

SIBM NAGPUR



P E N U M B R A

MARCH'24 Edition

**THINK BIG.
TRUST
YOURSELF
AND MAKE
IT HAPPEN.**

In this latest edition of our college newsletter, we're celebrating the incredible achievements of our MBA students as they embark on their summer internships and transition into the corporate world. Completing one year of the MBA program is a testament to their dedication and hard work. As we reflect on the knowledge gained, friendships formed, and challenges overcome, let's be inspired to continue pushing ourselves to new heights. Now, as we step into internships, let's seize the opportunity to showcase our talents, expand our networks, and make a lasting impact. With our sights set on success, we're ready to embrace the next chapter of our journey with enthusiasm and determination.

In this issue:

- Event Glance
- Crossword (answers to February edition)
- Book of the month





Innovation in Management

In a captivating guest lecture on "Innovation in Management," Dr. Ramachandran Natarajan, a distinguished professor and expert in operations management, illuminated the essential role of innovation in thriving within today's dynamic business landscape.

Addressing an eager audience of over 150 MBA students, Dr. Natarajan emphasized the imperative for organizations to adapt to change by embracing digital transformation, agile methodologies, sustainability initiatives, and diversity and inclusion efforts.

He articulated that by integrating these innovative practices, companies can not only navigate complexities but also drive growth and create sustainable value for all stakeholders. With insightful examples and practical advice, Dr. Natarajan underscored how embracing innovation is not merely a choice but a necessity for staying ahead of the curve and achieving long-term success in management.

The session culminated with a heartfelt vote of thanks from one of the MBA students, encapsulating the collective appreciation for the enlightening discourse.

Overall, the guest lecture served as a beacon of inspiration, equipping participants with the knowledge and practical insights needed to navigate the intricacies of the modern business world.



The session underscored the transformative power of innovation in management, empowering future leaders to drive meaningful change and foster sustainable growth within their organizations.



FINANCIAL LITERACY PROGRAMME

The Financial Literacy Programme, hosted by the Finomics Club in collaboration with the Quality Improvement Committee at SIU Nagpur, aimed to empower campus staff, focusing on housekeeping and security personnel. Conducted on March 2nd, 2024, the workshop gathered 20 security guards and 10 housekeeping workers at SIBM, Nagpur. Sessions, guided by Dr. Shailesh Rastogi, covered crucial financial topics such as online payment services, insurance schemes, and budgeting strategies.

Participants learned the importance of budgeting, effective income and expense management, and distinguishing between saving and investing.

The event highlighted the significance of informed financial decisions and integrating newfound skills for enhanced financial well-being. This collaborative effort reflects a proactive approach to fostering financial literacy within the campus community.



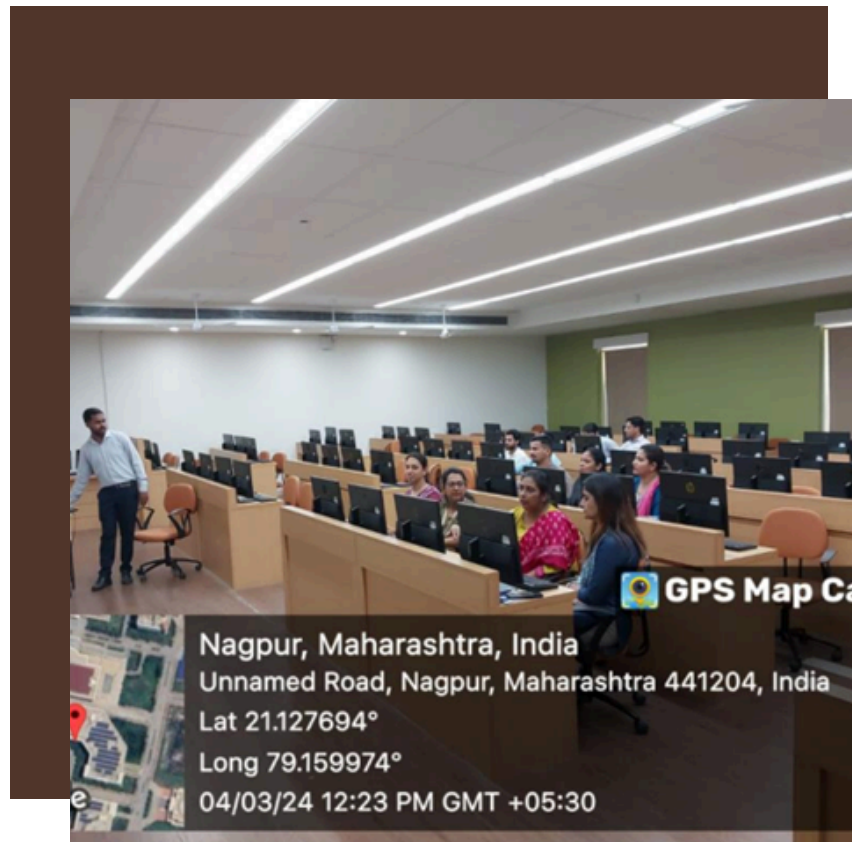
4th March 2024



SESSION ON TURNITIN

SIBM Nagpur organized a session on March 4th, 2024, led by Dr. Rahul Singh Gautam and Ms. Bhakti Aggarwal, focusing on Turnitin. Dr. Gautam, a Research Associate, highlighted Turnitin's key features and its role in promoting academic integrity and preventing plagiarism. He guided faculty members on utilizing Turnitin for organizing research papers, examining similarity findings, and providing constructive feedback to students.

The session addressed common concerns and misconceptions about Turnitin, empowering faculty to use it effectively. Dr. Gautam's expertise in digitalization of financial services and sustainable rural development underscores his credibility as a trainer. His academic background includes a Ph.D. in Management from Symbiosis International University and contributions to journals indexed in Scopus, WoS, and ABDC Ranked Journals.





Despite initial challenges in venue allocation and registration, the event successfully attracted enthusiastic participation and garnered positive feedback, demonstrating its effectiveness in promoting critical thinking

practical application of marketing concepts.

With a focus on collaboration and creativity, the event yielded valuable takeaways for participants, including heightened awareness of product management strategies, enhanced teamwork skills, and a deeper understanding of corporate branding.

Students demonstrated their marketing prowess in dynamic presentations and discussions, highlighting their dedication to excellence amidst challenges. The event culminated in announcing winners and expressing gratitude, emphasizing its role in fostering talent and innovation in academic settings.

Markiosis's Prodman Saga

The Prodman - Saga event, held on March 4th, 2024, at SIBM Nagpur, showcased a dynamic platform for students to engage in a comprehensive exploration of app features and marketing strategies. Through two competitive rounds, participants analyzed app functionalities, proposed enhancements, and designed innovative marketing strategies for startup apps.

Led by a dedicated hosting team and supported by esteemed faculty members, Dr. Hari Babu Singu and Dr. Ganesh Rede, the event provided a stimulating environment for students to hone their product management skills, foster teamwork, and showcase their strategic acumen.





Guess Who? – Business Edition

The "Guess Who? - Business Edition" event, organized by the Huros Club under Dr. Shailesh Rastogi's guidance, aimed to foster student engagement, expand knowledge of influential business figures, and enhance teamwork and strategic thinking. Held on March 5th, 2024, teams of two students each participated.

The activity comprised three rounds: Famous Person Selection, Clue Preparation, and Guessing. Teams crafted clues about a chosen business personality and presented them to the opposing team, who had to guess the identity within a time limit. Creativity and humor were encouraged in clue-writing. A tiebreaker round involved rapid-fire questioning to break ties. Scoring was based on correct guesses, with the team earning the most points declared the winner. Through this interactive and competitive format, students honed their collaboration skills and deepened their knowledge of business luminaries.





fostering an environment of learning and growth. With a total of 65 enthusiastic attendees, including the families of Powergrid Corporation of India Ltd employees, the event served as a beacon of inclusivity and empowerment, embodying the spirit of International Women's Day.

The MDP offered a platform for skill enhancement and celebrated gender equality. Dr. Soma Sharma and Dr. Rimjhim Jha facilitated engaging sessions, fostering empowerment and camaraderie. It honored women's contributions and inspired ongoing empowerment.

Overall, the Management Development Program exemplified SIBM Nagpur's commitment to fostering an environment of learning, empowerment, and celebration, leaving a lasting impact on all participants.

Management Development Program

In commemoration of International Women's Day, SIBM Nagpur orchestrated a Management Development Program (MDP) on March 7th, 2024, tailored exclusively for the families of Powergrid Corporation of India Ltd employees in Nagpur.

With a dual focus on empowerment and celebration, the event aimed to uplift and inspire women through informative sessions and engaging activities. Led by esteemed resource persons, Dr. Soma Sharma and Dr. Rimjhim Jha, the program delved into crucial topics such as team-building, self-motivation, and women empowerment,



8th March 2024



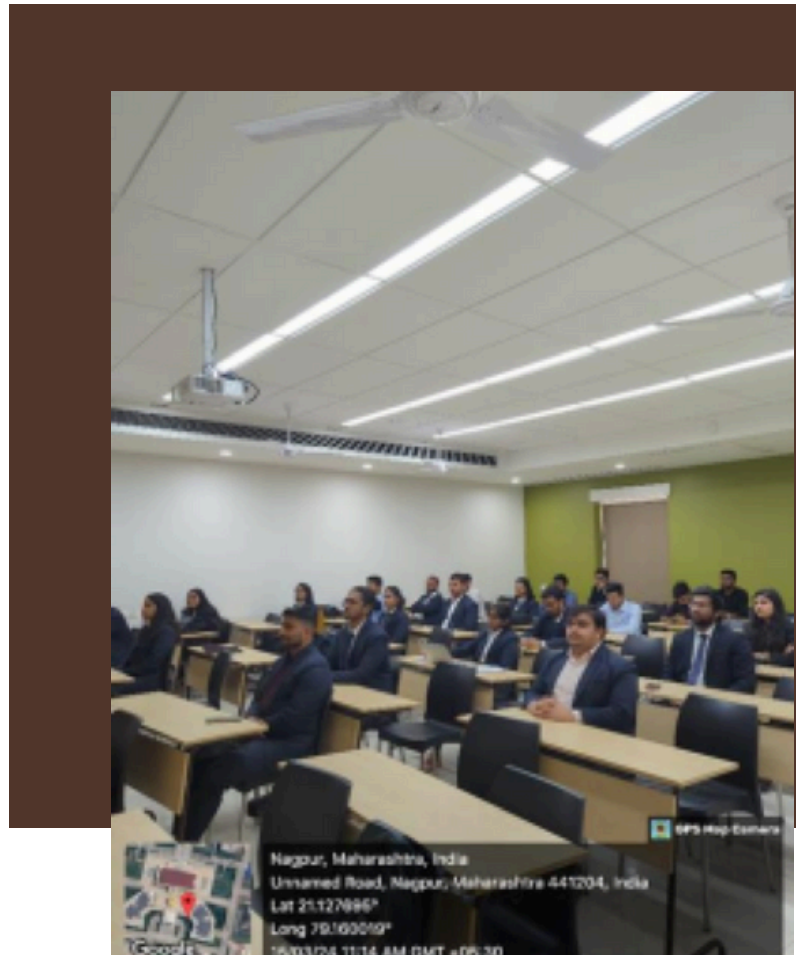
INTERNATIONAL WOMEN'S DAY CELEBRATION

The International Women's Day celebration at SIBM Nagpur on March 8th, 2024, united faculty and staff to raise awareness, celebrate achievements, and empower women through quizzes, storytelling, and chocolate distribution, fostering a spirit of solidarity and advocacy for gender equality.

15th March 2024

ENTREPRENEURSHIP TOOLKIT-THE PATH TO MVP

The Entrepreneurship Toolkit event, hosted by SIBM Nagpur's Startup, Innovation & Entrepreneurship Cell, featured a guest lecture by Mr. Justin Paul from SAP Labs India, providing students with practical insights and guidance on navigating the entrepreneurial journey, from ideation to market validation, while emphasizing collaboration and technology integration for business success.





SPREADING AWARENESS THROUGH ACTIVITY ON GENDER SENSITIZATION

The "Gender Sensitization" event, led by the Institute Social Responsibility Club of SIBM Nagpur, aimed to promote awareness and challenge gender stereotypes. Through interactive activities and discussions facilitated by Dr. Prakash Bhongade, participants gained insights into societal biases and reflected on the importance of gender equality.

Structured to provoke reflection and foster dialogue, the event provided a transformative space for attendees.

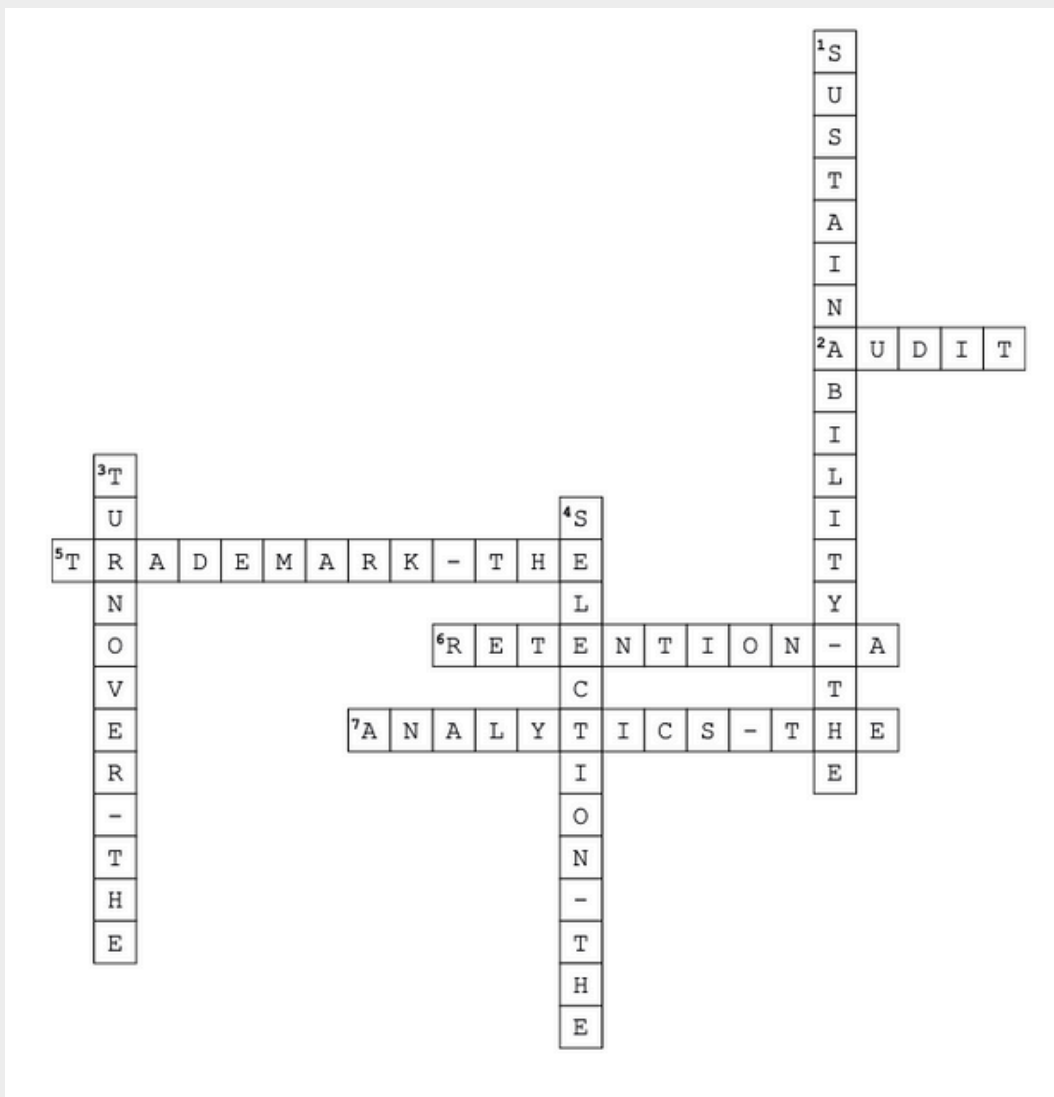
Participants delved into gender dynamics and societal norms. Through activities and discussions, they analyzed their attitudes towards gender. The event fostered empathy and understanding. It raised awareness about gender biases. Attendees were motivated to promote equality. Empathy and compassion were emphasized. Attendees left with renewed commitment to gender equality.



CROSSWORD

Bizblitz

Answers



CROSSWORD

Bizblitz

Answers

Across:

2. The systematic examination of a company's financial statements - **Audit**

5. legal protection of a brand name or logo - **Trademark**

6. marketing strategy that focuses on existing customers to drive growth - **Retention**

7. process of turning raw data into meaningful insights - **Analytics**

Down:

1. approach that integrates social and environmental concerns into business decisions - **Sustainability**

3. financial metric indicating the efficiency of inventory management - **Turnover**

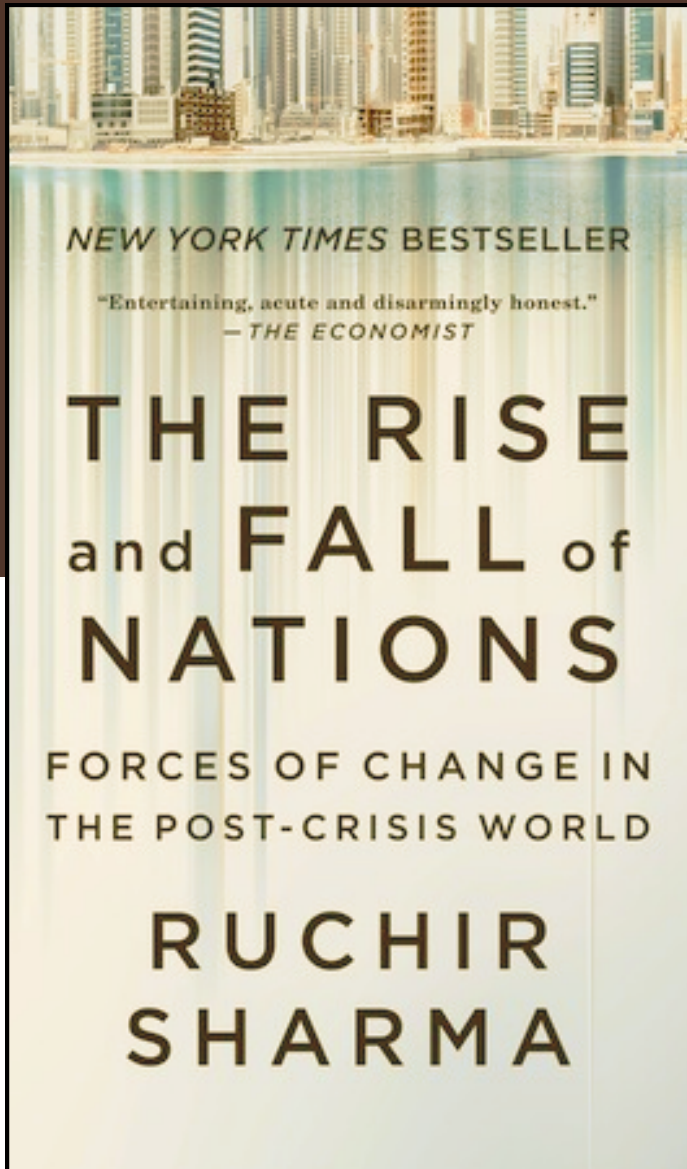
4. process of evaluating and selecting potential candidates for a job - **Selection**

Unveiling the must read books of the month

PAGE TURNER PICKS



In the symphony of global economics, 'The Rise and Fall of Nations' conducts a timeless melody, revealing the harmonies and dissonances that shape the destiny of nations.



Embark on a riveting journey through the tumultuous landscapes of global economics with Ruchir Sharma's "The Rise and Fall of Nations." In this captivating exploration, Sharma, a seasoned investor and strategist, unveils the hidden patterns and dynamics behind the economic destinies of nations.

Through vivid storytelling and astute analysis, he guides MBA students on a thrilling expedition, offering invaluable insights into the forces driving economic booms and busts around the world.

From the bustling streets of emerging economic powerhouses to the echoes of past empires, each page of Sharma's book is a window into the past, present, and future of global finance.

More than just a history lesson, "The Rise and Fall of Nations" serves as a strategic roadmap for future leaders, equipping them with the tools to navigate the complexities of the modern business world. With Sharma as their guide, MBA students will gain the knowledge and foresight needed to thrive in an ever-changing economic landscape, making this book an essential companion for any aspiring business leader.

