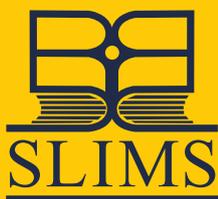


Som-Lalit Institute of Management Studies (SLIMS-SLIBM)

# NEWSLETTER



**VOL-18**  
JANUARY-JUNE  
2024



[www.mba.somlalit.org](http://www.mba.somlalit.org)

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## VISION

To be an institution of choice in the field of management education for all stakeholders by promoting creativity, innovation, and excellence.

## MISSION

**M1:** To nurture students towards dynamic management professionals through excellence in management education and practice.

**M2:** To inculcate students with ethical values, attitudes, and human approach to become leaders and exemplary citizens.

**M3:** To engage in high quality research and consultancy in collaboration with institutions and industries.

## PEOs

**PEO1:** To develop individuals to accomplish managerial and or leadership positions in their chosen fields.

**PEO2:** To foster critical thinking abilities towards data-based decision making in identifying and solving real-life critical business challenges.

**PEO3:** To prepare professional managers for the dynamic environment to solve and manage social and economic challenges.



## REPUBLIC DAY CELEBRATION – 2024



The Som-Lalit Institute of Management Studies celebrated Republic Day on January 26th with a joyful and patriotic gathering of students, faculties, and staff to honour the spirit of India's democracy.

The highlight of the event was the hoisting of the National flag, a symbol of the country's sovereignty. The ceremony was a harmonious blend of simplicity and elegance, reflecting the institute's commitment to tradition and modernity. The unfurling of the national flag was a moment of collective pride, underscoring the values of freedom and democracy that form the bedrock of the nation. The event served as a reminder of the institute's dedication to instilling a sense of responsibility and patriotism among its students. It was a day filled with fervor, fostering a deep sense of National pride within the academic community. SLIMS continues to uphold the spirit of Republic Day, fostering a nurturing environment that values both tradition and progress.

## EXPERT SESSION BY THE CEO OF ELSNER TECHNOLOGIES PVT LTD, MR. HARSHAL SHAH

Session Date: 31st Jan 2024 | Session Timing: 11 am -12 pm

This insightful session was held for SLIMS MBA students to get insights on the below mentioned topics:

- 1) Opportunities in IT
- 2) IT helping transform traditional business
- 3) Role Advancements into:

- Product Development, Stage and Lifecycle of Product
- Business Analyst
- Project Consulting
- Sales

How Startups work & much more from expert. Students participated and asked questions to understand trends, the session ended with a positive note with more clarity on career choice for management students. The session was attended by all IT-MBA students and final year students of SLIMS.





# MoU Signed!



EU IIC • SLIMS • PDEU IIC • SLIMS



EU IIC • SLIMS • PDEU IIC • SLIMS



## Som-Lalit Institute of Management Studies & PDEU IIC A Synergy of Innovation & Excellence

With great pleasure, we are glad to announce that PDEU IIC# has signed a MoU with Som-Lalit Institute of Management Studies (SLIMS-SLERF) on the 5th of February 2024, signifying the beginning of a collaborative relationship between the two Institutions. We are optimistic that this partnership is certainly going to unfold wider opportunities for both institutions.



**MoU Signed!**  
 Som-Lalit Institute of Management Studies  
 PDEU IIC  
 A synergy of Innovation & Excellence

Page-02 #MOUsigning

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# SLIMS- PDEU INNOVATIVE INCUBATION CENTRE



## Innovative Business Ideas

On December 19th, 2023 a workshop on Pitching Innovative Business Ideas was hosted by Som Lalit Institute of Management Studies with PDEU IIC (Pandit Deendayal Energy University- Innovative Incubation Centre) under the Club for Entrepreneurship Development and Economics Activities.

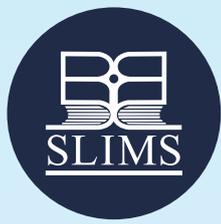
Ten standout ideas were selected to move forward with PDEU IIC, signifying a promising future for these budding entrepreneurs. This opportunity extended beyond the workshop, as the chosen participants were invited to further discussions with PDEU IIC mentors on dt. 03/04/2024. This step aimed to nurture and develop the selected ideas into actionable business plans. These ten groups went to PDEU for further screening and presentation

The topic of presentation:

1. Problem Identification,
2. Solution,
3. How does it work?,
4. USP of the product/Innovation quotient,
5. Market Analysis,
6. Competition Analysis,
7. Go to Market Strategy,
8. Project Cost Breakup,
9. Tentative Plan for next 2-3 years.

Mr. Pratik Patel, Founder: Balief Corporation, AirX Technical Mentor : PDEU IIC Innovator in Air Purification & Sustainable Technologies guided the students for their idea and gave suggestions based on their business plan and Market demand.





## SOLYMPICS-2024 – Annual Sports Day at SLIMS

The Annual Sports Event, skilfully coordinated by MBA students, was held on February 9th and 11th, 2024. The event featured a variety of sports, including Cricket, Football, Volleyball, Tug of war, Badminton, Kabaddi, Kho kho, Chess, and Carrom. Around 150 Students from MBA, BBA and BCA including a team of Alumni participated with thrilling display of sportsmanship making the event joyful and vibrant. Prizes were awarded to the winners.



## ENIGMA FEST 2K24



KD Institutes of Allied Health Science organized ENIGMAFEST 2K24 on 17th-18th February 2024 wherein students from different institutions participated.

Our MBA Students Hitanshi Jain & Vidhisha Jain had presented as a team in the theme Competition "Mess to Marvel" where they participated in the theme on flower pot making. The team was awarded FIRST RUNNER UP and won a cash prize of Rs.1000/-



## EXPERT SESSION ON FINANCIAL LITERACY



Som Lalit Institute of Management studies organised Expert session on 20th February, 2024. Mr. Abhishek Viramgami the founder of Aarav Investments conducted session on “Finance Literacy” for MBA Finance Stream. It was insightful session emphasizing the importance of investment and about financial planning.



## EXPERT SESSION ON “Expectations of Companies from Freshers

The expert session on “Expectations of Companies from Freshers” was held by SLIMS on February 28, 2024, with Mr. Hemant Sharma, Deputy Manager, Red FM, South Asia FM Ltd. He discussed his ideas about standing out from the crowd. How do you introduce yourself in an interview? Overall, the students participated actively in the session, and they gained a lot of insights.




Som Lalit Institute of management studies

Guest session on Companies expectations from freshers

**Mr. Hemant Sharma**  
 DESIGNATION: DEPUTY MANAGER  
 RED FM SOUTH ASIA FM Limited - ER DUVVIBHASKAR

WEDNESDAY  
 28th February  
 Time: 9:30 am



## ONLINE SESSION ON FOREX MARKET



On 1 March, 2024 Mr. Darpan Mittal, a forex consultant currently contributing his expertise to Deloitte, delivered an online session on the topic of the forex market. The session likely covered a range of topics related to the foreign exchange market, including:

- An overview of the forex market, its participants, and how it functions
- Factors that influence foreign exchange rates
- Forex trading strategies and risk management
- The current state of the forex market and future trends

This session would have been beneficial for anyone interested in learning more about the forex market, including businesses that operate internationally, investors, and individuals who are considering trading forex.

## UNLOCK THE POWER OF EXCEL!

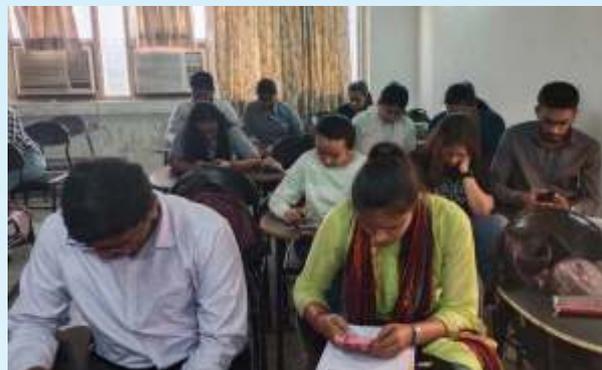
SLIMS organized a 3-day certificate workshop on Excel in association with Weltec for MBA Semester 2 students. The workshop, held on February 16th to 18th and March 1st to 3rd, aimed to enhance the analytical skills of the students. It covered topics such as HLOOKUP, VLOOKUP, Pivot tables, and more.

Moreover, the workshop emphasized the practical application of Excel within various business contexts. The Excel workshop proved to be an enriching and transformative experience for MBA students, equipping them with invaluable analytical skills essential for their academic and professional endeavors.





## QUIZ & PLEDGE: MERA PEHLA VOTE DESH KE LIYE



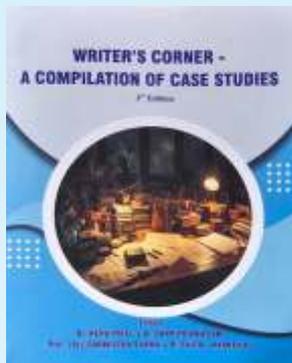
## BUSINESS QUIZ COMPETITION – 2024

The Quiz and Debate Club at SLIMS organized a business quiz competition on 15th March, 2024 for the first year and second year MBA students. All the participants were well prepared and were a tough competition to each other with the written quiz comprising of questions from the varied fields of business. Aarohi Jha, Shah Mithil, Teesha Parwani and Param Ramani were adjudged the winners of the business quiz 2024.





# JOURNEY OF EXPLORATION AND INNOVATION



Over the past few months, our students have embarked on a journey of exploration and innovation. They have delved deep into the realms of knowledge, pushing the boundaries of conventional wisdom and making significant contributions to their respective fields of study.

This year, we had 10 students from second-year MBA participating in the conference organized by Chimanbhai Institute of Management and Research in October 2023. They successfully presented their research paper and got certificates for the same

We had 3 students whose' research work was published in the Sankalpa Journal of Management and Research by C.K. Shah Vijapurwala Institute of Management, in December 2023. This journal is indexed in ProQuest [USA] and has an impact factor of 6.018

We had 2 students whose' research work was accepted and published in the Asia-Pacific Journal of Management and Technology in January 2024 which is an international, peer-reviewed, multidisciplinary, quarterly, scholarly, refereed journal published by Lincoln Research and Publications Limited, Australia after three rigorous rounds of iterations.

We had 21 students participating in groups of two at the National level conference on the agenda of viksit Bharat 2047, organized by Kadi Sarva Vishwavidhyalaya named transcendence ....Xenz on 1st, 2nd and 3rd March 2024 and two of our student groups won the second and third prizes, where they were awarded certificates and cash prize. **It is a remarkable achievement for SLIMS.....**





## SUMMER INTERNSHIP WORKSHOP 2024

Summer Internship Workshop 2024 was conducted for MBA 92, MBA 95, and MBA 96 Sem-2 students on 15th April, 2024. Summer Internship Project (SIP), is an integral part of the academic curriculum of MBA, hence the workshop was organized to provide guidance to the students before sending them to companies for their internship and to explain them importance of SIP along with project requirements and evaluation parameters.



## EQUITY MARKETS 2024: CHANGING INVESTMENT LANDSCAPE



Som-Lalit Institute of Management Studies organised an expert session on Equity Markets 2024: Changing Investment Landscape, on 20th April 2024. Mr. Arpan Pandya, Alumni of the Institute conducted a session on emerging markets and increased investment opportunities in emerging markets, driven by economic growth and technological advancements. Students from sem 2 MBA participated in the session and enhanced their knowledge on current market and employing advanced risk management techniques to navigate market volatility and uncertainties.



## ELOCUTION COMPETITION

The Quiz and Debate Club at SLIMS organized an elocution competition for the first year and second year MBA students on 16th March, 2024. The speech topics included “Can AI replace human intelligence?”, “Which is better: Job or Doing Business?”, “Is privatization of government sector necessary? and “Business ethics or business profit : Which is more important?”. Alex Bhatiya, Vidhi Vadher, and Aarohi Jha were adjudged the winners of the elocution competition.



## ENTREPRENEURSHIP FEST 2024

In a bid to promote the Entrepreneurial skills among students, Som-Lalit Institute of Management Studies organized Entrepreneurship Fest 2024 on 30th March 2024. The aim was to promote the budding Entrepreneurs to become real Entrepreneurs for the day to Start with. The Fest began at 9:00 am and ran for a good 7 hours. The students had set up various stalls like Food stalls, Art and craft stalls, Games stall, Organic Product, Apparel Stall, Imitation jewelry stall, Juices, and other beverages stalls, and many more products. There was a good gathering of faculties, alumni of the Institute, post graduate and undergraduate students. The entrepreneurs made great sales on that day and as per the feedback, some stalls had outstanding sales and were highly motivated.





## CSR: Educational Kits to Underprivileged Children

Education is seen as one of the prominent ways through which poverty can be reduced in India. With a focus on the same, Som-Lalit Institute of Management Studies (SLIMS) distributed Educational Kits amongst the underprivileged kids studying in schools on 24/04/2024



## SUMMER INTERNSHIPS



Excited to celebrate our MBA students landing summer internships at top companies like SBI, Motilal Oswal, Adani Wilmar, HDFC Mutual Funds, Wealth First, Prosec India, ONGC!! Big thanks to these esteemed organizations for the incredible opportunities. Best wishes to our students as they embark on this new journey. Keep shining with your hard work and professionalism!





## SPECTRUM 2024

**S**PECTRUM 2024 was a two day Annual Event of Som-Lalit Institute of Management Studies (SLIMS). This was held on 22/04/2024 and 23/04/2024 in SLIMS Campus with encapsulating the spirit of unity, creativity, and achievement.

Day 1, Executive day was energetic with various management games and competitions including Sales Guru, Guess the Personality and Brand minds. More than 100 students from MBA participated enthusiastically in the games and competitions.

Day 2: The event commenced with a series of vibrant cultural performances encompassing Dance, singing and music. More than 150 MBA students participated in the series of events showcasing their talents, captivating the audience with their creativity and passion.

Mr. Jaisaj Vyas, Ms. Chandani Tanna and Ms. Sweta Mudaliyar, Alumni of the Institute were invited as judges for the various games and competitions.

We extend our heartfelt gratitude to all who contributed to the success of the Spectrum 2024.





## ALUMNI CONNECT



**Bhargav B Pandya**  
2001-03 batch

### **Associate Vice President, Sales & Marketing, Asian Granito India Ltd.**

I got my first job in Sintex Industries Ltd in 2003 during our campus placement. I joined the organization as a management trainee and rose to the level of Assistant Vice President. Out of my total experience of 21 years, I spent almost 18 years in Sintex. During this period, I accomplished many milestones, which are:

- Youngest Asst. Vice President in the history of Sintex company
- Handled team of more than 200 professional across India
- Successful launch of more than 5 water tank brands for Sintex
- Handled roles as Business Head and Category Head for the division

The contribution of Som-Lalit is vital in my career because I got my first job in sintex due to Som-Lalit only. My education of Management studies helped me in many areas of my work like:

- Market Potential and Market segmentation
- Pricing and Marketing strategies
- Understanding the consumer behaviour
- Organizational structure & Organizational behaviour
- Importance of Value chain

I was able to successfully apply many of the concepts I learned during my MBA studies.

I am proud to be Som-Lalit Alumni.



## ALUMNI CONNECT



**Karan Bahroonani**  
2021-23 batch

**My experience at Som-Lalit has been nothing short of exceptional and enlighten and I am grateful for the knowledge, skills, and personal growth that I have gained during the two years of my life there.**

I have gained lot of practical aspects during my M.B.A. journey, because here the professors and professional experts are more focusing on students' holistic development. Here, I had learned many things like presentation skills, good communication and networking skills, solving professional case studies, finishing up multiple real-life projects before deadline.

I had experienced that this institute does not focus on the studies only, but they are supporting and encouraging to students in summer internships and placement programmes. In this institute my 1st professional life was started where I got my summer internship in State Bank Of India (S.B.I.). This internship programme provides me a lot of knowledge regarding corporate governance, corporate networking, better communication skills and many more things.

On another side I had taken part in various cultural as well as sports activities, that was arranged by the institute itself like horizon, spectrum, sports competition, entrepreneurial fest, and many more which encouraged me to interact as much as people. In my whole M.B.A. journey, there was 3 big real-life projects helped me to develop myself for corporate i.e., Summer Internship Programme (S.I.P.), Multidisciplinary Action Project (M.A.P.) & Comprehensive Project (C.P.). This institute also provide me a platform in summer internship inter college competition to present my presentation skills.

In this institute the financial management professors gave me deep understanding about financial topics like financial derivative, ratio analysis, accounting, security analysis and portfolio management, corporate as well as international finance.

Recently, I am working in the Mansukh Securities and Finance Limited in Ahmedabad home branch as a Derivative Analyst. Because of my basic financial knowledge this job matches my profile and gave me practical knowledge about different countries market and their stocks. I had also learned various types of chart patterns in this company which gives me a better understanding about movement of the market. I believe and realise that the **“LEARNING AND PUTTING INTO A PRACTICE MAKES YOU A PERFECT.”**



## ALUMNI CONNECT



**Yogesh Mali**  
2018-2020 Batch

Reflecting on my time at Som Lalit Institute, I am filled with gratitude for the invaluable experiences and opportunities that have shaped my professional journey. The institute not only provided a strong academic foundation but also fostered an environment that encouraged growth, innovation, and collaboration. I learned a variety of essential skills, including effective presentation techniques, strong communication and networking abilities, the analysis and resolution of professional case studies, and the completion of multiple real-world projects within set deadlines.

After MBA, I started my career as a Derivatives Analyst at Mansukh Securities and Finance Limited on March, 2021. In November 2023, I transitioned to a new role and joined Morgan Stanley as a Trade Surveillance Analyst at their Mumbai location.

I am proud to be an alumnus of such a dynamic and supportive institution and am forever grateful for the experiences and lessons that continue to influence my career.



**Jaisaj Vyas**  
2013-15 Batch

During my time at Som-Lalit College of Management Studies (SLIMS), I embarked on a transformative journey that laid the foundation for my career and personal growth.

I have 9 years of experience in business development in the IT industry and I'm currently working as a Senior Business Consultant at Maruti Techlabs | [www.marutitech.com](http://www.marutitech.com), an emerging Artificial Intelligence and Technology company, where I oversee business development and marketing strategies. My education at SLIMS, especially my specialization in marketing, has played a pivotal role in my career success.

My journey at SLIMS was a transformative experience that paved the way for a successful career in sales & marketing. The rigorous coursework and guidance from esteemed professors at SLIMS honed my analytical thinking and problem-solving skills. These skills have been instrumental in crafting innovative marketing strategies that have driven growth and profitability for my company.

One of the milestones I'm particularly proud of is achieving the 4th rank at SLIMS with a specialization in marketing. This accomplishment not only boosted my confidence but also opened doors to exciting career opportunities. The college environment was filled with opportunities, challenges and countless memorable moments. I would like to express my gratitude to my professors for their invaluable role in shaping my successful career in sales and marketing.

I'm immensely grateful to SLIMS for providing me with the knowledge, skills, and experiences that have shaped my career. I look forward to continuing to be a part of the alumni community and contributing to its growth.



## ALUMNI CONNECT



**Darpan Mittal**  
2010-12 batch

**I am Darpan Mittal, a proud Alumni of Som-Lalit Institute of Management Studies from Batch of 2012.**

Techno-Functional Consultant in the financial technology sector, specializing in building and optimizing FX pricing engines and algorithmic trading solutions. With 8 years managing treasury functions in the public sector and a total of 12 years in banking and technology, I focus on leveraging technology to drive financial growth. Skilled in Forex dealing and electronic trading, I have successfully delivered solutions for banks, fintech companies, and corporates.

My proactive and results-oriented approach, coupled with my ability to thrive under pressure and embrace new challenges enthusiastically, makes me an asset in the treasury and banking sector. The vast experience provided by SLIMS in terms of quality of teaching, conceptualization and environment provided has helped me to grow professionally as well as personally.

My journey in college was full of roller coaster ride. College gave me free hand and all required support to implement and execute various initiatives like organizing various Management games, quizzes, Guest lecturers from Industry, formation of placement committee and showcasing the talent at different competitions. SLIMS provided a platform where one can bring out various skills like Managing various tasks, public speaking, thinking out the Box and approaching various Industry leaders and have a meaningful conversation with them.

Most memorable moments for me was when I heading the placement committee and because of support from college as well as our team efforts helped to clinch many companies to visit our campus for summer and final placements. I still cherish the memories and feel nostalgic whenever I visit the campus.