

ANNUAL REPORT: 2015-16



Dr.C. Babu
Director

University & AICTE Approved Courses:

- Two years full time Master in Management Studies (MMS)
- Two years full time Post Graduate Diploma in Management (PGDM)
- Three years Part Time Masters degree, Masters in Marketing Management (MMM), Masters in Finance Management (MFM), Masters in Human Resources Development (MHRDM).

Short term Autonomous Weekend Course:

Post Graduate Program in Managing Family Business

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

| No. of Students | No. of Teaching staff | No. of Non-Teaching staff | No. of Computers | No. of Books | No. of Newspapers | No. of CD/D VDS | No. of Journals | No. of magazines | Results 2014-16 - PGDM Final Year 2013-15 - MMS |
|-----------------|-----------------------|---------------------------|------------------|--------------|-------------------|-----------------|-----------------|------------------|--|
| 442 | 18 | 19 | 179 | 6219 | 12 | 394 | 22 | 22 | MMS: 100% PGDM: 100% |

ACADEMICS

Our 4th batch of MMS comprising 81 students graduated with a satisfying 100 pass percentage. Our 4th batch of PGDM students comprising 35 students made us feel proud with 100 pass percentage and high grades. Topper is Ms. ASHLESHA NARENDRA TIWARI in MMS & SNEHA MISTRY MANSUKLAL in PGDM. The academic year began in July 2015 with three mainstream programs. The first quarter was being used by us to prepare students for their career through multiple workshops - interview, confidence building, Communication, MIM and many more besides the regular curriculum.

STUDENT EVENTS

- **IRB Scholarship 2015-16 of DSIMS**

Four Students from DSIMS - Mr. AGARWAL SHASHANK VIPIN, MMS Sem 2 (2015-17 Batch), SEKSARIA AANCHAL SANDEEPKUMAR, MMS Sem 4 (2014-16 Batch), MISHRA DEBASHISH KAMALKANT- PGDM Trim 2(2015-17 Batch), & NIRAV CHAUHAN -PGDM Trim 6(2014-16 Batch) were the recipients of IRB Scholarship .

- **9th Dec, 2015- Quiz contest by Business Standard**

DSIMS Knowledge resource centre has organized a Quiz Competition for PGDM 1st year students on. It was conducted by 'Business Standard Limited'. It has been designed to inculcate the habit of reading, so that students should stay updated on the world of business, and equips them for future career interviews too. Question paper was including 50 questions, for the duration of 30 minutes.

PLACEMENTS

Final Placements: Students who passed out in 2016 have been placed in some of the well known companies, like, Motilal Oswal, Deflytics Software, Axis Bank, Nomura,Crisil, D.H.Consultants Pvt Ltd, CMIE, Janlakshmi, Viteos, NSE KD Practise Associates LLP, Yellow Diamond, Credence Analytics, Abans Group of Companies, Power Chorrd (HR Annexi), TeamGlobal, Lupin, Capegemni, Amagi, Coign Consulting, Digital Titasso, ICICI Bank, Bricknfloor.com, Reliance Money, Gold Star Jewellery, Tridat Technologies, Macleods Pharma, E4 Development & Coaching Ltd, Kuloday Group, 99 Acres, Reliance Digital, Asian Heart Hospital, DTDC, Valuer HR, Globe op, Energia wellbeing Pvt Ltd, Integreon, Indian Express, S.K Logistics, BLR, Digimile , S & P Capital, CVK Advisors, DB Realty, Jaro education, Spiral, MR Field Works & Research, Hyundai, Textport, Deutsche Bank, Maruti Suzuki, India Mart, KPMG, Speed4 Prefab Solutions Pvt Ltd, Standard Chartered, Diesl.

SIP Companies : Students were placed in companies to do their Summer Internship Projects in May and June 2016 are SBI industrial finance, Reliance Infrastructure, Reliance Jio, SBI Life, Birla Sun Life, Pantaloons, FCB Ulka, RayChem, Raymonds, Agility Logistics, Nanavati Hospital, SK Logistics, Khimji Punja, Macleods, MAHINDRA SUSTAIN, L & T, Wellspun, Anand Rathi, KPMG, Ajanta Pharma, Siyaram Silk Mills, DH Consultants, Bunge India, Grey Cells, Bassein Catholic Bank, Kotak Mahindra Bank, Axis Bank, Crisil, Syndicate Bank, Hotel Sahara Star, Dena Bank, Emkay Global, Shapoorji Pallonji & company Pvt Ltd, Bank Of India, Bank Of Baroda, Progressive Share Brokers Pvt Ltd, CHEP India Ltd, Polycab, Indian Oil Corporation LTd, TJSB, Thomas Cook , Maruti Couriers, Phillip Capital, L&T Infra, Network Techlab Pvt ltd, Ruby Capital, Angel Broking, Nirmal Bang, Helio Capital Advisors, DCB, Help Lifecare Solutions, Dishant Developers Pvt Ltd, Fiduciary Euromax Capital Pvt Ltd, Rickshaw, BLR Logistics, Bottom line Media, Aerian LLP, Reevolve, BWRL, Amul,

Holicim (Ambuja Cement), HT Media, IPCA, LDS Infotech, LOL Ventures, Navtek Solution, NETWORK TECHLAB (I) PVT LTD, Pentagon events & activision, VIP Industries Ltd, Tulsi Vrindavan Developers

GUEST LECTURES

Several eminent personalities came to the campus to address students.

- Ms. Bhavika Dave - a professional company secretary and a Lawyer in IL &FS in the area of company law.
- Mr. Debshis Mallick, EXIM Bank, Deputy Managing Director
- Mr. Rohan Bhansali, GoZoop, Founding Director
- Mr. R. Ramakrishnan, Polycab Wires Pvt. Ltd., Vice Chairman, Joint MD & Group CEO
- Dr. V.V. Gavraskar, National Head Activation and Events
- Mr Ravindra Tulsyan, KNOWERX Education Ltd., Chairman & Chief Mentor
- Mr. Madan Sabnavis, Credit Analysis & Reserve Ltd, Chief Economist & General Manager
- Mr. Sarin Mohan, Max Life Insurance Co. Ltd, Vice President & Head Training, Axis Bank Relationship
- Dr. (Smt) Deepali Pant Joshi, Reserve Bank of India, Executive Director
- Mr. Amol Amrutkar, Google INC, Supply Chain Expert
- Dr. A.S. Prasad, Emerson Network Power, General Manager & Head Product Marketing
- Mr. Bhupendra Kothari, Deloitte, Director
- Ms. Samta Jain, TEAMGLOBAL Logistics Pvt. Ltd., General Manager HR
- Mr Chetan Sangoi, Sarvodaya Retail Private Limited, Managing Director
- Mr. Ambarish Chatterjee, NAOS Skin Care India Private Limited, Director
- Mr. Vikas Mittersain, Nazara Technologies Pvt. Ltd, Chairman & Managing Director
- Mr. Shrikant Koundinya, Multi Commodity Exchange of India Ltd, Assistant Vice President
- Mr. Rizwan Patel, Inteli SWIFT, Sr. Software Designer
- Dr. Meena Galliara, Sustainability Management and Social Entrepreneurship, Director
- Ms. N.S. Vishnu Priya, COO - Business Operations, Dicitex Furnishings
- Mr. Gaurav Mashruwala, Certified Financial Planner Practitioner, Business Standard
- Mr. Sushil Hate, Alumnus of VJTI & NMIMS & (EX- M & M and Siemens)
- **7th December, 2015 - Seminar on Values:** DSIMS had organised a motivating speech on 'War and Peace with Values' by the renowned spiritual guru Swami Chidananda and Mr. Radhakrishnan Pillai, who is the Director of Chanakya Institute of Public leadership, University of Mumbai.

BOARD OF STUDIES

The PGDM program from DSIMS is positioned as an industry ready course. The Board of Studies (BoS) comprises of both academicians of repute and senior members from relevant industry and each domain has formed a BoS. The BoS meetings were held in February/ March and useful suggestions were made to improve the PGDM curriculum. The recommendation of BoS will be put up for approval at the Academic Council meeting.

Academic Council Meeting

Academic Council Meeting held on 23rd April, 2016. The focus of the Academic Council Meeting will be to review and approve Board of Studies (BoS) Recommendations which will inter alia cover:

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

MANAGEMENT DEVELOPMENT PROGRAMS

IBS ,Powai had conducted two days MDP on Mentoring & counseling skills at their campus attended by Dr.Harshita Kumar ,Ms.Pooja Goswami & Prof.Anthony Colaco. Prof.Y.K Bhushan enlightened us on the implications of positive & negative strokes. Dr.Harish Shetty, renowned therapist ,spoke on the importance of Mental health and having mental soldiers to safeguard the same.

Mr. Jagdish Mani Iyer, CEO & Director, SYTEC Associates acquainted us with the process of mentoring. He had also administered FIRO-B questionnaire. Dr. Rachana Sharma,Associate Dean IBS Mumbai, focused on the importance of listening skill.

SOCIAL INITIATIVES

- 1st Year students attended the National Youth Day Seminar at Ram Krishna Mission, Khar. Swami Vivekananda' s 154th Birth Anniversary was celebrated on this day.

The Session was addressed by Swami Sarvalokananda, Head of Mission, Dr Ranjan Banerjee, Dean, SPJIMR , Mr Satyanarayana Raju, Joint IT Commissioner, Ms Nainalal Kidwai, Chairman , HSBC Bank. They dealt with Education & Swamiji; Swamiji's inspiration to personal life, Leadership & Swamiji for youth etc. Swami Vivekananda's

teachings include Man -Making, Character-building & Nation-building for youth. It was a learning experience to listen to the speakers. The Hall was packed with students from various Institutions, teachers, devotees & dignitaries. Swami Sarvolokananda has addressed our students at DSIMS earlier .

- **Blood Donation Camp** - In association with Rotary D G Goenka Blood Bank, BSES MG Hospital, Andheri (West), we organized a Blood Donation Camp between 10 am and 4 pm on 4th March, 2016. Besides our DSIMS staff & students, students and staff from sister institutions in the campus and adjacent colleges came forward for this initiative. Total 117 persons registered out of which 88 persons actually donated blood.

CULTURAL EVENTS

- YUWA Cultural team organized a Garba Night during Navratri festival in DSIMS Ground from 7 pm till 10 pm. All students, Juniors & Seniors of MMS & PGDM had participated in this programme.
- Yuwa Team has collected Rs. 6000/- as the contribution from World AIDS Day Awareness Campaign and donated the money to NGO.
- YUWA Cultural team organized a Garba Night during Navratri festival in DSIMS Ground. All students, Juniors & Seniors of MMS & PGDM had participated in this programme.
- To begin with the first Festive Season of the year students of DSIMS had organized **TRADITIONAL DAY**. All faculty members & some staff members and the students dressed in their Best Traditional Attire.

INTER-COLLEGIATE COMPETITION

- 30 Students of PGDM & MMS participated in Parakram 2015 Inter Collegiate Sports Event at NIRMA University, Ahmedabad held from 9th to 11th October, 2015. Girls stood II in Volleyball competition.

INTERACTION WITH INDUSTRY

- 25th July, 2015: Prof. Amal Roy & Prof. Zubin Sethna visited 3 modern warehouses with 21 students (13 from Operations, 7 from Marketing, 1 from HR)
 1. **Future Supply Chain K2 Distribution Centre at Bhiwandi for PANTALOON Apparels** :: (10 am to 11-30am):: All operations on line through Hand Held Terminals (HHT), Cross Docking, PUT TO LIGHT (PTL), Use of Material Handling Equipments, Pallets, Racks, Bins all with unique Bar Code, large no of SKUs , seasonal Peak work load,
Use of WMS software.

2. **S K LOGISTICS at Bhiwandi for Pharmaceutical Products** of Multi national Cos like Sanofi Aventis, MSD Pharma etc:: (12 noon to 1-50 pm):: Temperature sensitive products, Ambient, AC & cold chain temp storage, Good Warehousing & House keeping practice; special storage for Narcotic & Cancer Drugs , strict implementation of FDA Guidelines. stock taking, Warehouse Visit in 2 teams; Meeting in Conf Room with question answer session; regular training of staff & workmen Lunch hosted by our PGDM Student, Jash Gupta & his parents in their Bungalow at Bhiwandi; highly appreciated by the Group.

3. **AGILITY LOGISTICS at Bhiwandi :: DC for spares parts of German Auto major, BMW ::** (3-30 to 5-30 pm) :: Well laid out big Warehouse, strict compliance with SOP of BMW, safety procedure, large no of parts with different sizes, all imported from Germany, Custom bonded Warehouse, MRP stickering, Excise Duty formalities, Good Layout , separate receiving & despstch locations, BMW awards for outstanding performance, achievement of KPIs, perpetual stock taking etc

Visit to Bisleri Ltd. - Prof. Amal Roy organized this Industrial visit to Bisleri facotry visit in Andheri (East) for MMS I year students Divn. A & B as per the following schedule:

- Prof. Somesh Banerji took MMS Div B (28 students)
- Prof. Zubin Sethna accompanied MMS Div B (31+ 31 students)
- Prof. Amal Roy took the MMS A Div (30 Students)
- Operations Management- students were taken through an AV presentation on the manufacturing process, company history, promotional videos followed by the actual visit to see the different operations in the manufacturing process.
- Prof. Somesh Banerji & Prof. Zubin made Industry Visit along with 28 Second Year students from both PGDM and MMS (13-Operations; 15-Marketing/Finance/HR, 2-Faculty Members) to Raymond Limited, Factory at Vapi.
- Prof. Amal Roy & Prof. Somesh Banerji along with the students visited Bisleri Limited.
- Dr. Sarita Vichore & Prof. Sarika Jain visited Idea Cellular & Lupin Ltd with regard to placements.Dr. Sharad Kumar was nominated on the Survey Monitory Committee of SEBI for monitoring the progress of their All India Investors' Survey carried out by M/s. Nielsen India Pvt. Ltd. (NIPL). He attended the meeting in which Nielson India had presented the progress of the survey and the preliminary findings.
- 43 students of DSIMS visited Mumbai Docks. They saw vehicles being loaded into a Roll-On, Roll-Off (RORO) ship, containers stored in a yard, a ship being repaired in a dry dock, bulk carriers (a type of ship that carries dry bulk cargo) and the terminal for cruise ships, located at Ballard Pier. The trip was an eye-opening for the students and they gained lot of practical knowledge out of this visit.

FACULTY DEVELOPMENT PROGRAMS

- Prof. Zubin Sethna & Prof. Anoop Waghmare attended the programme conducted by Forum of Minority Management Institutions in DSIMS MDP Room. It was all about the training in 'beer distribution game', which is an insight about human psychology involved in purchasing and stocking decisions. The programme was conducted by Mr. Boman Moradian.
- Prof. Minakshi Kishore and Prof. Anoop Waghmare attended the Research Methodology workshop in Sydenham institute on 31st July, 2015. This workshop was all about how to publish advance research papers in renowned journals with the help of various internet sites for assessing of data.
- Prof. Sumana Chaudhuri & Prof. Ravi Banerji attended a two day Faculty Development Programme Faculty Development Programme organized at St. Xavier's Institute of Management and Research (XIMR) Mumbai under the aegis of Forum of Minority Management Institutes (FMMI). The theme for the FDP was Current Issues and Future Challenges in IT, Finance, Market Research, Advertising and Media.
- Dr. C. Babu, Dr. C. Kaushik, Dr. Minakshi Kishore, Prof. Amit Srivastava & Prof. Ravi Banerji attended Workshop on Marketing Pedagogy, at the AAAI Training Center, Parel. All seasoned faculty from the best of business schools had come and shared their experiences.

REMSONS CENTRE FOR MANAGEMENT RESEARCH

Under the aegis of Remsons Centre for Management research, our faculty contributed to knowledge creation.

Journal Publication

- Prof. Nehal Joshipura - Paper titled "*Exploring Risk Anomaly in Indian Stock Market*" had been accepted for ANVESH-2015 Doctoral Research Conference in Management organised by Nirma University.
- Prof. Sarika Jain - "**Role of Demographic Variables in Work - Family Enrichment: A Study of Sales Employees in India**" has been published at (Volume 4 - Issue 5 May-2015) issue in IJBMI International Journal of Business and Management Invention (IJBMI). - Page No. 8.
- Dr. Sumana Chaudhri, Assistant Professor attended an International Conference conducted by Air Transport Research Society (ARTS) in association with R.H. Smith School of Business, University of Maryland at National University of Singapore.

- Prof. Nehal Joshipura co-authored paper titled “Risk Anomaly: A Review of Literature” is accepted at an ABDC ranked journal Asian Journal of Finance & Accounting, Macro think Institute.
- Sarika Jain & Nair, S.K. (2013). Research on Work- Family Balance: A Review. *Business Perspectives and Research*, 43-58.
- Jain, S. & Nair, S. K. (2015). Role of Demographic Variables in Work-Family Enrichment: A Study of Sales Employees in India. *International Journal of Business and Management Invention*, 4(6) , 8-18
- **Sarika Jain & Nair, S. K. (Accepted For Publication). The Mediating Role Of Work-Family Conflict In The Relationship between Demands and Turnover Intentions *International Journal of Happiness and Development*(An Inderscience Publication)**
- Sarika Jain & Nair, S. K. (Accepted For Publication). Work Support and Family Support as Predictors of Work to Family Enrichment and Family to Work Enrichment. *Global Business Review* (Sage Publication)
- Jain, S. & Nair, S. K. (Under Review). Work – Family Conflict in India-Construct Validation and Status. *Asia Pacific Journal of Management Research*.
- **Prof. Minakshi Kishore** : Forecasting the utility of Smart phones and its usage Behaviour amongst the management students in Mumbai, *Gyan Management*, Vol No.9 Issue.
- **Dr.Sharad Kumar & Dr.Sreeramulu** - "Did increased FDI inflows enhanced corporate investments in India? " has been published in *International Journal of Research in Management and Business*.Volume 2 issue 1.

Paper Presentation

- Prof. Sarika Jain, Assistant Professor-HR, has submitted a paper in the name of mediating role of work-family conflict in the relationship between demands and turnover intentions. The journal name is : *International Journal of Happiness*

and Development. (IJHD) it is an interdisciplinary publication. It is a reputed journal in its respective domain. The paper has been accepted.

HEF CONVENTION

- **5th March, 2016 - Report on HEF Convention**

DSIMS hosted Seventh Annual Convention of Higher Education Forum (HEF) on 5 March, 2016. The theme of the convention was '*Creating Student-Centric Great Higher Education Institutions*'. Dr A K Sengupta, Founder & Convenor of HEF said that it's a challenge for the Academic Institutions to manage emotion & expectations of students. Dr N M Kondap, Director General of DSIMS suggested that professors need to be more innovative to *Create Future Leaders*. Mr Ashok Saraf, President of Rajasthani Sammelan Educational Trust (RSET) highlighted on enabling & empowering students which is there in practice through all its institutes. The Keynote Speaker Prof J Philip, President XIME Bengaluru & Former Director IIM Bangalore emphasised more on *Human Touch & Student Mentoring*. Dr. Swapna Koshy from University of Wollongong, Dubai, provided the international perspective. Dr. Ganesh Natarajan, VC and CEO, Zensar Technologies, Pune, talked of the progression of learning in a student's life. After the Inaugural Session there were two Panel Discussions. Host of Panellists who are experts in their own domain and other dignitaries from both Industry & Academia have shared their views. HEF Innovation Awards were given to some of the Institutes in various categories in recognition of their exemplary work done. It was an enriching experience for DSIMS teaching fraternity and other participants. In the words of Dr Sengupta, the message of transforming the whole education system towards more student-centric, will have multiplier effects which reverberate throughout the society.



I to r (Dr. Swapna Koshy, Dr. N M Kondap, Prof. J. Philip, Mr. Ashok Saraf, Mr. Ganesh Natarajan & Dr. A K Sengupta)

INSTITUTE EVENTS

DSIMS conducted a number of events over the course of the year.

9th May, 2015 : *Convocation of PGDM students (2013 - 15) and certificate distribution of MMS students (2012 - 14).*

Durgadevi Saraf Institute of Management Studies (DSIMS) held its Third Annual Convocation for the award of diplomas to PGDM Class of 2013-15. The ceremony also included handing over of Degrees conferred by University of Mumbai to the MMS Class of 2012-14.

The impressive function was held in the imaginatively decorated Durgadevi Saraf Hall, in the presence of a distinguished audience - trustees, special invitees, family and friends of graduating students, Faculty and Staff.

The programme started with the academic procession lead by Registrar, Chairman, Chief Guest, Director and Dean followed by the faculty members of DSIMS with great cheers and applause by the guests and students.

The Chief Guest for the convocation, Dr. Srikumar Banerjee is a distinguished nuclear scientist.

After the dignitaries on the dias were introduced to the assembled gathering, Dr C Babu, Director of DSIMS presented the Director's Report. He referred to the moldings of excellent managers at DSIMS through the successful execution of well-crafted academic and non-academic programs. He also reported on the vibrant industry-institute interface through multiple guest lectures, industry visits, conclaves, seminars, workshops and colloquiums; visits of renowned professors to DSIMS under the international linkage initiative; international and rural immersions; MDPs and FDPs conducted and research papers submitted by Faculty.



(l to r) 1st row : Sharmila Bonnerjee, Dr. Sharad Kumar, Dr. Srikumar Banerji, Mr. Ashok Saraf, Dr. C. Babu & Prof. Kusum Pawar.

This was followed by a memorable and beautifully orchestrated ceremony in which 53 graduating students of the PGDM Class of 2013-15 were introduced to the Chief Guest Dr. Srikumar Banerji by the Program Chairperson Prof Kusum Pawar and Diplomas were awarded to them by Dr. Banerji in the presence of Mr. Ashok Saraf and Dr. C Babu.

Immediately thereafter, 118 graduating students of the MMS Class of 2012-14 were introduced to the dignitaries by the Program Chairperson Prof Sharmila Bonnerjee and Degrees conferred by the University of Mumbai were ceremoniously handed over to them by the Chairman Mr. Ashok Saraf, Director Dr C Babu and Dean Dr Sharad Kumar.



Chairman felicitating with hood to PGDM student

The MBA Oath was then administered to the graduating students by the Dean Dr Sharad Kumar. This was followed by the ceremonious unveiling of the DSIMS Alumni Directory by Mr. Ashok Saraf and the other dignitaries.

There was enthusiastic applause and cheering as the awards in the different categories were then presented - the Academic Excellence Awards for both PGDM and MMS Programs, the Special Achievements/Initiative Awards, the Faculty and Staff Excellence Awards were presented.

The Valedictorian address was delivered by Mr. Saurabh Agrawal, graduating student from the PGDM Class of 2013-15 expressing the sentiments and gratitude of his fellow graduating students.

In his address, Mr. Ashok Saraf, Chairman of DSIMS and President of Rajasthani Sammelan, spoke about the seven-decade long heritage of the Rajasthani Sammelan in the field of education, his plans for the institution dedicated to the memory of Shrimati Durgadevi Saraf as also the resolve and commitment of the members of the Trust towards crafting DSIMS into an enduring institution of repute through investment in global best practices.

Finally, the Convocation Address was delivered by Dr. Srikumar Banerjee, Homi Bhabha Chair Professor at BARC Mumbai, Chancellor, Central University of Srinagar, Kashmir and Chairman, Board of Governors. IIT Kharagpur.

Dr Banerjee is currently holding Distinguished Visiting Professor positions at Indian Institute of Science Bangalore and at University of Delhi. He delivered a inspiring speech exhorting the graduating students to rise up to the challenges of the future in the areas of energy conservation, food security, healthcare and education. He spoke about the need to continuously remain relevant while at the same time remaining true to a fundamental and deeply ingrained value system.

The Convocation Ceremony ended with a formal Vote of Thanks by the PGDM Program Chairperson Prof. Kusum Pawar and announcement of the closure of proceedings.



Throwing of caps – PGDM Batch



PGDM Batch (2013-15)



MMS Batch (2012 - 14)

- **19th March, 2016 - Post Budget Panel Discussion**

Durgadevi Saraf Institute of Management Studies (DSIMS) organised Post Budget Session on 19 March, 2016, under the banner of DSIMS Economics Club, Arthashastra. Mr Paresh Parekh, Partner Ernst & Young, delivered the key note address on *Transforming Indian Economy*. There was an interactive Panel Discussion moderated by in-house Economist. The eminent Panellists, Mr Parekh and Mr Alpesh H Gandhi, Associate Director BMR Advisors have covered all the nine pillars mentioned in the budget as a special category, right from Education to Start Up initiative, E-Commerce etc. Mr Parekh specially enlightened young DSIMSians about Union Budget 2016's impact on FMCG, CPG of Modern Trade with respect to allowance of 100% FDI in Retail, impact on Rural India and Transfer Pricing Issues with respect to BEPS of OECDs. Mr Alpesh discussed on Equalisation Levy, Patent Box Regime & major Tax reforms of 2016. Listening to the expert opinion of erudite panellists on the different facets of Budget 2016 was an enriching learning experience for DSIMS students.



(l to r) : Dr. Sharad Kumar, Dr. C. Babu, Dr. Sumana Chaudhury, Mr. Paresh Parekh, Mr. Alpesh H Gandhi, Dr. Sarita Vichore.

29th April, 2016 : Global Quest: A talk by Prof. David Zepeda:

DSIMS organised an International Event at Nathmal Garodia Seminar Hall. A special address by David Zepeda, Center for Health Policy and Healthcare Research D'Amore-McKim School of Business, Northeastern University, USA. He addressed our graduate students in Business Administration, focusing on *Supply Chain Management in the Health Care Industry*.



Prof. David Zepada & Dr. C. Babu



Prof. David Zepada addressing the students

- **13th August, 2015 : Foundation Day & Academic Inauguration of the 4th Batch of MMS & 4th Batch of PGDM**
 - Durgadevi Saraf Institute of Management Studies (DSIMS) recently celebrated the Foundation Day and Academic Inauguration for the MMS & PGDM batch of 2015-17. The event was held on 13th August 2015 at Durgadevi Saraf Hall.
 - The compere for the event Ms. Bhawna Singh initiated the function with the brief introduction of DSIMS and Rajsthani Sammelan. It was followed by lighting the auspicious lamp by the Chief Guest for the day- Mr. R Ramakrishnan, Vice Chairman, Joint M.D. and Group CEO Polycab Wires Pvt. Ltd. The Chief Guest was welcomed with a bouquet of flowers.



- The President and Trustee of Rajasthani Sammelan, Mr. Ashok Saraf delivered the welcome speech touching upon the recent improvements in placements at DSIMS, plans for constructing a boys' hostel, affiliation with foreign universities and plans for converting Rajasthani Sammelan educational institutes into a private university. He shared updates on other institutes under the aegis of Rajasthani Sammelan. He further spoke on time management, ethics & values. He ended his speech by wishing luck to all the students for future.
- Dr. NM Kondap, Director General of DSIMS welcomed the first year students and emphasized on creating a vibrant environment. He introduced the new tagline of DSIMS – *"We create the Leaders"*.
- Later, the academic achievers for the year 2014-15, Ms. Sneha Mistry (PGDM) & Ms. Sonal Lohiya (MMS) were awarded with a certificate of merit and cash Prize of Rs.21,000 each by Mr. Ashok Saraf.
- The Chief Guest Mr. R. Ramakrishnan enlightened the students with an economic analysis of India. He spoke about the GDP, poverty, fastest growing economies, boom in consumer markets in India etc. The future of education of India was highlighted by him along with employment opportunities, infrastructure, investment paradigms, labour issues, tourism, etc.



- How India can transgress into a superpower and what would be the role of young generation in achieving this feat was also explained by him. He advised everyone to be a proud Indian and to learn, unlearn and relearn continuously.
- His speech was followed by an interactive Q&A sessions. The event ended with Dr. C. Babu, Director of DSIMS giving a vote of thanks on behalf of the institute.
- The event turned out to be a good learning experience for everyone and marked a wonderful beginning for the year ahead.
- **4th September 2015:** Fresher's party was organized to officially welcome juniors (MMS & PGDM 2015-17 batch) in Durgadevi Saraf Hall. The seniors (MMS & PGDM 2014-16 batch) officially welcomed the juniors and it was an evening full of fun, games, snacks and sweet memories with the seniors & Juniors all coming together.
- **4th & 5th December 2015** - Durgadevi Saraf Institute of Management has organized a two day HR Convention jointly with Bombay Management Association . Eminent speakers from different industries have addressed this convention.

The theme of the Conference was “The Changing Role of HR in a Disruptive Business World”.



(l to r) Mr. Suresh Mhatre, & Mr. N S Shenoy

- **7 & 8th July 2015** - Inauguration of 5th batch of PGDM & 6th Batch of MMS.
- **8th August, 2015** : Inauguration of 4th Batch of Part Time Masters Degree Program (2015-18)



Prof. K. Umni gave A Talk On 'How To Select A Management Programme' For The Students outside DSIMS on 18th March, 2016

- **18th March, 2016 : "Thought Leadership Forum"**

Durgadevi Saraf Institute of Management Studies organised the Thought Leadership Forum V on 18th March, 2016. **Mr. Datta Nadkarni**, VP-Strategic Alliances of United Software Associates was our Thought Leader. He is an experienced Fortune 500 VP/ CMO/ Marketing Strategist for Global Brands like Farmers, Philips, Vision-Express, Lenscrafters, Coca-Cola, Colgate-Palmolive, Mastercard and Partypoker.com. The theme of the event was '*Brands & Beyond*'. Through interesting short stories, he shared his professional experiences of creating a brand like Gold Spot, Coca-Cola & others. He agreed on the *Transformation* that has happened in Advertising sector in the last couple of decades, yet he emphasised on sticking to the basic 4Ps of Marketing with an identification of right segment to have a better impact.

The profound knowledge sharing by the Thought Leader made the session an enriched one. The motivating speech of Mr Nadkarni has left an indelible impression on the minds of young DSIMSians and would be brand creators.



Dr. Sharad Kumar felicitating the Guest, Mr. Nadkarni with a flower bouquet



(I to r - Mr. Datta Nadkarni & Prof. Ravi Banerji)

- **6th December, 2015 - Alumni Sports event**

Alumni Home Coming: Alumni of DSIMS organised a gala sports event wherein 110 Alumni members enthusiastically participated in different events. They gathered at P D Shah Sports Ground of RSET and along with the rhythms of DJ, they enjoyed their home coming and they also participated at different events, like- box cricket, rink football, throw ball etc.



- **19th March, 2016 - Meet the Celebrity - .**

Mr. Ambi Parameswaran was addressing the students and the theme of the event is 'For God's sake'. Prof. Minakshi Kishore was co-ordinating this event. Meet the celebrity is one of the flagship programs which was proficiently organised by Durgadevi Saraf Institute of Management Studies. Dr. Ambi Parameswaran - Advisor of FCB-ULKA Advertising graced the program as the celebrity guest to accentuate his valuable insights on one of his most fascinating

books titled “For God’s Sake” in the non-fictional segment. The book emphasizes on the changing behaviour of the Indian consumer and its complimenting aspects of the demographical and cultural change. The book establishes a direct co-relation between religiosity, consumer behaviour and the business.



Mr. Ambi Parameswaran is addressing the students

17th October, 2015

Opession’ 2015, the 5th edition of the annual Operations and Supply Chain Conclave hosted by Durgadevi Saraf Institute of Management Studies (DSIMS) was held on 17th October 2015. The Conclave was preceded by a pan-India competition of Summer Internship Projects (SIP) for management students. Contestants from prestigious B-schools like NITIE, L N Welingkar, K J Somaiya, SIES College of Management and Sydenham Institute participated.

The theme for the Conclave was ‘Make in India - Enabling the Vision’. Mr Gunjan Srivastava, MD& CEO of Bosch and Siemens Home Appliances Manufacturing (Keynote), Mr Surendra Deodhar, AVP and Head-Materials of Reliance Life Sciences, Mr K V Subrahmanyam, Executive VP of Value Labs, Mr Naval Sabharwal, AVP-Special Solutions Group, Hexaware Technologies and Col. Vijay Nair, VP of Reliance Digital, spoke about newer business opportunities in India and related economic and bureaucratic challenges of Make in India project.

The Conclave was sponsored by textile icon Raymond Ltd, Rhenus Logistics, Khimji Poonja Freight Forwarders, BLR Logistik (I) Ltd, Remsons Industries, Bisleri International, Shree Ganesh Roadways and Blue Star Logistics.

The Conclave concluded with the distribution of prizes and certificates to winners of the SIP competition and an invitation to attend Opession’ 2016.



(l to r) : Mr. Surendra Deodhar, Col. Vijay Nair, Mr. Anand Pandey, Mr. Gunjan Shrivastava, Mr. Naval Sabhrawal and Mr. K.V. Subrahmanyam.

12^h December, 2015 - HR-O-SCOPE- 2015

The annual flagship event of **HR-O-SCOPE- 2015** was held on 12th December, 2015 at the Durgadevi Saraf Institute of Management Studies. The theme of this year was “**Human capital as key differentiator - strategy to enhance and nurture** .Keynote speaker Mr. Ravi Razdan ,CIO & Head-HR, Jyothy Laboratories, opened the conclave by articulating the evolution of HR Enablers to nurture Human Capital. The event saw active participation both from industry and academia.

The esteemed list of speakers and panelists included some of the highly respected and seasoned personnel from the HR community-Mr. Ravi Razdan, CIO & Head-HR,

Jyothy Lab; Dr. Viresh Mathur, Sr. Vice President-HR,Balkrishna Industries Limited;Ms.Minakshi Samant,Director-HR (South Asia),Millward Brown;Mr. Ajay Reche, GM-HR,Peninsula Land Limited;Mr. Prasad Rajappan ,CEO,Zing HR

Mr. Ravi Razdan, CIO & Head-HR, Jyothy Labs & other Panelists gave their valuable insights on contextual factors emphasizing on bringing Human back to Human Capital, evolution of HR Enablers to nurture Human Capital, How to combat war of talent, leveraging Human Capital for organizational effectiveness, role of Technology in complimenting Human Capital & Global Trends shaping the world of work.

The Second half of the conclave, post lunch comprises of the event, “**HRanbhoomi**”, the intercollegiate management games competition. **HRanbhoomi** attracts students across different BSchools in Mumbai as participants to compete in several management games and win exciting prizes.

The second half of this full day event was HRANNBHOO MI an intercollegiate event across best of the B-schools in Mumbai participated in a series of Management

Games that challenged the students to showcase best of their managerial skills and leadership qualities. The end of the event was prize distribution ceremonies were

prizes for all the activities were declared by celebrity guests-Mr.Brijesh Tripathi & Ms. Chetna Mehorthra.



(l to r) Mr. Ajay Reche, Mr. Prasad Rajappan, Mr. Vrujesh Mathur, Dr. Sharad Kumar, Mr. Ravi Razdan & Ms. Minakshi Samant)

Rural Immersion - between 24th & 30th January, 2016

The rural sector is an important part of our country's economy. Hence, DSIMS conducted a tour of rural areas of Anand district (Gujarat) for its 2nd year students, in the 4th week of January 2016. Such trips are an annual feature of studying at DSIMS and this distinguishes DSIMS from other b-schools in Mumbai. The students observed hand-weaving of fabric, growing of tobacco by a co-operative and working of a dairy of Amul company. Observing production of bio-gas from agricultural waste, growing of saplings for reforestation purpose and watershed management increased knowledge and sensitivity of the students in area of environment management. Speakers from NABARD and NDDDB enlightened the students about rural development and initiatives of the central and the state governments.

Prof. Amit Srivastav, Prof Zubin Sethna, Prof. Sharmila Bonnerji & Prof. Ravi Banerji accompanied PGDM & MMS II year students to the following places as a part of Rural Immersion.



Visit to Bharat Biogas Energy Ltd., Sundalpur

Saturday - 23rd January, 2016 - Financia'16

- Durgadevi Saraf Institute of Management Studies - DSIMS graciously organised Financia'16 on 23.01.16 with the central theme of 'Investment Strategies - A 360 degree approach'. Financia being the flagship conclave of finance at DSIMS, witnessed a multifarious set of amicable experts from the industry, namely, Ashvin Parekh - MD at APAS & ex-partner at E&Y & Dhiraj Sachdev - Sr. VP & Fund Manager at HSBC Global AMC, as key note speakers and Vinay Khattar - Sr. VP & Head Research at Edelweiss Captial Markets, Apurva Sahijwani - Sr. VP & Head Investment at Axis Bank, S.V. Krishnamohan - CGM & Legal Advisor at SEBI and Dr. Amarjeet Singh - CEO at Amar Global Investment & Advisors Member CAIA (USA), CISI (UK) & MTA (USA) as speakers & panellists. Financia'16 simulated business situations in the form of Mock-Stock & Crack-the-interview for all the B-School students. The event was co-ordinated by Dr. Sarita Vichore, Professor and HoD Finance at DSIMS.



(l to r) Mr. Ashvin Parekh, Mr. Manoj Alimchandani, Mr. Vinay Khattar, Mr. S.V. Krishnamohan, Mr. Apurva Sahijwani & Dr. Amarjeet Singh.

- On **6th of November, 2015**, DSIMS organized an exclusive HR meet for an elite group of HR personnel to collectively come together and discuss on "**Organization's role in creating value through human capital**". The panellists encompassed the likes of Dr. Asit Mohapatra, Head- HR, Future Supply Chain Solutions; Mr. Amit Sheth, MD, AurionPro Solutions; Mr. Barttanu Das, Head- HR, Bluedart; and Mr. Vinit Durve, Volksara ESecuritySystems Ltd. The stimulating panel discussion was moderated by Mr. Aanand Pandey, founder Apna Media. The event was graced by a large number of HR professionals from different sectors.
- Marketing Conclave: Touge '16 - A Marketer's Drift- 27th February, 2016**
 Durgadevi Saraf Institute of Management Studies (DSIMS) organized a very informative & interesting Conclave on Marketing Management - Touge'16 sponsored by Reliance Trends powered by Choice Equity supported by 7 Oceans at their campus on Saturday, 27th February '16. This was the fourth Marketing Conclave, which has become a signature event at DSIMS. The event was patronized by corporate professionals, academicians and management participants from top notch B-Schools.
- The essence of TOUGE'16 was in the panel discussion titled "**MARKETING IN THE ERA OF START-UPS & DISRUPTIVE INNOVATION-ISSUES & CHALLENGES**". A surprising number of innovations fail not because of some fatal technological flaw or because the market isn't ready. They fail because responsibility to build these businesses is given to managers or organizations whose capabilities aren't up to the task. Touge'16 had an erudite panel of speakers. The event started with the welcome address by the Convenor of the conclave Prof Ravi Banerjee, followed by an address by the Director General Dr N.M Kondap and the Director Dr C.Babu.
- Mr Adhiraj Banerjee, Patner- Arghya ventures, keynote speaker of the conclave emphasize on the role of social media as a disruptive innovation in brand positioning, followed by a rich panel discussion amongst Industry experts. They were Mr. Anil Radhakrishnan CEO-Adani Ports & Infrastructure, Mr Kunal Sharma, CEO-Gloob, Mr Yash Moghe Co founder -Makers Asylum, Mr Rajeev Suri, Senior Vice -Present & New

Business Incubator, Vuclip Technologies, and the key note speaker, who emphasized on minimum proposition value and proof of concept, who insisted on having passion for whatever one does, make mistakes in their work life but learn from their mistakes. The panel was ably moderated by Prof Ravi Banerjee. The session ended by a vote of Thanks by Prof Amit Shrivastava.

- Touge-16 encapsulated brain stirring events like *TREASURE HUNT (Inorbit MALL+CAMPUS)*, *AD YOUR STORY*, *VIRTUAL MANIA & KWIZNATION* The Events address was delivered by Dr Minakshi Kishore, the event was judged by highly capable judges, Mr Sanjeev Kr Chawla from IBM and Mr Umesh Dubey from Unilever for the management participants, registrations were received from institutions all across India including the likes of, NITIE, N.L Dalmia, Welingkers, Somaiya to name a few. The event ended with the valedictory session and prize distribution, presided over by Dr Chandra Shekhar Kaushik.
- Touge'16 was a grand event which focused on various facets of start-ups & disruptive innovations and an indispensable learning experience for future marketing professional in the making at DSIMS and other colleges. The audience got an unique opportunity to learn the importance and necessity of disruptive innovation and change, and understood the deeper leadership qualities necessary for driving them. It underscored the ethic that meticulous marketing management can make a significant difference to the Marketing metrics of any organization.



l to r (Mr. Yash Moghe, Mr. Kunal Sharma, Mr. Anil Radhakrishnan, Dr. N M. Kondap, Mr. Adhiraj Banerji, Dr. C. Babu, Mr. Rajiv Suri).

- **February 16th to 19th February, 2016 : "Versus" - Annual Sports Day**

"Every year, DSIMS students come together to play, compete and win in 'Versus', their annual intra-college sports festival.

This year, they organised a sports festival of four days. They played cricket, football, throwball and volleyball and had athletic events at Aarey Bhaskar Ground (Goregaon - East). They also played badminton, carom, table tennis, box cricket, basketball and rink football in Rajasthani Sammelan's campus. For four days, the managers-in-making got a respite from their busy schedules of presentations, tests and case studies. Instead, they were playing hard against opposite teams or were cheering for their respective classmates as audience. The best performance was given by MMS, Div B, 2015-17 class. developing new tactics to outsmart the opposition. The events were sponsored by K-Lounge, ebay, Idea, Turning Point and Killer. The entire faculty, staff and the students of DSIMS displays the team spirit of oneness in making Versus a huge success.



Students of MMS & PGDM on during the Sports event - 'Versus'

- **21st & 22nd February, 2016 : "Sabrang" - Annual Cultural Festival**

Sabrang- Colors of Youth, the annual cultural fest of Durgadevi Saraf Institute of management studies (DSIMS) crossed its own records and went Inter College for the first time. Sabrang was a complete student driven event organized by the students of DSIMS. It was a two day fest dated 20 and 21st February.

The Opening Day of Sabrang was full of interesting games like:

- **Hog-A-Thon:** Participants had the challenges to hog as much as they can.
- **Nail-Art :** Participants painted their nails in an artistic way.
- **Counter strike and Need for speed (CS/NFS):** Digital games full of action.
- **Glow cricket:** Cricket was played with neon effect in a dark room.
- **Paint-ball:** Teams shot each other with bullets filled with colours.
- **Snakes and ladders:** Childhood game modified with twists and challenges.



Snakes and Ladders game on 1st day of Sabrang.

Sabrang's second day was full of great events like:

Treasure Hunt: Teams were asked to find the treasure with help of some clues.

Talent hunt: students presented their talents in front of the panel of judges named-

- ✚ Divya pai, dancer and choreographer
- ✚ Sabah Bari, winner of Boogie Woogie Mummy's championship
- ✚ Chaitral- Classical bollywood singer.
- ✚ Shivshakti Sachdev- T.V actress telecasted in the serials like Sabki laadli bebo, Uttaran etc

- ✚ Isha sharma- T.v actress tekecasted in serials like Jamai raja etc.
- ✚ Ravi bannerjee- Professor of marketing and sales in DSIMS.

Fashion Show event been judged by.....

- 1) Mukul Harish, T.V actor who has worked in serials like Anu ki hogai waah bhai waah, Mrs. Kaushik ki Paanch Bahuein etc.
- 2) Mansi Sharma,TV actress who worked in Devo ke dev Mahadev .
- 3) Riya Deepsy, T.V actress who worked for serials like Mahabharat

All the events had participation from 18 colleges all over Mumbai, among them some notable ones are Thakur College, Nagindas Khandwala College, K.E.S College and others. It was a successful fest which was followed by a DJ night where all the YUWA members (organising team) and the participants from other colleges celebrated the hue & colors of Sabrang.



Ms. Kalpita Alekar of MMS – I performing Bharat Natyam

- **BEST SUMMER PROJECT CONTEST 2015-16**

The Best Summer Project Contest (BSPC 2015-16) is a popular and prestigious annual management event organized by the Mumbai Chapter of the Institute of Management Consultants of India (IMCI). It is the most important event in the calendar of B-Schools in Mumbai and is widely attended by MBA students, industry representative and consultants alike.

IMCI is a non-profit making body of professional management consultancy firms and individual consultants and is the only registered institution of its kind in India. In 1989, **IMCI became the first Asian member of the global apex body, the International Council of Management Consulting Institutes. The Bombay Chapter of IMCI is the largest among the nine chapters spread across the country.**

The roots of this event go back to 1992 and it acts as a catalyst between the industry and the B-School fraternity. Business School students across the globe undergo a summer internship in the industry. During this period, the students act as “In-house Consultants” and are expected

to provide solutions to complex business problems. BSPC gives a platform where the best and the most effective Summer Projects are honored and appreciated.

Over the years, BSPC has evolved from being just a Summer Project Contest to a full-fledged Business Event, which plays host to luminaries from both the corporate world and Academia. In a sense, BSPC is a window to the issues and opportunities encountered by the businesses/industries in the coming year or two.

After an internal evaluation by member consultants for this year's event .The names of the institute of the five finalists are listed below:

| Sr. No. | Institute Name |
|----------------|--|
| 1 | L. N. Welingkar Institute of Management & Research |
| 2 | Mumbai Educational Trust Institute of Management Studies |
| 3 | K. J. Somaiya Institute of Management Studies & Research |
| 4 | T. A. Pai Management Institute (TAPMI) - Manipal |
| 5 | IBS Business School |

The grand finale of BSPC 2015-16 was held on **Saturday, 12th March 2016** at Durgadevi Saraf Hall, R. S. Campus, S. V. Road, Near Sunder Nagar, Malad (West), Mumbai 400064. It was a close race between the five finalists and finally **Mr. Rahul Agarwal** from L. N. Welingkar Institute of Management Research & Studies, Mumbai emerging as the winner. His project was on "Competitive Market Review for Board Games & Launch plan for mini Barbie for Mattel India."

The grand finale was attended in large numbers who include industry representatives, B-school students, B-school faculties and IMCI Members.



Five Selected Finalists from different Institutes
