Capital

Penny Pursuit







FINCORP CLUB





The Fincorp event was a thrilling journey of wit and adventure! It began with meticulous planning, including finalizing rules, team structures, and rounds, paired with vibrant social media promotions.

The excitement began at 4:30 PM in Rooms 301 and 302, where participants tackled a two-round challenge. The first round tested their knowledge with a quiz, paving the way for the top teams to dive into an exhilarating treasure hunt. With clues to crack and challenges conquer, teams raced to uncover hidden treasure. The the victorious team that solved it all first claimed the ultimate prize in this unforgettable event!



Events Conducted

Wolf of Dalal Street
IPL Auction
Clash of Capital

Penny Pursuit







HITO, NMIMS, Navi Mumbai's HR Club, guides students on profile building through guest sessions, competitions, blogs, and more activities to develop soft skills in them to become future leaders.

HITO CLUB



hito_nmims



HITO Club NMIMS Navi Mumbai





HITO CLUB





MBA Feud

Our HR Club recently hosted the much-anticipated Feud **MBA** event, brimming with knowledge, competition, and excitement! Round 1, an online quiz on Unstop, tested current affairs, general knowledge, and NMIMS trivia, narrowing the field to 12 teams. Round 2's fast-paced Riddle Challenge saw Finance, Marketing, and Operations teams solving riddles under pressure, leaving six teams for the final round. In Round 3: The Mind Quest, the top 2 teams faced off in a buzzer round, naming top answers in categories like luxury brands and expensive cities.

The winners walked away with exciting prizes and certificates after an exhilarating competition!

HITO Hero Series

The HITO Hero series by NMIMS Navi Mumbai's HITO Club uses Instagram to showcase inspiring leaders like Leena Nair, Dave Ulrich, and Suzanne Lucas, highlighting their achievements and leadership styles. The Green Leaders section features changemakers like Greta Thunberg and Elon Musk, promoting sustainability and ecological awareness. This initiative inspires students to develop leadership skills and address global challenges effectively.









Opnotch at NMIMS Navi Mumbai cultivates Operations and Supply Chain Management skills through KPMG partnerships. OPMANIA, their monthly newsletter, imparts insights on operations strategies and industry trends, enhancing students' knowledge.

OPNOTCH CLUB



opnotch_nmims.navimumbai



OpNotch-The Operations Club of NMIMS Navi Mumbai





OPNOTCH CLUB





The Six Sigma Certification, in collaboration with KPMG, spanned two weekends, providing in-depth knowledge of Six Sigma principles, tools, and real-world case studies like the Mumbai Dabbawalas.

With 50 students participating, interactive activities and real-time problem-solving kept engagement high.

Esteemed guest speakers, Mr. Shashank Srivastava and Mr. Ankit Chandra, enriched the experience with valuable insights and dynamic discussions.

The program concluded with a final assessment conducted within 48 hours, awarding a prestigious certification to successful candidates.



 Six Sigma Certification Event: A Successful Two-Week Training Program

The Six Sigma Certification in collaboration with KPMG was conducted over two weekends, successfully training around 50 students in process improvement methodologies. The event was meticulously managed by the Opnotch team to ensure smooth coordination between participants, the guest speaker, and the overall flow of sessions.







RELIANCE'S THE ULTIMATE PITCH SEASON X

TEAM CHARCHE

TOP 10











BLOOMBERG TRADING CHALLENGE

STRATEGIC SQUAD

RANK 14















REL POSTER SYMPOSIUM

POSTER TITLE: SKY HIGH OR GROUNDED?



POSTER TITLE: IS FREELANCE AN EMERGING ECONOMY?











NMIMS FOOTBALL LEAGUE

STME THUNDERS





SOS HURRICANES









MARGDARSHAK 6.0



JOINT WINNERS

YUDDHGYAN









HIT THE SPOT











FINCORP - IPL AUCTION











SOBER SQUAD









BID BIDDERS













FINCORP - CLASH OF CAPITAL



MULTIBAGGERS











FINCORP - WOLF OF DALAL STREET



















FINCORP - PENNY PURSUITS



HIT THE SPOT



TANISHQA MATHUR









MARCELL - JAILBREAK



TRIFECTA



SAHIL MOHAMMED









HITO - MBA FEUD



TRIPLE A











MARCELL - BRAND BAAJA BAARAT 2.0

THE TROUBLE MAKERS







FREE RIDERS















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