

### **ANNUAL REPORT: 2021-22**



**Dr.C. Babu**  
**Director**

#### **University Approved Course:**

- Two years full time Master in Management Studies (MMS)

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

No. of Students MMS	No. of Teaching staff	No. of Non-Teaching staff	No. of Computers	No. of Books	No. of Newspapers	No. of CD/DVD S	No. of Journals No. of E-Journals	No. of Magazines	Results Final Year 2019-21 (MMS)
185	12	8	90	8886	5	445	12 1070+	4	100%

### **ACADEMICS**

Our 10<sup>th</sup> MMS (2019-21) batch comprising of 114 students graduated with a 100% pass percentage. Academic Topper for MMS for 19-21 batch was Ms. Shailee Dave.

- **FinDS: Student Event - Lemonade - 22<sup>nd</sup> December, 2021**

Dr. Nehal Joshipura organized an event driven by FinDS students on When life gives you lemons make Lemonade. On this, senior students made juniors play a strategy game for selling lemonades. This is also a part of bonding events to know seniors and juniors know each other better.

- On 24<sup>th</sup> December, 2021, Mock Interview was conducted for Operations Students by Mr. Shib Pramanik from Abbott Pharma.
- Marketing Carnival organized by Vibranz Marketing club under the guidance of Dr. Chandrashekhar Kaushik is an annual Marketing episode conducted by the students of DSIMS and DSGS to elicit creativity, enthusiasm and innovative solutions from

students through several events as part of the Carnival. The events of Marketing Carnival are designed in such a creative way that enables students to express themselves, showcase their talent, wit and knowledge and serves as a learning platform for students and audience.

Marketing Carnival conducted in December 2021 had 2 events as listed below:

- **Marketing Quest**

A Rapid Fire Quiz containing a creative combination of Video snippets, Jingles, Logo recognition and Marketing domain questions in the quiz testing the overall ability of students in theoretical concepts in Marketing, recognition of brands and advertisements.

A very interactive session and students performed exceedingly well. After a cut-throat competition Top 7 teams were promoted to next round Perfect Pitcher.

- **Perfect Pitcher**

Perfect Pitcher, a time-bound case presentation event testing students on creativity, innovative solutions, decision making, presentation and time management skills. Perfect Pitcher is about extension of a brand into a new unrelated category based on 4 Criteria - 4 P's, SWOT, STP and USP. Students were provided with a Brand and the category extension. Students presented innovative solutions for the unrelated extension and made a very compelling, interesting and relatable case for the brand.

- **SIP Competition - 8<sup>th</sup> January (DSIMS)**

“The Best Summer Internship Program Competition, 2022”, an intra-collegiate SIP competition was conducted by Durgadevi Saraf Institute of Management Studies via virtual mode on Zoom platform with 100 audiences. Top 3 best summer internship projects from MMS were selected through a vigilant screening process by internal expertise faculty members. The event was organized by students under the guidance of Prof. Pooja Goswami and Prof. Anthony Colaco. Later on, the competition amongst these top 3 best SIP projects was held on 8th January, 2022.

The competition started with a welcome speech given by Prof. Pooja Goswami proceeding by introducing Director Dr. C Babu, DSIMS. Dr. Babu addressed the forum gave an introductory speech for our Honorable Jury panel. The participants delivered astonishing presentations and were assessed accordingly by a highly experienced jury panel comprising of Dr. (Mrs.) Aruna Vinay Deshpande - Professor from University of Mumbai and Mr. Mufazzal Arif- Vice President, HDFC Bank. A prize distribution ceremony, presided by the Juries.

**2nd Runner Up** -Khushboo Hitesh Chauhan from Finance Batch on project title as, “Investment Analysis of Chemcrux Enterprise Ltd” with Faculty Mentor Dr. Nehal Joshipura.

**1st Runner Up** -Rupesh Sunil Trymbake from Finance Batch on project title as, “Financial Statement Analysis of Selected Companies at Crisis Ltd” with Faculty Mentor Prof. Apurva Mehta.

**Winner-** Prakash Sarada from Marketing Batch on project title as, “Lead Generation and Business Development of a Creative Solutions Company at the Minimalist” with Faculty Mentor Dr. Chandrashkhar Kaushik.

After the announcement of results, Dr. C Babu felicitated Jury Panel with a warm Vote of thanks and virtual Bouquet. The Competition came to an end with a thank you speech given by Prof. Pooja Goswami, appraising all supporting faculties, students and congratulating all the participants.

## PLACEMENTS

### Final placement

Students who passed out in 2021 have been placed in some of the well-known companies like A. K. Capital Finance Ltd, Accenture, Adfactors PR, Allied Digital Services Ltd, Allyventure, Anand Rathi, Board Infinity, Buyerforesight, Chawla Publication, CMIE, Course 5 intelligence, Cunix Infosecure, Decimal Point Analytics, Deloitte Tax Services India Pvt Ltd, DGS Group, Edelweiss, Expertrons Technologies Pvt Ltd, Faircent.com, GROWEL - Grauer & Weil (India) Limited, HDB Financial Services, ICICI Bank, ICICI Lombard, Indiamart Intermesh, Indusind Bank, Infiniti Retail Ltd, InfoEdge- Naukri.com, Infracsoft Technologies Ltd, Insignia Search Partners LLP, Insist Search and Selection Services India Pvt Ltd, Insync Analytics India Pvt Ltd, INVESTOXPART ADVISORS PVT.LTD., IPCA Laboratories, ISS - Institutional Shareholder Services India Pvt. Ltd, Jubilant Foodworks, Kuehne + Nagel - PSN Supply Chains Solution Pvt. Ltd, Leadsquared, Lite Technology Co. Pvt. Ltd, Lumina Datamatics, Marcus Evans, Morningstar India Pvt Ltd, Mswipe Technologies Pvt Ltd, MyGate, N J India Invest Pvt Ltd, Neotas Development India Private Limited, NEST Academy - NAEMD EDUCATION LLP, Nielsen, Nirmal Bang, Parksons Packaging, Property Cloud, QUESS Corp Limited - Ultratech Cement Ltd, Reliance Retail, S - Ancial Technologies Pvt Ltd, Shriram General Insurance, Skites Pharma, SS&C Globeop, Stalwart Consulting , TAM Media Research, Tata Digital Pvt Limited, TCS, Tech Mahindra, The Indian Express, UTI, Visible Alpha, Way2 Wealth, Yotta Infrastructure Solutions LLP.

### SIP Companies :

Students were placed in companies to do their Summer Internship Projects in May & June 2021 are Crisil, NJ Group, BTW Group of Companies, HDFC Life & Wealth Management, Riche Entrepreneurial Venture Neo Pvt Ltd., IIFL Securities, Motilal Oswal Securities, Team Global Logistics, Reliance Smart Ltd, HPCL, AIM India Pvt. Ltd, The Minimalist, Setmycar, Elasticrun, Rever Industries, NEELL's Invest, Piramal Group, Khimji Poonja Freight Forwarders Pvt. Ltd., Ecofriendly Jalebi.

## GUEST LECTURES

Several eminent personalities virtually addressed our students via zoom platform as well as in person.

### **Book Talk Series - 30<sup>th</sup> March**

DSIMS management institutes hosted the first of their new initiative called Book Talk Series on 30<sup>th</sup> of March, 2022. The book chosen for this was “Moneywise perspective for women” authored by Amit Trivedi and Kiran Telang. The choice of the book corresponds with the Women’s day celebrated in the month of March. The Book Talk was steered by Dr. Nehal Joshipura. She conducted the event with the backing of students from 1<sup>st</sup> year PGDM and it resulted into an interesting talk for everyone in the audience. The event was conducted over Zoom platform.

### **Leadership Series - 7<sup>th</sup> May**

The institute hosted on May 7, 2022 the first fireside chat in the Leadership Series.

The Business Leader who was featured in the first of this series was Mr Satish Rao - Chairman & Managing Director of Firmenich (the world’s largest privately owned Fragrance & Taste Company headquartered in Geneva, Switzerland).

Mr Rao responded to a series of questions put together by Prof Apurva Mehta in an engaging 35 - 40 minute Q & A session. This was followed by a few questions from the audience who were keen to understand Mr Rao's insights on the concept of the Leader in today’s ever changing dynamic business world.

The session ended with a vote of thanks to Mr. Rao and he was felicitated by Dr Sarita Vichore with a bouquet and a memento.

## SOCIAL INITIATIVES

- The ISR committee of DSIMS ‘Project Sahyog’ conducted a session on menstrual hygiene workshop on 26th July, 2021, in association with Global Hunt Foundation.
- Project Sahyog & Umeed of ISR committee of DSIMS organized an event in collaboration with the IDF (Indian development foundation) for a period of two weeks from 23rd October,2021 to 7th November,2021. The purpose of this event was to light the lamps of aspiration and knowledge in houses of underprivileged kids, which was carried out by ISR Committee of MMS- Project Sahyog & Umeed.

ISR Committee members were participated in the event with great enthusiasm. And made this event a very successful event with a collection of Rs.7000 by selling Diya’s and then this collection was donated for the education of underprivileged Kids.

In such a pandemic to conduct this event was a very challenging task but with the guidance of our Faculty Team Prof. Sarika Jain it happened smoothly.

- **21<sup>st</sup> October, 2021 - Diya Selling Drive:**

Under project Sahyog, students DSIMS & DSGS in collaboration with IDF conducted the Diya selling drive on the occasion of Deepawali.

### FACULTY DEVELOPMENT & MANAGEMENT DEVELOPMENT PROGRAMS

DSIMS conducted FDPs in emerging areas of business and managerial scholarship. The Institute Directors felicitated the FDP Resource Persons on 16 September 2021.

S.No.	Name of the Resource Person	Date of FDP conducted	FDP Topic
1	Dr. C. Kaushik	12th July	Reliability and Validity Measures
2	Prof. Anthony Colaco	15th July	Dare to Disagree
3	Dr. Nehal Joshipura	17th July	Bibliometric Analysis
4	Dr. Sarika Jain & Dr. Shailja Badra	19th July	Sustainability and its role in business
5	Dr. Sanchita Banerji	20th July	Interpersonal Skills
6	Prof. Maneesh Gupta	23rd July	Analytics Jargon Demystified
7	Dr. Sumana Chauduri	28th July	An Introduction to Writing Literature Review - Tasks, Tips and Traps for Aspiring Authors: Musings of a Researcher
8	Dr. C. Babu	29th July	Think Again
9	Prof. Priyanka Oza	30 July	The Rise, Fall and Rise of Crypto currency- Focus Bit coin
10	Dr. Dhanashree Potey	3rd August	Changes in Consumer Behavior in Pandemic Times

### REMSONS CENTRE FOR MANAGEMENT RESEARCH

- **Research Papers published in Journals during July to September 2021**

This period witnessed peer reviewed research publications in ABDC ranked International journals.

Publications in International Journals			
Sr. No.	Faculty	Title	Journal Name
1	Dr. Sumana Chaudhuri, et al	"Cross-disciplinary issues in International Marketing: A Systematic Literature Review on International Marketing and Ethical Issues	<i>International Marketing Review</i> , ABDC Journal Category A, H Index 83, Vol. 38 No. 5, pp. 985-1005. <a href="https://doi.org/10.1108/IMR-12-2020-0280">https://doi.org/10.1108/IMR-12-2020-0280</a>
2	Dr. Sarika Jain, et al	Team Global Logistics Pvt Ltd: Driving Employee Engagement Through Employee Empowerment.	<i>International Journal of Indian Culture and Business Management</i> , (Inderscience Publication, ABDC indexed) Confirmation for acceptance received on 5 <sup>th</sup> May 2021

### III. Journal-'The Management Quest'

The Volume 4 Issue 1 of the in-house bi-annual journal- The Management Quest (Online ISSN: 2581-6632) published during Sep-Oct 2021.

**31<sup>st</sup> March, 2022**

Ms. Sunita Pujar's research paper on "Open access and transformative agreements: A study" got published at Scopus listed journal 'Annals of Library and Information Science'. It is an Open-access Journal.

The details of the journal can be seen @ <http://op.niscpr.res.in/index.php/ALIS>

Link to the article: <http://op.niscair.res.in/index.php/ALIS/article/view/57094/465480427> .

- Continuing with the e-cell alumni talks, on 11th July, Ms . Sehrish Qureshi addressed the e-cell students. There were 18 attendees including junior batch students. The session was very interactive. Prof. Nilesh Deshpande organised the session.
- FinDs, the Finance club of DSIMS & DSGS, organized an offline event on the occasion of Teachers' Day, on the 6<sup>th</sup> September, 2021 to felicitate their professors and have some quality time with social distancing at the institute. The event was fun-filled and well-organized by FinDs under the guidance of Dr. Nehal Joshipura, HOD - FinDs. Due to the pandemic, only virtual meet has been the approach for more than a year. Ergo, this event was arranged offline to strengthen the teacher-student relationships albeit with all the necessary covid protocols. The event commenced at 2 pm, and around 15 students gathered to welcome teachers and directors of the institute in the largest MDP room to maintain requirements of social distancing. The event started with a small speech by Mr. Jatin Saraf, Vice President - FinDs and with the introduction of all students as most of the teachers met them for the first time in person. After that, Dr. Sarita Vichore, Dr. C. Babu, and Dr. Nehal Joshipura, HOD - FinDs came forward to cut the cake. The cake was designed with the names of the subjects and with the theme of education by the students. The event took a fun turn when all the teachers were requested to introduce themselves, playing the role of a student who has newly joined the institute. Later, showing love and gratitude, small gift hampers were given to the teachers by the committee. The event was entirely amusing, joyous, delightful, and ended up with bright smiles on every teacher's face.

### **E-Cell talk series**

- Continuing our alumni e-cell talk series, on 29th August, 2021, the e-cell students listened to a very good session from Mr Siddhant Shah who owns startup Tirupati Travels. There were 37-39 participants.

The key points discussed were:

- 1) Develop passion and networking, In business downturn, use the time for development, Be flexible, Have a fall back plan- tourism down turn, Be positive and optimistic.

### **GC & CDC Meeting - 18<sup>th</sup> September, 2021**

Governing Council meeting of DSIMS & DSGS and College Development Committee meeting for DSIMS were held online dated 18<sup>th</sup> September, 2021.

RSET Trustees and concerned Members of these forums attended the meeting. Discussion on various matters like Budget, institutional activities, research work, admissions, Institutional Development Plan, Alumni, Awards, Accreditation were discussed in the meeting.

- LIC committee members visited our campus for Ph.D. Centre recognition on 5<sup>th</sup> October. After their visit, Ph. D. LIC Visit File was submitted to the University of Mumbai on behalf of Dr. Parag Ajgaonkar on 6<sup>th</sup> Oct 2021.

- **Navratri Celebrations @ KRC - 7<sup>th</sup> to 15<sup>th</sup> October 2021.**

Navratri, a festival in honour of the divine feminine, a festival that observes the victory of good over evil, was celebrated in a very unique and innovative way at the Knowledge Resource Centre. Acknowledging the tradition of Navratri, of each day corresponding to a different colour, we at KRC displayed a collection of books every day that synced with the colours and energy of the festival on each day. To begin with on the first day, that is 7<sup>th</sup> October 2021 Yellow colour book collection has been displayed followed by Green, Grey, Orange, White, Red, Royal Blue, Pink and Purple. KRC staff also matched the colour code by dressing up in tune with the collection.

KRC extended warm welcome to all the library users. Many faculty members and quite a few students visited and relished the new display of the collections of books each day. As a memoire, we have taken photographs of users who joined to these celebrations.

On the 9<sup>th</sup> day of the festival, KRC also celebrated 'Saraswati Pooja' to honour the Goddess of learning, keeping and worshipping all sorts of books and tools used by the library staff.

The whole experience has been amazing for the KRC team and has been applauded by KRC users. It has allowed KRC staff to reimagine and showcase the book collection in a new light. KRC would like to remember this festival as a ritual to reconnect with books and knowledge, and at the same time appreciating the feminine divinity around us.

- Summer Internship Viva (Virtual) for MMS Semester III batch 2020-22 started from October 18, 2021. Post Viva, Boot camp held on 22<sup>nd</sup> November, 2021.
- Coffee Connect- Conversation with HR Alumni held on 23<sup>rd</sup> October. Ten of the HR Alumni of DSIMS participated on this platform to connect with the current second year students of MMS and PGDM HR to share their past experiences and suggest how this Alumni connect can be strengthened further.
- **Diwali Celebration- 2<sup>nd</sup> November, 2021**

DSIMS & DSGS staff together celebrated Diwali on 2<sup>nd</sup> November, 2021. All teaching and non-teaching wore traditional attire. Lakshmi Pooja was performed in the Library sweets were distributed. One of the staff members had designed a beautiful rangoli on the first floor for the occasion.

- **Christmas Celebration - 23<sup>rd</sup> December, 2021**

Knowledge Resource Centre (KRC) Celebrated Christmas in a unique and creative way by making Christmas Trees and Fire Place with books on 23rd Dec.2021. All teaching and non-teaching staff members visited the library and appreciated the creativity of the KRC team and enjoyed the celebrations with snacks. It was a happy get together with everyone.

### **Financia 2022 – 5<sup>th</sup> February**

The annual flag-ship event of the finance club FinDs, Financia was held online on 5<sup>th</sup> Feb 2022 by the members of the club FinDs of DSIMS & DSGS. Eminent speakers from outstanding industry background were invited to discuss and enlighten the students about the financial markets and share their experiences. The theme for this year was 'Financial Market in Post Covid Times'. The finance students of DSIMS-DSGS hosted and participated in the conclave wholeheartedly.

The event began by Dr. Nehal Joshipura's inaugural speech. She deliberated about how Covid-19 affected the markets globally. She further proposed the theory of overreaction by mentioning how the markets had fallen by 20%-30% globally, but had bounced back within six months. She concluded with a note on behavioral finance. Inaugural speech was followed by the addresses of Director - DSIMS, Dr. C. Babu and Dr. Sarita Vichore, the director - DSGS.

The first speaker for the event was Dr. Paritosh Basu. He is a full-time senior professor at NMIMS, and has done his PhD from Calcutta university. During his tenure at industry, he has worked as Group Controller Essar, CFO RCOM. He deciphered the mega-trends in a post-Covid world and opened up perspectives on leveraging digital technology for business and leadership. He insisted that students take digital global transformation most earnestly.

The second speaker, Devesh Kumar is the Vice Chairman - Research and Capital Market at InCred Capital. He gave a lucid explanation of how technology is adapting to the requirement of the times and how Covid has helped us adapt to technology. He concluded by saying how Covid won't seem like a disrupter in the future, but a tool to make us and the markets transform.

The third speaker, Rohit Agrawal, is the head of Public Sector and Government Undertakings at RBL Bank Ltd. He gave practical insights into how industry and various sectors are coping with the challenges of the pandemic and elaborated on the steps taken by people to cope with the new normal. He spoke about how badly the people in the informal sector were affected, and also how the small businesses suffered.

The fourth speaker, Mayur Joshi, is the head of Product & Initiatives at Yes Securities Ltd. He gave insights into the nature of functioning of markets over decades and explained how the paradigm has shifted over a period of time, leading us to where we are today. He emphasized how tectonic shifts were led by fintech. Moreover, how these were fueled by the work from home culture, and the cheap and accessible internet available today.

The fifth speaker for the event was Mr. Kuldeep Sikarwar. He is the Principal Partner of Private Wealth Management at Edelweiss Broking Limited. He spoke about how our working ecosystem has changed and adapted to a post-Covid world and gave pointers on how to generate efficiencies.

The event was concluded by a vote of thanks from Professor Apurva Mehta.

- **ISO Audit - 21<sup>st</sup> February**

The Focus Audit of ISO 9001:2015 was conducted on 21 March 2022 by Lloyd's Register Quality Assurance Ltd (LRQA). This year the audit was conducted virtually by two auditors, Mr. Syju Alias and Mr. H Gopinath, the Lead Auditors from LRQA. The Opening Session was attended by all the teaching and non-teaching staff members. After the opening meeting Mr. Syju audited the Top management followed by Management elements, MMS and Placements department, whereas Mr. Gopinath simultaneously audited the Administration, HR Training and Library department. Both the auditors were very happy with the documentation of all the departments. No NCs were raised by them. The audit ended with a closing session at 4.30 pm on the same day where the auditor gave their inputs to all the stakeholders. The entire audit process went off very well. The audited report has been shared by the auditors on 27th February 2022.

- **NAAC Peer Team Visit - 23<sup>rd</sup> & 24<sup>th</sup> February**

The National Assessment Accreditation Council's (NAAC) peer team visited Durgadevi Saraf Institute of Management Studies (DSIMS), Mumbai on Tuesday & Wednesday, Feb 23 & 24, 2022, to assess the performance of the institution for the 1st cycle. The team consisted of three members - Dr Karamjeet Singh, Chairman, Vice Chancellor, Jagat Guru Nanak Dev Punjab State Open University; Dr. Usha Arora, Coordinator, Professor, Haryana School of Business, Guru Jambheshwar University of Science & Technology; and Dr. Indrila Guha, Member, Principal, Basanti Devi College.

The two days on site visit was scheduled by NAAC after successful submission of Self-study report SSR and later Data Verification and Validation (DVV) The onsite visit by NAAC peer team was comprehensive and detailed. The day one of the visit started with a guard of honour given to NAAC peer team members by NCC student committee of Ghanshyamdas Saraf College followed by a welcome address by the Director DSIMS Dr C Babu. The team members started the audit with a detailed presentation by the Director and IQAC. Thereafter other important criteria stakeholders such as placement cell ,Institutional social responsibility (ISR cell ) made presentations before the NAAC team.

The second half of the day was followed by a library visit and interaction with various stakeholders parents, alumni , current batch students, teaching and non-teaching staff. The day ended with a cultural event titled "Bharat Ke Rang" organized by DSIMS students' cultural committee YUWA and was throughly enjoyed by the peer team.

On the second day, the NAAC peer team visited various other departments such as Directors office, Examination Cell, Administration Office where they interacted with respective stakeholders and carefully checked and verified all the supporting documents submitted alongwith SSR. The NAAC peer team took a campus tour on the latter half of the second day. After detailed report writing, the exit meeting was called for in presence of all teaching and non-teaching staff.

During the Exit meeting, the NAAC Peer Team Chairman appreciated the institute for its various unique initiatives and also dedicated and disciplined staff. The members of the team expressed their happiness and satisfaction about the performance of the

college. They also suggested a few necessary steps for improvement for future development of the Institution which were appreciated and taken as positive feedback by the Director DSIMS.

On 28th February cumulative result of onsite visit and SSR was declared on NAAC portal and DSIMS was awarded with NAAC accreditation.

- **Operations Conclave (Opsession) - 26<sup>th</sup> February**

On 26<sup>th</sup> of February 2022, Operations department of Durgadevi Saraf Institute of Management Studies and Durgadevi Saraf Global Business School held its annual conclave Opsession.

Theme for this edition was Data Analytics and Artificial Intelligence for Operations and Supply Chains.

The conclave was conducted online, given precautions related to Covid19 pandemic, required to be taken.

Four experienced professionals from industry shared knowledge and their experiences at the conclave. They were Ashfak Jafri, Director – Supply Chain at Target USA, Utpal Chakraborty, Chief Digital Officer at Allied Digital Services, Amol Deshpande, Head of Digital at Mahindra & Mahindra and Sanjeev Agrawal, Director at Deflytics Consulting.

Students of the institutes gained knowledge about the two growing fields. This knowledge will help them while deciding about careers now and while working at their job in future.

- **HR Conclave - 5<sup>th</sup> February**

The Annual HR Conclave of HR-O-Scope based on the Reboot. Refresh. Reimagine HR was held on Saturday, March 5, 2022.

Prof. Anthony Colaco, Convenor for the conclave set the tone for theme highlighting of the field of human resources has evolved over the years, what challenges lie ahead and to reimagine human resources. The inaugural address was followed by address from Dr. C. Babu, Director DSIMS and Dr. Sarita Vichore, Director DSGS who emphasized on the relevance of human resource in a dynamic environment.

The keynote speaker Mr. Melvin Mathias (Vice President- Human Resources, Yokohama Off-Highway Tyres) explained how the current situation and future dynamics require HR to reboot, refresh and reimagine itself. He highlighted the challenges that lie ahead and how the role of HR could be reimaged for creating employee experiences, building trust and resilience, creating a talent acquisition strategy. He emphasized that technology should be centred on a human touch as its core.

This was followed by panel discussion moderated by Prof. Anthony Colaco and participated by Ms. Aditi Pednekar (Co-Founder and CEO, Zippgigs), Mr. Vishal Snha (Deputy Vice President- Distribution Training, Bharti AXA Life Insurance), Mr. Shwan Rodricks (Associate Director- HR, J M Financial Home Loans Limited), Ms. Naz

Parveen (People & Culture Specialist, Xoxoday), Ms. Gauri Das (Head HR & Admin, India Factoring and Finance Solutions Pvt. Ltd). The panellists highlighted the changes that are taking place in talent acquisition, learning, employee engagement, rewards and recognition, technology and the role leadership plays in reimagining HR.

The conclave ended with felicitation of winners of intercollegiate competitions organized as curtain raiser for the conclave and vote of thanks proposed by Prof. Anthony Colaco

### **Women's Day Celebration - 8<sup>th</sup> March**

A woman has various roles to play in her life. International Women's Day is celebrated annually on March 8 to commemorate the cultural, political, and socioeconomic achievements of women. Events focused on women are a great way to bring colleagues and organizations together to honor the women of the past, present, and future and learn more about the issues women face today. To facilitate the same, on 8<sup>th</sup> March 2022 International Women was celebrated in DSIMS & DSGS Campus. The theme for this year was "Break the Bias". The idea behind the theme was to break gender biasedness. The event started by welcoming the invited guests, faculty and admin members of DSIMS & DSGS. Ms. Maya Saini - Rajasthani Sammelan Education Trust (RSET), Ms. Vaishali Dhage - Executive (Accounts) RSET, Dr. Dixsha Nath - Director - Ramdhar Maheshwari Career Counseling (RMCC), Dr. Latha Venkat - Head Mistress - Kudilal Govindram Seksaria Sarvodaya School (KGSS), Dr. Aarti Rai - Head Mistress - (KGSS), Ms. Bhavna Mishra - Rector - Draupadidevi Sanvarmal Women's Hostel (DSWH) were invited in the campus for facilitating them for their contributions and work in their respective fields. The guests were felicitated by Dr C Babu, Director DSIMS, Dr Sarita Vichore, Director DSGS and other senior faculty colleagues. All the faculties came up with different performances including speech, singing, and poetry, related to women empowerment. The gracious presence of chief, faculty members, admin staff, and the efforts of students made it a successful event.

### **Touge Marketing Conclave - 26<sup>th</sup> March**

The annual Marketing conclave - Touge 2022 held on 26<sup>th</sup> March . The esteemed speakers for this year's conclave were: Dr (Prof) Prafulla Agnihotri - Dean Vijay Patil School of Management, Mr. N. Chandramouli - Founder & CEO of TRA Research and Blue Lotus Communications, Mr. Burzin Shahana - Country Manager - India & South Asia, Johnson and Johnson Vision, Mr. Vishnu A. Subash Partner Technology Consulting. Both students and faculty attended the conclave.

### **Alumni Cricket Tournament - 16<sup>th</sup> April**

16<sup>th</sup> April, 2022, a cricket tournament of alumni of Durgadevi Saraf Institute of Management Studies and Durgadevi Saraf Global Business School was conducted at the turf courts.

About twelve teams of alumni of MMS and PGDM contested for the winner's trophy.

### **Versus – 22<sup>nd</sup> & 23<sup>rd</sup> April**

Every year, students of Durgadevi Saraf Institute of Management Studies and Durgadevi Saraf Global Business School celebrate their sports festival called Versus. This year too, this sports event was held on 22<sup>nd</sup> & 23<sup>rd</sup> April.

The students played turf cricket, football, badminton, volleyball, carrom and chess table tennis in campus of Rajasthan Sammelan. The teaching and non-teaching staff also took part in some of the games.

### **MMS Degree Distribution Ceremony – 23<sup>rd</sup> April**

Durgadevi Saraf Institute of Management Studies (DSIMS) had organized Degree Distribution Ceremony award of Degrees conferred by University of Mumbai for the MMS batch 2019-2021 on April 23, 2022. It was the day when all the dedication, commitment and toiling in the two years of academic life of students paid off. All the proud parents had graced the events to see their children receiving the post-graduation degrees.

The ceremony began at Nathmal Garodia Seminar Hall by welcoming the dignitaries. President RSET and Chairman DSIMS Mr. Ashok Saraf greeted our Chief Guest Mr. Rajiv Relhan, invited dignitaries and trustees of RSET for their gracious presence. The event started with national anthem followed by the Saraswati Vandana. Our chairman declared the Degree Distribution Ceremony open. The Master of Ceremony, Prof. Anthony Colaco invited Dr. Sarita Vichore, Director DSGS, to welcome the students. She congratulated them for this most memorable occasion of their life. She spoke about how the changing dynamics at workplace has forced us to relook on our leadership and how the students can create a change. It was followed by an address by Mr. Ashok Saraf, President RSET focused on how there is no substitute for hard work. He also spoke of how the desire to achieve and time management being key skills to be developed in your life to be successful. Dr. C Babu, Director DSIMS, presented the Director's Report covering significant activities and achievements of DSIMS during Academic Year 2021-22 which included the NAAC accreditation certificate that the institute recently received.

There was an enlightening and mesmerizing address delivered by the chief guest of the ceremony Mr. Rajiv Relhan (MD and CEO of National commodity clearing ltd. A NCDEX company) who with the help of his deep industry experience emphasized on how good leadership makes a difference and prioritized the importance of agility in this highly dynamic VUCA world. He also emphasized on respecting one's parents & expressing gratitude towards them. He highlighted the importance of giving back to the society in whatever way we can.

Finally, the graduating students were awarded with their degree certificates. The toppers of each program across each domain have received Academic Excellence Award. All the students were elated to receive the certificates for their academic achievements. Ms. Shailee Dave received the "Topper of the year" award, and Mr.

Mohnish Nath received the “Student of the Year”. In the end, all the students took the oath administered by Prof. Somesh Banerji, Assistant Dean- IIPC, and became esteemed alumni of the college. Finally, the event ended with the Vote of thanks delivered by Dr. Sarika Jain, Assistant Dean - Academics.

### **SABRANG 2022 - 6<sup>th</sup> May**

YUWA - Youth United with Ambition - is the highly enthusiastic Cultural Committee of Durgadevi Saraf Institute of Management Studies (DSIMS) and Durgadevi Saraf Global Business School (DSGS). YUWA is known to create its own benchmarks and break its own records by organizing entertaining events throughout the year. It organizes and manages ‘Sabrang’ which is the flagship cultural fest of DSIMS. This year the event was organized on May 6, 2022. Every year, Sabrang encourages the youthful spirit of students of DSIMS and gives them an opportunity to showcase their talent beyond academics. DSIMS and DSGS believe that students should be exposed to not just academics but also cultural activities where they get opportunities to interact with others, build meaningful relationships and strengthen the unity of group members.

As compared to every year, this year’s Sabrang had a distinct theme. The theme of the event was Finesse which was a Talent Hunt. This year the students were free to choose any form of creativity to promote and prove their best choice. The creativity that the students could showcase were dancing, singing, drama, open mic, poetry recitation, instrument playing, etc.

The event also received participation in various categories from other institutes across Mumbai. The judges for the event were Dr Ameer Vora, Principal, Deviprasad Goenka Management College of Media Studies; Mr. Pintu Mukherjee, Head, Nalini Shah Music Academy; and Ms. Richa Bora, Freelance Choreographer. The participants showcased a variety of talent and it was well appreciated by the judges. The winners of the event were Ms. Ketan Handa (Thakur Polytechnic), Ms. Shruti Panchal (Sathaye College), and Mr. Viraj Shah (Nagindas Khandwala College).

### **MoU - Confederation of Indian Industries -Young Indians (CII Yi) - 12<sup>th</sup> May**

Durgadevi Saraf Institute of Management Studies (DSIMS) and Durgadevi Saraf Global Business School (DSGS) signed a MoU with Confederation of Indian Industries -Young Indians (CII Yi) on Thursday 12<sup>th</sup> May 2022. DSIMS was represented by the Director Dr. C. Babu and DSGS was represented by the Director, Dr. Sarita Vichore. The CII Yi Chair for Mumbai by Mr. Mitanshu Shah signed the MoU along with the Co-Chair Mr. Darshan Kanani. The event took place at DSIMS on Thursday 12, May 2022.

The members who attended this event were Mr. Nishant Mehta, ex Chair CII Yi Mumbai, from DSIMS and DSGS Mr. R.D. Shetty, Registrar, Dr. Sarika Jain, Assistant Dean - Academics, Prof. Somesh Banerji, Assistant Dean- Placement, Dr. Dhanashree Potey, Assistant Professor & CII Yi Faculty in charge, Prof. Aijaz Jafri Assistant

Professor and Faculty in charge Entrepreneurship cell and Ms. Sunita Pujar, Librarian KRC. Both the parties discussed a number of initiatives to be taken for students during the academic year 2022 – 2023.

### **RISING UP LIKE A PHOENIX POST COVID- Mr. Devdutt Pattanaik-21<sup>st</sup> May**

**DSIMS** and **DSGS** organised a Celebrity talk by **Mr. Devdutt Pattanaik**, themed - Rising Up Like a Phoenix Post Covid. The idea of this session was mooted by **RSET Chairman Shri. Ashok ji Saraf**. The session was conducted on **21<sup>st</sup> May 2022** through Zoom platform under the guidance of **DISMS Director -Dr. Babu, DSGS Director -Dr. Sarita Vichore and Assistant Dean - Dr. Sarika Jain**. The session was attended by current as well as prospective students of both DSIMS as well as DSGS. In addition, faculty members of the institute, as well as outside the institute, and members of trust attended the session.

Mr. Devdutt Pattanaik an Indian mythologist, speaker, illustrator and author, known for his writing on Hindu sacred lore, legends, folklore, fables and parables, enlightened the students with key traits of resilient leaders and how can Mythological preaching be adopted in today's business environment. He also threw light on the Post Covid styles of leadership. He shared his views on how Ego is the main issue of concern and how people should be more generous. He talked about how important spiritual growth is in today's era. He also explained how impactful is mythological belief in today's corporate situation. He further addressed questions raised by the students as well as by the members who attended the session.

The key takeaways for the students were how to inculcate mythological values into the management era, how to rise up after defeat during the post COVID times, leadership skills and prerequisite qualities to sustain in the volatile business world. The session was largely appreciated by the audience.

### **Governing Council & College Development Committee Meeting**

Governing Council meeting of DSIMS & DSGS and College Development Committee meeting for DSIMS were held on 15<sup>th</sup> January and 21<sup>st</sup> May, 2022. Some of the Trustees attended these meetings.

RSET Trustees and concerned Members of these forums attended the meeting. Discussion on various matters like Budget, institutional activities, research work, admissions etc., took place in the Governing Council Meeting and matters like Institutional Development Plan, Alumni, Accreditation and various other issues were discussed in the College Development Committee meeting. Dr. C. Babu Director, DSIMS made presentation.

### SEMINARS / EVENTS ATTENDED/CONDUCTED

- IMC organised Youth conclave - India's New Blue Print: Come Walk the path with the future leaders on 23 and 24th July 2021. In the session titled - Aspiration of New India...on this topic our PGDM student Ms. Nidhi Mishra, Participated and stated her views in the session on 23rd July 2021.
- Prof. Ranganathan attended a webinar session organized by NMIMS, Hyderabad on 14<sup>th</sup> September 2021 and the topic was Introduction to R Studio. Also a webinar session on Time Series Analysis using R conducted by NMIMS, Hyderabad was attended by Prof. Ranganathan on 24th Sept 2021.
- Dr. C. Kaushik attended FDP which was conducted by BSE on 13th, 14th and 16th July 2021.
- Prof. Priyanka Oza attended FDP conducted by The AICTE Training and Learning (ATAL) Academy for imparting/ upgrading faculty knowledge in thrust and emerging areas. Given the COVID- 19 backdrop, this year **1545 FDPs** in various emerging areas are going to be conducted in online mode. Prof. Priyanka Oza, attended one such five-day FDP organized by AICTE in collaboration with Jaipuria Institute of Management from July 5, 2021 to July 9, 2021. The FDP was titled “Be Future Ready with Business Analytics”. The objective of the FDP was to provide theoretically sound foundation in Business Analytics. The motive was to promote discussion on theory, progress, development, deployment and practical aspects of Business Analytics.

The key areas covered over the five days in the FDP were:

- Business Analytics using Cases
- Hypothesis Testing using R Programming
- Data Visualization using Tableau
- Market Basket Analysis
- Text Analytics
- Clustering Techniques
- How to publish in High Impact Research Journals

The FDP was designed to provide rigorous learning for 30 hours ranging over 5 days. There were three sessions of two hours each every day for five days and it was followed by an online examination. The online examination was mandatory for the certificate as per AICTE Regulations. It was a good learning experience from a wide range of instructors who provided practical hands on training with real life exams.

- Dr. Nehal Joshipura attended a Book Talk - BLAZE A SON'S TRIAL BY FIRE: A TRUE STORY on 27th January 2022 organised by MPSTME.
- Dr C. Kaushik attended ATAL Online FDP from 17th January to 21st January 2022 on "Leveraging Analytics for competitive advantage".