

Chetana समाचार

Vol.1 Issue-1 September 2021

Editorial...

From the Editorial Team-

Welcome to Chetana Samachar! It is truly a breathtaking experience to see an idea that has been enduring in our minds, become a reality. This inaugural issue is one such cherished work which is a snapshot of the various activities and advancements at Chetana's. The pandemic has posed several challenges to us. However, as individuals we become stronger as we come closer to our community. In these difficult times, Chetanaites have strived to maintain hope, confidence, and faith amongst all the stakeholders. It is hoped that this newsletter will reinforce our ties and allow increased awareness and improved interaction. We are looking forward to our readers' contributions and suggestions that will help us improve future news- letters.

Chetana Samachar is one of the initiatives when Chetana's Institute of Management & Research celebrates the glorious 25 years of developing ethical leaders.

INSIDE THE ISSUE

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Editorial Board

Editor :

Dr. Chetana Asbe

Chief Advisor:

Dr Madhumita Patil

Editorial Team

- Dr Nalini Krishnan
- Dr Hufrish Majra



VISION

To develop Chetana as a World Class Management Institution of excellence with a view to developing outstanding, dynamic and enterprising business professionals who make valuable contributions to the business, society and environment at large.

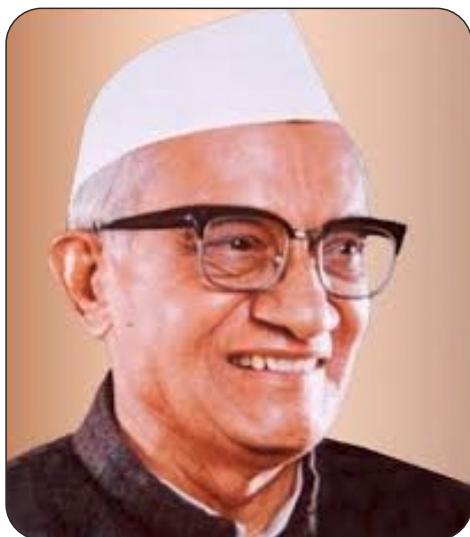
MISSION

Chetana is committed to prepare students as successful leaders who combine the use of managerial skills with the understanding of socio-cultural systems, to meet the current and future needs of industry, society and environment at large. The institute is committed to ensuring excellence through high quality learning for its students.

HISTORY

The dream of our Founder President Late Shri. Madhukar Rao D. Chaudhari, Chetana's Institute of Management and Research became a reality in 1996. The year 2021, embarks the successful completion of 25 years of this dream. In these years, the institute has achieved many milestones and won several accolades.

Words of Wisdom



Late Shri Madhukarao Chaudhari, Founder President

'Have the courage to follow your heart and intuition. They somehow know what you truly want'. The dream of our Founder President, Late Shri. Madhukarao Chaudhari, turned into a reality in 1996. He conceptualized Chetana's Institute of Management and Research with twin objectives- to provide quality education and to infuse students with dynamism. Since then, CIMR has created many success stories and completed 25 years of excellence.

Shri. Shirish Madhukarao Chaudhari, Secretary

Our Secretary, Shri Shirish Madhukarao Chaudhari, has not only lived the dream of our Founder President but also imparted immense justice to it. Twenty-five years ago, the road ahead was challenging. However, he decided to tread the path with the right leadership skills and virtues. And today, under his management, the institute has reached great heights and provides a conducive environment for learning.

From The CEO's Desk

Dr. Madhumita Patil, CEO, CRKIMR and CIMR

Greetings!

The past year has been full of uncertainties, fear and helplessness. As the world battles an unprecedented pandemic, we hope to see normalcy restored soon. When the idea of a bi-annual newsletter was broached to me, I felt it was a great way to communicate and connect with all our stakeholders. There was a need to keep reminding ourselves about all the good work that we do, take pride and joy in the achievements of our students and faculty, connect with our vast alumni and in short, 'Be Proud to be a Chetanaite'. So, this is the beginning of our journey and we hope to bring good news and cheer in every newsletter. I would like to take this opportunity to look back at the vision of our founder President, Shri. Madhukarao Chaudhary, who in his immense wisdom and foresight, saw the potential of the youth of the country to not only become outstanding business professionals but also, contribute to the society. We, at Chetana hope to strive relentlessly to achieve his vision. Once again, wishing you all a Happy and Safe 2021!



Chetana's Legacy ...

Chetana's Institutes of Management & Research, leaders in management education for the last three decades, believes in a holistic approach to management education. Chetana's emphasizes on providing a learning ambience conducive to students. Several events are organized by student driven forums, committees and clubs. Notable corporate events like Elixir, Vipanan, Arthanaad, HROPSYS, Good to Great Management Fest, Challenger, Debates and Elocutions, Rural Immersion, HR Conclave, Case Study Competitions, Reminiscence, CSR Programs and Crisil CKBC (Crisil Chetana's Knowledge Board Competition) are among the variety of regular events held in the campus. The students participate and win accolades in B- School Competitions, Sports Events, Research Paper Competitions and Management Games held at other renowned B- schools in the country. The co-curricular activities and projects ensure that the students are prepared to become successful leaders with the right skill set and ethics. Chetana's value based teaching is committed to ensuring high-quality learning for the students.

The industry dynamics change every day and therefore we, at Chetana's, constantly engage in dialogue with the corporate world to understand the current trends and accordingly design our programs to skill the budding managers. Academic Programs at Chetana's are designed to cater to the increasingly complex skills required in today's globalized world.

Brand Chetana's through its Off-Summers, Summer Internship and Live Projects has carved a niche for itself in terms of corporate training & placement.

From The Director's Desk

Dr. Nandita Mishra,
Director, CIMR

It gives me immense pleasure to share our first e- newsletter with you. I am sure you all will enjoy reading the newsletter and keep contributing towards the progress of the newsletter.

As a pioneer in the field of management education Chetana's Institute of Management &

Research could envisage the ever-growing need for skilled business managers. In our pursuit of excellence for providing management education Chetana's Institute of Management and Research (CIMR) offering autonomous PGDM program was established in the year 1996. "CHETANA" has come a long way in achieving these objectives and the Institute has carved a niche for itself in the field of Management Education and Research emerging as one of the premier B-schools in the country.

The Quality of teaching is outstanding and at par with the requirement of the corporate world. The result is rich environment for the students, which offers them an opportunity for interaction with intellectual pioneers. This is where new knowledge is constantly upgraded through seminars and guest lectures. As a result, Chetana has emerged as a vibrant, performing and learning organization and a source of profound satisfaction for all.

Our newsletters would cover all aspects spread over curricular, co-curricular, social, and corporate initiatives taken at CIMR. We invite articles from our alumni and industry professionals.

I congratulate the team for their continuous effort in striving for excellence and look forward to taking this initiative ahead.

Happy Reading!

Stay Safe, Stay Connected



Convocation PGDM Batch 2018- 20



The Convocation Ceremony for PGDM Batch 2018- 20 was held on 4 September 2021 in Virtual mode. Chief Guest Mr Lalit Jain, President Hindustan Power and alumnus of Chetana's Ramprasad Khandelwal Institute of Management & Research addressed the gathering and shared with the batch rich life- lessons for the corporate world. Around 247 students in PGDM (Marketing, Finance, Operations, Systems and HR specializations), PGDM Marketing and PGDM Retail received their diplomas. Ms Varsha Birader from PGDM (Finance Specialization) received the Presidential Medal in memory of the Founder President late Shri Madhukarao Chaudhari. The Presidential Medal is awarded to the outstanding student for academic excellence and overall performance.



Every academic year begins with renewed hopes

The first month of 2021 was special in more ways than one. The institute received its ISO certification by TUV, Netherlands, making it one of the few management institutes in India that are 2100 :2018 certified. The certification reinforces Chetana's efficacy in imparting quality education and providing a conducive learning environment.

The months of June 2021 started with the "Transition Programme' for the batch 2020-22. Transition program is mandatory for all students of Semester III, after the two months of Summer Internship. The program is aimed to equip students with changing environment both in learning and business. The month of July and August were busy months welcoming the new batch of 2021-23. Learning never stops at Chetana's. In this moment of collective trauma and grief, the resilience of the faculty and student has kept us going. WE SALUTE THEIR SPIRIT!

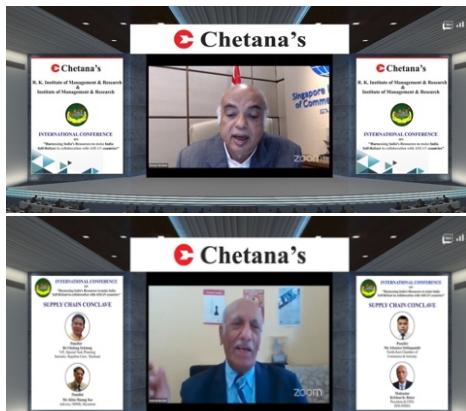


We bring together renowned experts to share their ideas with our young minds.

New Aspirations



In February 2021, the I year students had completed semester I examinations and had started the semester II lectures. As part of effective knowledge sharing, Chetana's organized an International Conference on 'Harnessing India's Resources to Make India Self-Reliant in Collaboration with ASEAN Countries'. We had eminent guests gracing the occasion from both, India and abroad. The conference began with the address of our Guest of Honour, Prof. CH. Dr. Ibohal Meitei followed by Mr. K. V. Rao, Mr. George Abraham from Singapore Indian Chamber of Commerce and Industry (SICCI), as our Chief Guest. The Supply-chain, Agri-business and



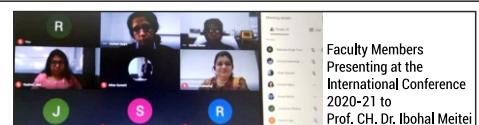
Pharmaceutical Conclaves imbued great enthusiasm in our students to think in terms of a self-reliant Agriculture and Pharmaceutical base in India. Overall, it was a very enthusiastic, interest-driven, and enriching



opportunity for our students. Chetana's hopes to continue such fruitful association of industry and academia. Dr. Madhumita Patil (CEO CRKIMR & CIMR and I/C Director CIMR) and Dr. Jayashree Bhakay (Director, CRKIMR) emphasized on the role of women in our society in their address. WDC also observed the 'International Women's Day' on March 8 by conducting a virtual activity. The women teaching and non-teaching staff-members were honored with a rose and a face-mask by their male colleagues.

Faculty Presentations At the International Conference

Research Paper Presented by Faculty Members During the International Conference, February 2021



TITLE	PRESENTERS
Review of Textile Trade Between India, Its Neighbours, and the ASEAN Countries.	Dr. Athar Qureshi and Dr. Jayashree Bhakay
Journey Towards Self-Reliance – A Comparative Study of The J2SR Country Road Maps of ASEAN Countries with India	Dr. Nalini Krishnan and Dr. Ruchika Agarwal
Developing A Cooperative Workplace Relationship Through Employee Voice	Dr. Mahesh Luthia and Dr. Nur Aeni
Insights from Thailand's Tourism Sector with Pertinence to India	Prof. Amruta Vadnerkar, Dr. Hufrish Majra and Dr. Rashmi Jain
Japan- A Country Profile with Focus on Trade Composition and Direction	Dr. Rajiv Gatne

**Research Paper Presented by Students During the International Conference,
February 2021**

Title	Faculty Mentors	Presenters				
		Bobby Ninan	Shreyas Pawar	Vaishnavi Deshpande		
Mergers and Acquisitions: Harnessing the Resources to Boost Banking Sector	Dr. Ruchika Agarwal					
Customer Perception of Youth Towards Made in China Consumer Electronic Goods	Dr. Rashmi Jain	Sailesh Kukreja	Keyur Thadewhar	Aishwarya Nair	Someshwari Sawant	
India- China Trade in Electronic Goods	Dr . Indira Singh	Anchal Sharma	Chetan Thorat	Reiny Shah	Bhagyashri Londhe	
Growth of FII And Its Impact on Indian Stock Market	Dr. Chetana Asbe	Yash Pundkar	Ami Kansara	Siddhi Shah	Ashika Jain	
FII Investments- Its Impact on Indian Stock Market	Dr. Chetana Asbe	Vidula Yadav	Pooja Yadav	Dinesh Tandle	Grishma Patil	
The New Age of Manufacturing- Industry 4.0 And Smart Factory	Prof. Shilpa Kajbaje	Anjali Chachlani	Sneha Chowdhury	Afia Khan		
Globalization and It Impact on Banking Sector	-	Palak Gupta	Harshita Shekhawat	Bhumit Lalani	Shourya Jaini	
Interconnection Between Indian And ASEAN Financial Markets	Dr. Chetana Asbe	Harshita Shekhawat	Nitesh Singh	Aditya Lade	Yuvash Vasavada	Nikhil Puranik
Consumer Behavior Towards Ban of Chinese Applications and Growth of Made in India Applications with The Help of ASEAN Countries.	Prof. Amruta Vadnerkar	Shyam Nandanwar	Ayush Kothari	Tanaya Musale	Moumita Maity	
Examining Determinants of Consumers Online Purchase Intention on Budget Hotel in Singapore		Prateek Chormare	Harish Kumar Yadav	Siddhi Tanna	Sanjana Murthy	
Artificial Intelligence: The New Wave of Digital Marketing		Raj Ayer	Mahima Talesara	Bhavya Thakkar	Sayali Wavale	
Study on Consumer Perception Towards Brands Embracing Atmanirbhar Bharat And Make in India Campaign		Vedanti Kshirsagar	Anup Mate	Hazel Viegas	Janhavi Nyalpelly	
Managing Work-life Balance: Role of HR in the ASEAN Countries		Rituja Tore	Shreya Kadamb	Vaishnavi Gotmare	Aditi Salvi	
Exploring Online Consumer Behaviour: A Study in Online Food Delivery	Dr Mahesh Luthia	Pearl Vakharia	Simran Bathija	Saket Wakde	Akash Morwal	
Analysis of Financial Health of Banking Industry: An Indian & ASEAN Countries Perspective	Dr. Chetana Asbe	Akash Morwal	Saket Wakde	Pearl Vakharia	Neer Gudhka	
Gender Diversity and Its Impact on The Culture of An Organisation	Dr. Mrinali Tikare	Shristi Kumar	Snehal Chibade	Sanjana Nair		
The Transition of FII Inflows Pre And Post Covid-19	Dr Chetana Asbe	Akarsh Hegde	Prerna Bajoria	Mayuri Karkera	Akash Aherakar	Swapnil Patil
M&A and Corporate Restructuring	Dr Chetana Asbe	Akarsh Hegde	Rajen Das	Arni Sanghavi	Ishita Pandey	Chetana Pallati
Creating Aatmanirbhar Bharat By Increasing Exports and Reducing Imports		Apurva Kadamb				
Efficient Techniques to Improve Continuous Learning and High Performance Working in India		Charul Veer	Tanvi Zemse			
Examining the Impact of Organisational Support for Psychological Adaption of Expatriates		Gunjan Salgaonkar	Shivani Shinde	Sakshi Ingale	Rajvansh Gupta	
Efficient Services Needed from Multi-Modal Transporters in India.	Mr. Hemant Jog	Amey Padwal	Arpit Bhoyar	Harshad Borhade	Hardik Sanghvi	Huzan Madon
Indian - ASEAN Project Financing & Investments	Dr. Chetana Asbe	Nishit Doshi	Swati Choudhary	Tejal Gadilohar	Srushti Deshmukh	
Warehouses Network - Need of Hour for Agro-Products.	Mr. Hemant Jog	Kaustubh Surve	Rudra Dedhia			
FII Inflows and Indian Stock Markets Dependency on FII.	Dr. Ruchika Agarwal	AK Chaitanya	Yuvash Vasavada			

**Research Paper Presented by Students During the International Conference,
February 2021**

Title		Presenters				
		Darshan Vartak	Saurabh Nagare	Rohit Kumbalkar	Sayali Nagvekar	
India In Comparison with ASEAN Countries in Terms of Infrastructure						
Nation Branding; Building Brand Image of ASEAN Countries Through Tourism		Manjiri Raut	Shivkumar Prajapati	Hitiksha Darji	Tanvi Bisani	
gender	Dr. Mrinali Tikare	Samruddhi Verlekar				
A Review of The Impact of Social Media Platforms Such as Facebook On the Buying Decisions of Indian Consumers.	Dr. Athar Qureshi	Aditi Salvi	Aditya Kulkarni	Meet Shah	Gaurav Shukla	
A Comprehensive Study of The AIFs In India	Dr. Chetana Asbe	Neha Amonkar	Anirudh Chavan	Aishwarya Nair		
Study on challenges of Managing Multi-cultural teams in multinational organisation.		Meet Bafna	Ganesh Gangurde	Ruchi Soni	Aditya Deora	
Study on Challenges of Managing Multi-Cultural Teams in Multinational Organisation	Dr. Mrinali Tikare	Ms. Nidhi Dedhia				
Japan - A country profile with focus on trade composition and direction.		Samarth Nayak	Ayush Somani	Prachi Dhokra	Yash Pillai	Anisha Sapla
MSME: Crucial Role for Growth of India's Export	Dr. Chetana Asbe	Meghana Bhagat	Dhanshekhar Bhandari	Ronak Kantaria	Anushka Patil	Krishnakant Kasat
Comparative Study of E-commerce Sector in India, Indonesia And Thailand.		Kashyap Khut	Jaaish Quadri	Kanishka Mishra	Gaurav Avhad	Ankit Sangani
Consumer Behavior Towards Ayurvedic Products Before and During the Lockdown		Shivani Bhilare	Purvashree Gawde	Yash Ghodake	Dishita Mehta	Jugal Ponda
A study on Recruitment & Selection Procedure on satisfaction in Eatler India Private Limited	Dr. Mrinali Tikare	Steffi Chittilappilly				
The Impact of Cost Perception for Adoption of Internet Banking with reference to Self-Help Groups in Mumbai	Dr. Mrinali Tikare	Jui Kulkarni	Aishwarya Satavase			

Nurturing Our Talent

We respect and nurture all our human talent

The Women Development Cell (WDC) at Chetana's kickstarted its activities on March 6. On this occasion, a virtual event was organised on the theme of 'Gender Equality' for the students and faculty members of Chetana's Institutes. The occasion was graced by Ms. Aafreen Siddiqui Sherwani (Regional Engagement Lead, Govt. Innovation at UNDP, AP) as the Chief Guest. WDC also observed the 'International Women's Day' on March 8 by conducting a virtual activity. The women teaching and nonteaching staff-members were honored with a rose and a face-mask by their male-colleagues.

Dr. Madhumita Patil (CEO CRKIMR & CIMR and I/C Director CIMR) and Dr. Jayashree Bhakay (Director, CRKIMR) emphasized on the role of women in our society in their address. WDC also observed the 'International Women's Day' on March 8 by conducting a virtual activity. The women teaching and nonteaching staff-members were honored with a rose and a face-mask by their male-colleagues.



Research is in our DNA

Dr. Nandita Mishra has published a paper in Int. J. Business and Globalisation titled 'Social entrepreneurs' venture launch intention: exploring the role of cognitive determinants'.

Dr. Madhumita Patil, Dr. Jayashree Bhakay and Dr. Barsharani Maharana have co-authored a paper titled 'Factors Influencing Consumers' Buying Decision in Indian Trade Show: Evidence from Mahalaxmi Saras Exhibition, Mumbai' which was published in the Journal of Marketing and Consumer Research.

Dr. Barsharani Maharana has her paper published in SCOPUS indexed journal 'Ageing International'. The article is titled 'How Does the Change in Household Age-Sex Composition Affect Out of Pocket Healthcare Expenditure of Older Adults in India?'

2020 MMA Conference: A Virtual Experience



Developing Transnational Student Projects

Dr Indira Singh
Chetana's Institute of Management and Research,...
Assistant Professor

Dr. Hufrish Majra, Dr. Rashmi Jain and Prof. Amruta Vadnerkar presented a paper titled, 'Tourism In India- Grappling With The Black Swan Crisis' at 2nd International Conference on "Management Skills & Growth Strategies in the Post-Pandemic Period" held on January 21-22, 2021. Dr. Indira Singh has presented a paper

titled 'A Systematic Review of Pedagogical Approaches to Teach International Marketing' at 2020 MMA Conference: A Virtual Experience. Dr. Singh has also reviewed two manuscript at Springer Journals Editorial Office for Global Journal of Flexible Systems Management.

We believe that all dreams come true, if we have the courage to pursue them.

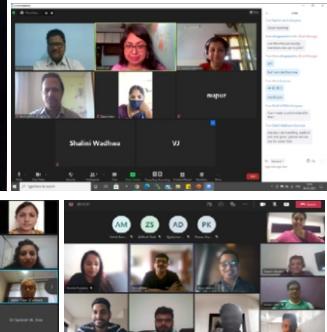
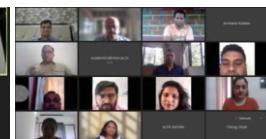
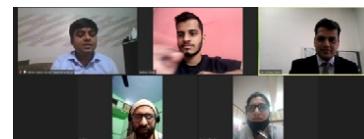
Dr. Mahesh Luthia, Dr. Chirag Shah and Dr. Rashmi Jain undertook the task of enhancing the skills of faculty-fraternity by successfully conducting a faculty development program on February 23. The topics dwelled upon the areas of Cross-Cultural Competency, Derivatives and Design Thinking.

Dr. Chirag Shah has bagged research-oriented consultancy projects on Financial Derivatives from Mangal Keshav Financial Services LLP, Dr. K. M. Shah's family office, NSE and Empirical Academy. He has been invited as a resource person, to speak on Financial Derivatives at the Faculty Development Program conducted by NISM (SEBI) for Dahanukar College, Mumbai. He was also appointed as convener of Industry Institute Interaction Cell of CIMR.

Dr. Sandeep Nemlekar was appreciated by Maharashtra Edupreneur Forum (MEP) for his role as a Management Consultant for the period of July 2019 to June 2021. Upon invitation from Mumbai Port Trust, Dr. Nemlekar has also conducted a workshop on Self-Motivation and Change in Mindset at their training center. He has also been felicitated with the prestigious Inspiring Changemaker Award for his exemplary contribution impacting humanity and the life on this planet in alignment with the United Nation's Sustainable Development Goals.

The International Labour Organization (ILO) supports education goals through promoting social dialogue. In the month May 2021, ILO conducted a five-day online technical meeting on 'The future of work in the education sector in the context of lifelong learning for all, skills and the Decent Work Agenda'. The participants of the meeting were called from all the countries either as governments' representatives, or employers' representatives or else employees' representatives. From India only two representatives were recommended by the Employers Federation of India (EFI) to participate in the meeting. Dr. Mrinali Tikare was one of the participants and she was designated as employer's representative. This was a prestigious occasion as she was our nation's proud representative on behalf of Chetana's Institute of Management and Research, Mumbai. Dr Mrinali Tikare is also associated as 'Cluster Mentor for MMS – HR' at Vidyalankar Institute of Technology, Mumbai.

Dr. Ruchika Agarwal and Dr. Chetana Asbe were honoured with AKS Education's Global Faculty Award 2020 in April 2021. Their nomination was based on the profile and



recommendations. During the ceremony they also participated in a panel discussion on the topic- 'Concurrent Challenges in Higher Education & Solutions Thereof'. Dr. Asbe has also been awarded AIWMI's India's Best Finance Teachers 2021. Dr. Agarwal has been appointed as a consultant for Working Capital Management and guidance in Financial Forecasting in an FMCG Distributorship Firm. Another corporate opportunity knocked our doors where Dr. Chetana Asbe conducted a Management Development Program on Revenue Recognition (ASC 606) for employees of Connectwise LLC. Dr. Agarwal also conducted an online interactive session on "Literature Review" as a part of GradXs Research Mentor Initiative. More than 30 GradXs Researchers from around the world participated in the



DR. CHETANA ASBE INDIA



DR. RUCHIKA AGARWAL INDIA

session. She was also recognised as an active contributor to the Qualifi India Campaign by AIWMI.

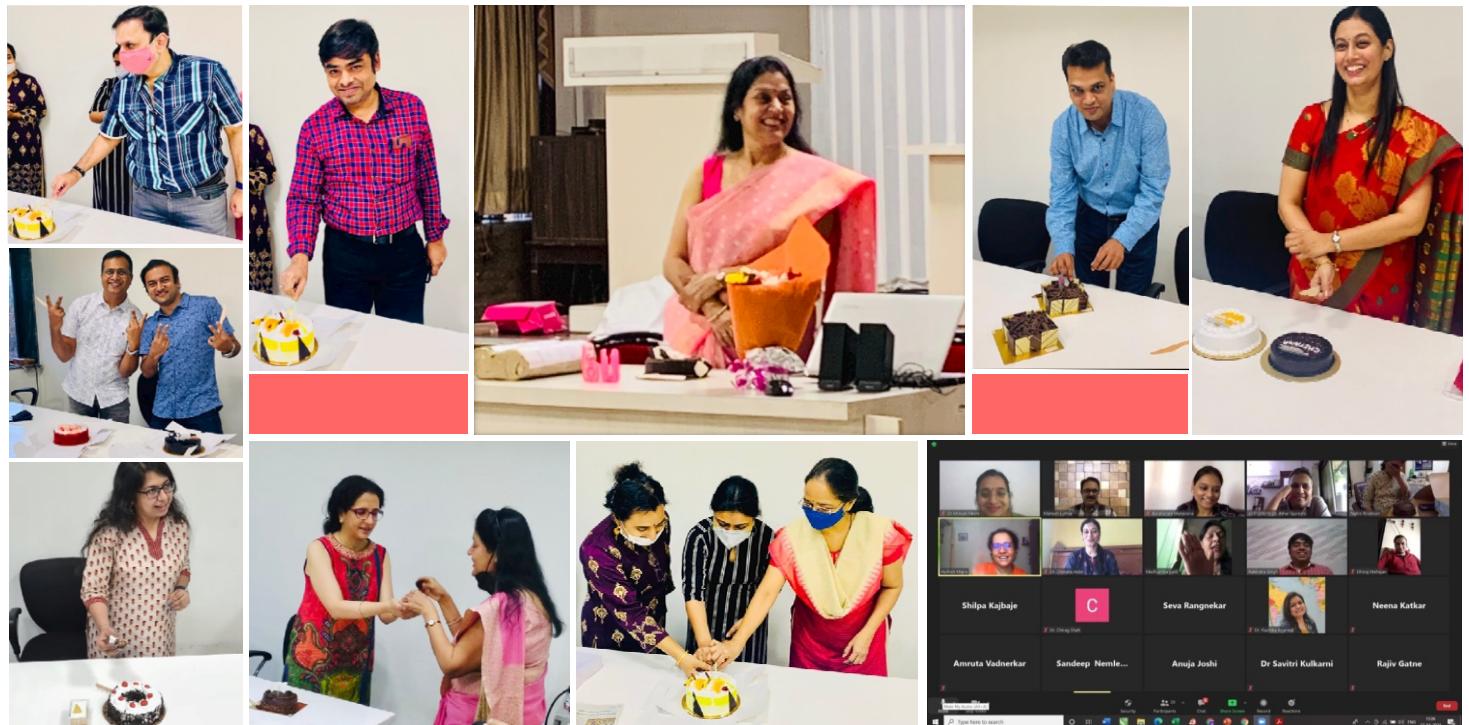
Dr. Rashmi Jain reviewed a research paper for Sage Journals in March 2021. She also collaborated with Cogknit Semantics for a live project. Dr. Jain along with Dr. Agarwal, Dr. Amruta Vadnerkar and Dr. Asbe attended an AICTE short term training program on 'Quality Teaching and Research' in Jan 2021. CIMR conducted a virtual summit on June 25 and 26, 2021, in association with ARCON one of its esteemed industry partners. The knowledge sharing series, "The New Trinity for Business Growth: Customers, Projects and Security" included widely acclaimed thought leaders, industry professionals, academicians, and alumni from CIMR and experts from ARCON. Most of our faculty members have completed the UHV certification awarded by AICTE.

September 2021

Fun at Work

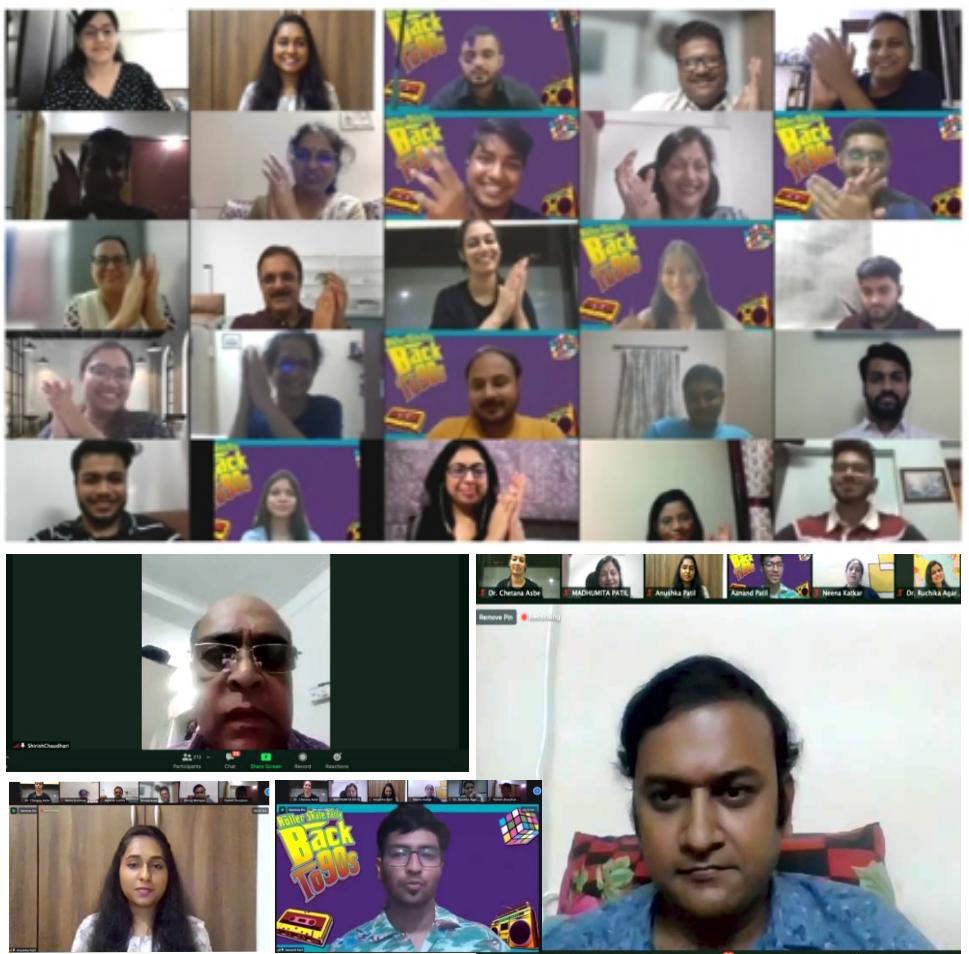
We count your age by friends, not years

Work and Fun Is Blended Well Here!



Cultural Event- Life in 90s by PGDM Retail 2020-22

On June 30, 2021, the students of PGDM Retail conducted a colourful, engaging and fun-filled event called the Life in 90s. This event marked the completion of 25 years of Chetana's Institute of Management & Research. It recreated some extremely beautiful memories for the students, teaching and non-teaching staff from the 90s.



We prepare our students for TOMORROW by giving them the best TODAY.

Our PGDM-Marketing (2020-22) students- Kanishka Mishra, Gaurav Avhad, Purvi Jha and Shubham Naik won the runner-up position at Arogyam, a competition organised by ICFAI Business School, Mumbai in January. Their experience- 'Thank you Chetana's Institute of Management and Research, for giving us the opportunity to participate and win the competition held by IBS, Mumbai. The event was all about working in team, having knowledge about various brands, combined with the perseverant spirit. Thank you once again for giving us the platform to showcase our best, even in this tough time of pandemic'.

PGDM (2020-22) student Prajakta Patil participated in a competition where she submitted a write up on 'Marketing strategies adopted by Byju's in 2020'. This is what she had to say- 'Being one of the top five performers, I was offered an internship with Grabvantage. I thank faculties at CIMR as their lessons helped me during the competition'.

PGDM-Retail (2020-22) student Puneet Jhunjhunwala secured third place in Bizzworldmaster '21, a quiz competition conducted by IES's Management College and Research Centre on April 11, 2021. Puneet is associated with Helpfulness Care Maharashtra WhatsApp Group. In his words- 'Whenever I find anyone who is need of plasma, injections, any kind of drugs from my contacts I try to arrange it for them or connect them with the nearest pharma stores and doctors and fulfill their requirements'.

PGDM (2020-22) student Sakshi Agarwal worked with an NGO - Dr. APJ Abdul Kalam Research Foundation from April - June 2021 in the area of Event Management for online Hridaan Festival Project in association with Tata Trust.



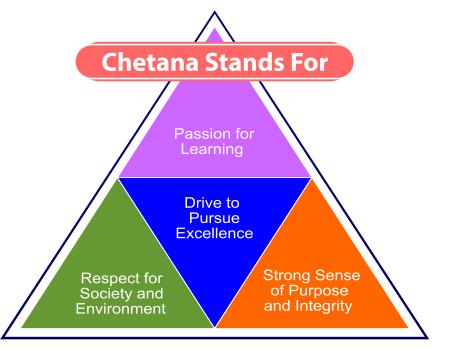
PGDM (2019-21) student Vipul Sarmandal won the State Road Cycling Championship in February 2021. He also represented Madhya Pradesh Team at National Cycling Championship held in March 2021 in Panvel.

PGDM (2020-22) student Huzan Madon's article on the topic of Surrogate Advertising was published in Mark X- Marketing Magazine of N. L. Dalmia Institute of Management Studies and Research.

Success is a journey, not a destination! It was a proud moment for us when our students made their mark in the prestigious CIMA National Business Games (CNBG) 2021. This was a case-study competition that began on August 11, 2021. It had three vigorous rounds involving strategic thinking that ended with a finale on August 21, 2021. Competing with many participating colleges in the 1st round, both our teams (Team Bonkers & Team Highlanders)



secured place amongst the top 10 finalists. While it was not an easy feat, they worked hard and made an impression on the judges, presenting their business case study in the final round. The teams were placed amongst the top five with Team Bonkers securing the Second Runner-up position. Heartiest praises were received by team Highlanders; Akash Hegde, AK Chaitanya, Prema Bajoria & Nishit Doshi for their participation and their spirit.



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