



SOM MIRROR

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03

CORE ACTIVITIES
AT SOM

17

ACTIVITIES AT
SOM

32

STUDENTS'
ACHIEVEMENTS

35

ALUMNI
SECTION

42

FACULTY
FOYER

FROM THE EDITORIAL ADVISOR'S DESK

This issue of SOM Mirror is yet again the result of relentless professional work done by the new SOM Mirror student editorial team over the past few months. The team has been able to aptly capture all major events at SOM-PDEU and present it in a professional way. The issue comes in the backdrop of significant international geopolitical events dominated by President Donald Trump's tariff war on the world economy. Obviously global trade and commerce, including the energy sector is going to be impacted severely by this. We are already witnessing a lot of stress in China (though it's trying to put up a brave face) due to these events.

The world economy which has already been witnessing signs of stress due to some major contemporary arms conflicts, is grappling to make a reason out of President Trump's bold tariff-gamble.

The big tech companies are also cautiously watching the US-China standoff and are calibrating their future plans. Nvidia and OpenAI are particularly concerned with the evolving situation, the latter particularly after China's DeepSeek barrage. Amidst all these, the Indian economy continues to make attempts to remain resilient. One of the ways it would try to stave off the tariff juggernaut is the attempts to enter into mutually beneficial trade agreements with the United States of America.

The Indian stock market after being shocked by the American developments, has been looking up again. Along with that some other major economic indicators-like exploring opportunities amidst US-China tariff conundrum- present optimism for the Indian economy and markets.

While the robustness of our economy along with the Government of India's efforts to foster entrepreneurship are unquestionable, corporate governance issues of some celebrated startups ring alarm bells. However our regulatory and legal frameworks are capable of dealing with such challenges.

The SOM-PDEU family also -as ever-optimistically looks forward to making sincere attempts to fulfil the academic and professional mandate that it has taken upon itself since its inception in 2006.

Documentation and dissemination of the activities in the SOM -PDEU ecosystem is also one of such mandates.

I once again congratulate the new team, thank our Director and other colleagues for their cooperation on this issue.

Read & Enjoy.

Dr. Pramod Paliwal

CORE ACTIVITIES AT SoM

SAMAVESH 9.0 - RE IMAGINING THE FUTURE OF HUMAN RESOURCES

On October 18, 2024, Pandit Deendayal Energy University (PDEU) hosted Samavesh 9.0, a dynamic HR Conclave in association with HR SUCCESS TALK, a global community of over 150,000 HR professionals. The event brought together industry leaders, academics, and students to explore the shifting paradigms in Human Resource Management through a series of engaging sessions across three key tracks.

The event opened with addresses from Dr. Satish Pandey, Chair of the HR Conclave, and Dr. A.K.S. Suryavanshi, Director of SoM, who set the tone with a vision of inclusion and future-readiness. They emphasized the evolving role of HR from managing resources to fostering human relations, especially in light of rapid technological advancement and changing generational expectations.

Track One delved into the perspectives of Gen Z and Millennials—highlighting how this generation seeks purpose, flexibility, and alignment with company values in their professional lives. Speakers from top firms like Wipro, Randstad, and 3Pillar Global emphasized the importance of adaptive HR strategies that prioritize engagement, skill development, and cultural relevance.

Track Two focused on hybrid work models, a hot topic in the post-pandemic era. Experts from Zydus Wellness and HR SUCCESS TALK outlined how flexibility must be balanced with accountability to ensure productivity and well-being. They advocated for tech-enabled systems and stronger trust mechanisms to support modern workforces.



NURTURING INTELLECTUAL CAPITAL

The final segment, Track Three, featured a roundtable discussion on whether companies should maintain in-house HR teams or outsource them. The panel introduced the “4 Hs of HR”- Hands, Head, Heart, and Health- emphasizing a holistic approach to workforce management. A consensus emerged that a hybrid model, combining internal culture with external expertise, could offer the best of both worlds. The session concluded with insights on the importance of 360-degree feedback systems for enhancing employee development and organizational health.

As the conclave drew to a close, Dr. Ashutosh Muduli urged participants to carry forward the spirit of collaboration and innovation. Samavesh 9.0 not only provided a platform for critical dialogue but also empowered future HR leaders with insights to navigate an ever-evolving professional landscape.



MUDRA 4.0 - A VISION FOR VIKSIT BHARAT 2047

The Mudra 4.0 -Finance Conclave, organized on 26th of November 2024, with the theme of “A Vision for Viksit Bharat 2047”, gathered experts, academicians, and students for an in-depth and meaningful discussion about India’s future finance. The conclave emphasized investment prospects and financial strategies that will help India achieve its vision of becoming a developed nation by 2047. The ceremony kicked off with a traditional lamp-lighting ceremony, which metaphorically represented the dissemination of knowledge. It was preceded by inauguration speeches that strongly advocated bridging the gap between theoretical knowledge gained at universities and practical financial utility.

The keynote speakers pointed to the ways new technologies such as AI and blockchain are

transforming the financial sector and the roles they were anticipated to play in India’s growth trajectory. Another foremost theme during the inaugural session was the dynamic character of global financial markets, such as the growth of capital market volatility, evolving income patterns, and altered investment patterns. It was highlighted that there has been growing interest in Systematic Investment Plans (SIPs) and direct equity investments, particularly spurred by healthy interest rates and online availability of markets. A highlight conversation revolved around the influence of AI on investment choices, describing how algorithmic decisions backed by data are bringing sophisticated financial plans within reach of people. This is viewed as a force for democratizing finance.

Track 1: Alternative Investments and Their Growth

This session revolved around the increasing significance of alternative investments in India. The session investigated major drivers fueling this growth and its implication on the economy. Some of the points raised were:

- **Growth Potential:** Alternative investments are increasingly gaining traction on account of the potential for higher returns and portfolio diversification.
- **Tech Integration:** New technologies such as AI and robotics are creating new avenues of investment across industries.
- **GIFT City:** A new financial hub being built to bring in international institutions and increase cross-border investments.
- **Startup Ecosystem:** Growth of startups as an investment category, with focus on early-stage investment and institutional participation.
- **Shifting Investor Attitude:** Cultural changes, including exposure to financial media and content, are making more individuals look into non-traditional investments.
- **Risk & Reward:** Though promising high potential, alternative investments also pose risks, necessitating thorough analysis and long-term perspective.



Track 2: Personal Investments and India's Journey to 2047

This session discussed the vital role of personal investments in building a nation. Major points of discussion were:

- **Financial Literacy:** Improved awareness and knowledge are strongly required so that people can make enlightened financial choices.
- **Sustainable Investing:** Emphasis on ESG (Environmental, Social, Governance) practices, green infrastructure, and responsible investment was promoted.
- **Youth Involvement:** Youngsters play an important role, and financial planning early in life can have a major influence on wealth creation in the long run.
- **Barriers & Solutions:** Regular obstacles like cumbersome rules and uncertainty of the market were discussed, along with technology's role in demystifying investment.
- **Strategic Sectors:** Areas such as healthcare, alternative energy, infrastructure, and technology were identified as growth drivers.
- **Mindset Shift:** An impetus from saving-centric old habits toward a more evenly distributed consumption-and-investment-driven economy.
- **Diversification & Long-Term View:** Specialists recommended diversification across asset classes and taking into account factors such as inflation, interest rates, and personal risk tolerance.

The Mudra 4.0 Finance Conclave proved to be a rich learning experience, providing students with an up-close look at the changing scenario of finance in India. It was able to effectively merge theoretical insights with real-world outlook, leaving the audience better prepared to chart their own financial course and help develop the country's economy.



9th INTERNATIONAL CONFERENCE ON ENERGY, INFRASTRUCTURE, & MANAGEMENT

The 9th International Conference on Energy, Infrastructure, and Management 2024 (ICEIM 2024) was organized by the School of Management- PDEU between 13th and 14th December 2024. The conference's Formal Inauguration, themed "Sustainable Management Practices: Research Trends, Disruptions, Solutions, and Applications," featured key dignitaries, including Prof. A K S Survayanshi, Prof. Ashutosh Muduli (Conference Chair), Prof. Pramod Paliwal (Conference Chair), Mr. Atul Kharate (COO, Indian Oil-Adani Ventures), and Mr. Ravi Paliwal (CEO-Ash Management, Vedanta Ltd.).

ICEIM-24 HIGHLIGHTS

Total Abstracts received: 118

Total Registrations: 77

Authors from Higher Academic Institutions other than PDEU: 41

Full Papers Submitted: 53

These figures highlight strong participation, with significant contributions from external and international researchers, showcasing the event's reach and academic engagement.

SUMMARY OF ICEIM-24, DAY 1

The 9th International Conference on Energy Infrastructure and Management 2024 (ICEIM-24) kicked off on 13th December 2024 with two technical sessions focusing on three major tracks: Sustainable Energy and Industry, Sustainable Business Practices, and Sustainable Human Resources.

PLENARY SESSION 1 (13TH DECEMBER) WITNESSED DISTINGUISHED TALKS BY:

1. Mr. Ravi Paliwal on "Sustainable Ash Management: Perspectives & Challenges."
2. Prof. Dr. Justin Paul, a globally renowned academic and Editor-in-Chief of the International Journal of Consumer Studies, shared insights on marketing and international business.

TECHNICAL SESSION 1 (12:00 PM - 1:30 PM; TOTAL NUMBER OF PRESENTATIONS: 13):

Track 1 (Sustainable Energy & Industry) addressed policies for a green hydrogen economy, circular economy practices, bioethanol plant business models, and carbon emission impacts of financial development.

Track 2 (Sustainable Business Practice) featured studies on IoT-enabled smart systems, AI-based

strategies, Li-ion batteries for renewable energy integration, and social commerce optimization.

Track 3 (Sustainable Human Resources, Online) included topics such as transformational leadership's impact on burnout, data analytics in industrial safety, big data in HRM, and drivers of circular fashion adoption.

TECHNICAL SESSION 2 (2:30 PM - 5:30 PM; TOTAL NUMBER OF PRESENTATIONS: 22):

Track 1 (Sustainable Energy & Industry) examined cybersecurity in energy storage, cooling efficiency with liquid desiccants, biodiesel production methods, and regenerative travel promoted by influencers.

Track 2 (Sustainable Human Resources) focused on protean career orientation, workforce planning using HR analytics, employee ambidexterity, gig economy HRM, and sustainable talent management.

Track 3 (Sustainable Energy, Online) explored hybrid microgrids, biogas solutions for energy security, social entrepreneurship in India, startup valuations, and sustainable manufacturing constraints.

The sessions provided a platform for discussions on innovative solutions and strategies in energy, human resources, and sustainable business practices, showcasing practical and theoretical advancements for a sustainable future.

SUMMARY OF ICEIM-24, DAY 2

ICEIM-24 hosted multiple insightful sessions on 14th December 2024, focused on three tracks: Sustainable Marketing, Sustainable Finance Management, and Sustainable Energy & Industry. Further, the day started with a plenary session.

Plenary Session 2 (14th December) featured Mr. Maqsood Shaikh, MD & CEO of Ultra Gas & Energy Ltd., where he shared his 28+ years of experience in Utility Management and sustainable energy solutions.

TECHNICAL SESSION 3 (09:30 AM - 11:30 AM; TOTAL NUMBER OF PRESENTATIONS: 16):

Track 1 (Sustainable Marketing) explored topics like emotional branding for sustainability, consumer behavior toward sustainable clothing, digital marketing's role, and chatbot continuance intentions.

Track 2 (Sustainable Finance) covered areas such as market efficiency, socially responsible investments, credit risk modeling, and circular economy practices.

Track 3 (Sustainable Energy & Industry, Online) addressed numerical analyses of separators, AI-driven talent retention, customer churn analysis, and sustainable transportation infrastructure.

TECHNICAL SESSION 4 (2:00 PM - 3:30 PM; TOTAL NUMBER OF PRESENTATIONS: 11):

Track 1 (Sustainable Energy & Industry) included research on eco-bricks for sustainable construction, Wi-Ti hybrid energy systems, biodiesel production, and biomass conversion.

Track 2 (Sustainable Business Practice) discussed green buildings, sustainable investing, and air quality analysis using machine learning.

Track 3 (Sustainable Business Practices, Online) featured studies on ship recycling, hydrogen economy management, determinants of algal biomass growth, and

energy literacy in sustainable consumption.

These sessions shared innovative research and actionable strategies in sustainability, reflecting advancements in energy, business practices, and technology.

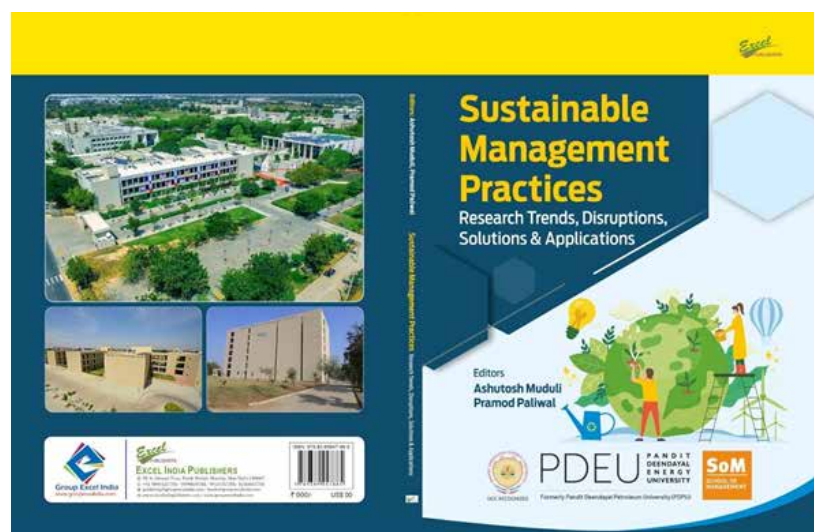
ICEIM 2024 VALEDICTORY SESSION: (3:30 PM - 4:00 PM):

The Valedictory Session on 14th December (3:30–4:00 PM) marked the conclusion of the conference. Prof. Pramod Paliwal, Conference Chair, delivered the welcome address and shared valuable perspectives. Prof. Ashutosh Muduli, Conference Chair, provided a comprehensive summary of the conference proceedings and highlighted a future research agenda for subsequent conferences.

Prof. Amit Nandkeolyar from IIM Ahmedabad congratulated the organizers on the successful event.

During the Felicitation Ceremony, Best Paper Prizes were announced. The session concluded with a Vote of Thanks delivered by Dr. Satish Pandey, member of the organizing committee, who expressed gratitude to all participants and contributors.

ICEIM 2024 Proceedings were published with select papers featuring on the themes and sub-themes of the conference. The proceedings started with message by Prof. S. Sundar Maoharan, Director General, PDEU & Prof. A.K.S. Suryavanshi, Director, School of Management, PDEU. Preface for the volume was penned by ICEIM 2024 Chairs, Prof. Ashutosh Muduli & Prof. Pramod Paliwal.



The three-day event organized between 12th & 14th of December 2024 was an elaborate academic activity that took place in two significant stages throughout the term and served a crucial purpose in enhancing the research culture at the institution. During the first phase, abstract evaluation in research and faculty coordination were the key areas of concentration. In the course of this initiative, numerous research abstracts submitted by students and faculty were examined with the assistance of professors and the program director. Every submission was thoroughly critiqued for its clarity, thematic relevance, methodology, and scholarly importance. Constructive criticism was given to authors with suggestions for improvements in originality, coherence, and richness of thought. This stage also entailed close collaboration with faculty to streamline the evaluation criteria and develop a smoother, more inclusive review process. The general aim was to improve the quality of research submissions and encourage diverse academic voices.



Entering the second phase, the event entered its planning and execution phase, dedicated to planning an upcoming international conference. Leading by example, the organizing committee took the first steps in planning and set the foundation for a well-organized academic conference. This involved assembling key conference materials like research papers, a well-defined thematic agenda, speaker profiles, and promotional materials that captured the institution's academic objectives. Planning was done in a systematic way—well-delineated timetables were prepared, delegations were carried out efficiently, and regular follow-up ensured activities remained on schedule. Coordination among various stakeholders was an essential part of the event.



Routine communication was practiced among student coordinators, speaker invitees, logistical teams, and faculty organizers to ensure every detail—from place management to hardware setup—was managed effectively. The event further valued inclusiveness and international reach through a representation of varied participants and accommodating arrangements for everyone who attended. During these three days, the RCom event not only exhibited students' and faculties' academic competencies but also established a useful platform for interdisciplinary conversation, interaction, and commemoration of excellence in research across the institution.

18TH FOUNDATION DAY

The School of Management (SoM), PDEU celebrated its 18th Foundation Day on 18th December 2024, again with much enthusiasm bringing together the faculty, students, and staff to mark the journey of the institute since its inception. This event was indeed a reflection of what SoM represents - the growth, the accolades, and the strong community that has been built over the years. It began with a very moving introductory speech that set the ground for the day's proceeding because the speaker talked about the core values and mission of the school. This speech reminded everyone about the institution's aim and the path it intends to move toward in the future. Following this, another inspiring speech was given by the Director, who captured key milestones about how SoM has evolved over time and acknowledged the collective efforts of everyone engaged to take the institute forward. He also encouraged students and faculty to carry on pushing boundaries and reaching for excellence.

The mood then shifted to a vibrant and cultural celebration. A group of students from Section B took to the stage with an electric dance performance- high energy which lit up the atmosphere and got a great response



from the audience. To add further color to the cultural programme students from across sections recited some very emotional and expressive pieces of poetry and shayari. Their words rang true with the crowd through topics of growth, combined strength, and pride in the institution, winning an emotional applause from all gathered.

Perhaps the biggest moment for the crowd in attendance was the cutting of the cake, which symbolically represented the whole SoM community being united and progressing further. The very large and pompously decorated cake added flavor to the

occasion and was enjoyed by all. Guests were in addition treated to a very mouth-watering serving of karari chaat, crispy, tangy snack, another great hit among the guests, which thus added a fun culinary flavor to the celebration.

All in all, the 18th Foundation Day was perfectly woven with inspiration, joy, and togetherness. It was a moment to celebrate SoM achievements while cementing the sense of belonging among the students, faculty, and staff. It was indeed a pride and memory making event and left behind community spirit, defining it well as the School of Management.

ZEPHYR



The Alumni Meet on 21st December 2024 under the vibrant theme “Masquerade,” was a grand event aimed at celebrating the enduring bond between the School of Management and its alumni. The evening commenced with a warm and organized welcome at the entrance, where alumni were greeted and ushered through the registration desks. An efficient check-in targeted at making all attendees feel treasured and comfortable from the minute they set foot inside was coordinated. Gifts were prepared and given to each alumnus, which initiated the warm and thankful atmosphere for the rest of the evening.

When the event started, the hosts took it upon themselves with full energy and enthusiasm to coordinate the evening’s activities and keep the audience engaged. Soon the mood turned very festive as the cultural segment commenced in the auditorium. The program began with the lamp-lighting ceremony, which is a traditional practice symbolizing wisdom and unity. The audience was cordially welcomed with a scintillating classical dance performance set to Ganesh Vandana, bringing grace and devotional spirit along with it. The conscious segment has presented heart-wrenching and stunning acts such as gentle poetry, melancholy shayari, and melodious solo singing performances. The grand finale of the cultural show was a brilliant duet performance that truly gave instrumental and entertainment value to the audience.

Apart from stage performances, some interactive aspects were also added, adding zest to the affair. The photo booths, which were donned with funky props related to the masquerade theme, became an instant hit with the alumni wanting to capture memories with their contemporaries. These photographs were printed even as the night progressed and were graciously handed over as keepsakes of the event. Yet another important element was the reflection booth where alumni poured out their thoughts, memories, and emotions. The collected notes were displayed, forming a beautiful collage of collective nostalgia and shared experiences.

This was the event that provided an opportunity for networking and reconnections; truly meaningful interactions between alumni and current students and faculty took place. This cross-generational engagement strengthened the community and paved the way for mentorship and collaboration in the near future.

The day came to an end with a grand dinner; the relaxing ambiance allowed for a great deal of recollection and engagement among old buddies. The energy level eventually got elevated by the DJ jamming session, and everybody hit the dance floor, expressing their joy and enjoyment of the occasion. Beyond honoring its own legacy, the Alumni Meet 2024 reinforced the emotional bond connecting the business school.

MARKETING CONCLAVE

Marketing Conclave organized on 12th February 2024, was an informative event focusing on how technology and globalization are changing consumer behavior and brand communication. There were two main tracks to the event. In the first session, speakers spoke about how customer choices are changing due to digital platforms, social media, and artificial intelligence. Marketing now goes beyond creativity; it is more about technology and data.

One of the speakers elaborated on how companies use short videos, influencer marketing, and personalized content to attract customers. Another speaker talked about the relevance of storytelling, highlighting how Spotify uses customer data to create an emotional connection with users. Others explained how customers nowadays blend online shopping with offline shopping experiences, expect brands to be transparent about their activities, and care for the environment. Understanding customer’s emotions and preferences became critical in building strong relationships.

The second session was dedicated to branding in the digital era. The panelists covered how AI tools can help brands connect with real people in new and unique ways but also cautioned the overuse of AI would make branding all the more inhuman. Moderation was deemed necessary-AI assisting rather than replacing human creativity. During deliberations it was also mentioned the counter-intuitive: offline shopping experiences can get a boost through digital tools.

The conclave put forth a strong message-databases and AI in themselves are simply powerful tools; the actual marketing story must be based on emotional storytelling and intimate human connection for real success. The event meant to be of great significance for anyone interested in present trends in marketing and the future of branding. More details about the Marketing Conclave are available later under the Faculty Foyer section of SOM Mirror.



PRATIBIMB

Pratibimb 2025, the annual cultural fest of the School of Management (SoM), PDEU, was held on February 28, 2025, celebrating creativity, diversity, and student talent. Organized under two main segments—Catalyst: The Management Quest and Reprise: The Cultural Fest—the event combined intellectually stimulating competitions with artistic and fun filled activities. From brand-based games like Identicon to culinary challenges like Flavours Without Fire and team-based games like Gamestorm, the fest saw enthusiastic participation and vibrant energy throughout the day.





Committees such as the CORE and Cultural Committee played a key role in planning and executing the event seamlessly. SOM students displayed remarkable talent and teamwork across the events.

Winners of Identicon included Harsh Tudia, Aum Thanky, and Nihal Shah. In The Wealth Clash, Jaysheel Sejpal, Dhananjay Singh, Mahek Mehta, Nehika Jain, and Shreya Baliyan emerged as the top team. Flavours Without Fire was won by Nitya Nair, Vandana Virvani, Palak Pansari, Kushagra Raval, and Sanskar Nayta. The intense Squid Game event saw Aryan Desai, Dev Trivedi, Abhijeet Singh, and Vraj Patel clinching the first spot. Gamestorm was dominated by Riya Ladumor, Dwij Shah, Mann Desai, Mahek Mehta, and Dhananjay Singh.

These achievements reflect the creativity, leadership, and collaborative spirit of SOM students. The day concluded with a festive dinner and DJ night, bringing everyone together in celebration. Pratibimb 2025 once again reinforced SoM PDEU's commitment to holistic student development, blending learning, culture, and enjoyment into a memorable experience.

PRAKARSH - THE ENERGY CUP

Held on the 1st and 2nd of March 2025 at the SOM PDEU campus and Sports Complex, Prakarsh – The Energy Cup 2024-25 was an exciting multi-sport tournament organized by the SOM Sports Committee.

The event brought together top corporate teams and student teams from the School of Management, PDEU, creating a dynamic platform to showcase athletic talent, teamwork, and sportsmanship. The tournament featured intense competition across a wide range of sports, including cricket, football, volleyball, basketball, badminton, chess, table tennis, and tug of war. Teams earned points based on performance in each sport, contributing to the overall championship standings.

SoM PDEU delivered an exceptional performance at Prakarsh – The Energy Cup 2024-25, securing first-place finishes in Tug of War, Volleyball, Basketball (Boys & Girls), Girls' Cricket, and Football—showcasing strength, coordination, and strategic play across the board. They also finished as runners-up in Badminton and Table Tennis, highlighting their consistent presence at the top throughout the tournament.

Prakarsh – The Energy Cup 2024-25 was not just a tournament, but a celebration of athletic excellence, unity, and perseverance—truly embodying the spirit of sports.



NIRMAN 1.0 - IGNITING THE SPIRIT OF ENTREPRENEURSHIP

“Entrepreneurs are not just dreamers; they are doers who turn ideas into reality.” This spirit came alive at Nirman 1.0, a dynamic Business Plan Competition organized by the Entrepreneurship Cell of the School of Management, Pandit Deendayal Energy University (PDEU), in collaboration with the PDEU Innovation and Incubation Centre (IIC), on 12th April 2025.

The event opened with a warm welcome from the Director, followed by an insightful introduction to PDEU IIC’s mission of fostering innovation and entrepreneurship. Out of 88 registered teams, the top 30 were shortlisted to present their startup ideas before esteemed investors and industry leaders. In preparation, online workshops were held to mentor

participants and help sharpen their business strategies.

Divided across six judging panels, the event featured intense competition and a total cash prize pool of ₹1,00,000. The initial round saw a range of innovative pitches, from early-stage ideas to near-launch ventures. Four standout teams advanced to the final round, where they showcased their ideas to the grand jury.

Winners were recognized with 1st, 2nd, and 3rd place titles, while additional accolades—such as Best Pitch, Most Innovative Idea, Best Presentation, and Best Women Entrepreneur—celebrated unique contributions.



NURTURING INTELLECTUAL CAPITAL

The distinguished jury included leaders like Ms. Poonam Kaushik (Deputy MD, Meteoric Biopharmaceuticals), Mr. Utkarsh Dabhade (CEO, GoMiles), and Ms. Puja Gupta (Nuclear Energy Strategist). Their feedback and encouragement added immense value, making the event not only a competition but also a masterclass in entrepreneurship.

Nirman 1.0 stood out as a powerful platform where budding entrepreneurs could validate, refine, and elevate their ideas, while building lasting connections with mentors and investors. The event truly ignited entrepreneurial passion among the student community, better prepared to chart their own financial course and help develop the country's economy.

FAREWELL OF BATCH 2023–2025 – A CELEBRATION OF MEMORIES AND GOODBYES



The Cultural Committee of the School of Management hosted a heartfelt farewell for the outgoing batch of 2023-25 on 12th of February 2025, creating an evening filled with warmth, gratitude, and emotion. Designed to honor the seniors' journey and bid them a meaningful goodbye, the event beautifully captured the essence of their time spent at the institute.

Adding a personal touch to the celebration, hand-delivered invitation cards made the seniors feel truly special and appreciated from the outset. The evening began on an emotional note with a touching video presentation prepared by the juniors. It was a nostalgic journey through countless memories, capturing cherished moments and the vibrant campus life that defined the seniors' time at SOM. This thoughtful tribute stirred deep emotions and set a reflective mood for the night.

As the video concluded, the event transitioned into a more cheerful setting with a delightful spread of food, providing an opportunity for everyone to connect, converse, and savor shared memories. Soon after, the atmosphere turned electric as the DJ took over and the dance floor came alive. The music, laughter, and dancing created a bittersweet yet joyful environment, allowing everyone to celebrate one last evening together.

The farewell was more than just an event—it was a touching tribute to friendships, growth, and the journey ahead. It left everyone with full hearts and lasting memories, marking a beautiful close to an unforgettable chapter for the batch of 2023–2025.

ACTIVITIES AT SoM

TEACHERS' DAY CELEBRATION

The School of Management celebrated Teachers' Day (5th September 2024) with great enthusiasm and appreciation for its esteemed faculty. Organized entirely by the students of the Cultural Committee, the event served as a tribute to the dedication and guidance of the teachers who play a pivotal role in shaping future leaders. The celebration was filled with vibrant performances and expressions of gratitude that created a joyful and respectful atmosphere.





The program featured energetic dance numbers, soulful musical performances, and heartfelt poetry dedicated to the teachers, showcasing the students' admiration and creativity. Fun games and interactive activities brought together faculty and students, breaking formal barriers and fostering a sense of unity and camaraderie. The highlight of the event was the enthusiastic participation of teachers in the games, adding warmth and joy to the occasion.

The celebration concluded with a vote of thanks and tokens of appreciation presented to each faculty member, acknowledging their continuous support and mentorship. The event left behind fond memories and reinforced the strong bond between students and teachers within the School of Management.

A FRESH TAKE ON ENTREPRENEURSHIP: THE SIMPLY SALAD STORY

In an inspiring guest session, dated 10th September 2024, the founders of The Simply Salad, Ms. Payal Pathak and Mr. Soham Pathak, shared their remarkable entrepreneurial journey with students. Featured on Shark Tank India, their Ahmedabad-based startup is on a mission to promote healthy eating through innovative, nutritious, and delicious salad-based offerings.

Ms. Payal Pathak, the founder, began by recounting the humble beginnings of their venture. In the early days, they faced a daunting wait of nearly a month to receive their first salad order. To keep the business afloat, they diversified temporarily, selling items like dhokla and khichdi to generate revenue. This perseverance eventually paid off, and their appearance on Shark Tank India became a turning point, offering national recognition and a significant boost in credibility.

Today, The Simply Salad receives between 250 to 300 orders daily, reflecting the growing demand for healthy food options. Mr. Soham Pathak, the co-founder, emphasized the pivotal role of digitalization in their growth. Transitioning from awareness-driven efforts to sales-driven strategies, they collaborated with personalities from the Gujarati film industry to widen their reach. He also highlighted the importance of incorporating customer feedback to refine their services continuously.

Their unique product offerings include sprout salads, multigrain mamra, and flavourful chutneys — items that don't resemble conventional salads but are equally healthy and appealing. With creative packaging and a focus on taste, they've managed to

break the monotony often associated with health food. Remarkably, their operations maintain just 2% food wastage, a testament to their efficiency and sustainability efforts. They also adapt their menu in response to seasonal vegetable price fluctuations to maintain affordability.

The founders openly discussed the challenges they faced, including supply chain disruptions, stiff competition, and managing operations with limited resources. However, their story is one of resilience and adaptability, driven by a deep commitment to their mission and values. Their session left students inspired, offering a real-world example of how passion, grit, and innovation can lead to impactful entrepreneurship.



THE MARKETING ODYSSEY

The Marketing Odyssey, a multi-round challenge organized by the Marketing Committee where 108 participants split into 18 teams moved around campus solving riddles and tasks. The rounds tested various facets of marketing knowledge—for instance, recognizing brands endorsed by celebrities, decoding taglines, and eventually creating catchy jingles for randomly assigned products. The event fostered strategic thought, creativity, and teamwork, leading to the selection of top-performing teams based on their jingle acts. Through the three events, the committee managed to facilitate a learning space through engagement, ensuring that participants enjoyed themselves and came home with valuable marketing insights.

FINANCE FLICK FEST

The Finance Committee's first event for the year organized on 17th of September 2024, witnessed the screening of the short film "One Idiot", which explained the concept of Systematic Investment Plans (SIPs) in a clever way. The film, through a simple yet powerful narrative, depicted how small, frequent investments can grow substantially over time, emphasizing the need for wise financial choices at an early age. One of the key takeaways from the movie was the value of beginning early in saving, investing, and financial knowledge building. The students enjoyed the movie and learned something from it.

Following the screening, Narayan Sir delivered a thought-provoking lecture on the nature of money and how it flows within the financial system. He simplified intricate concepts into simple notions so that the students could understand the money market better. Pramod Sir also later suggested students read the bestselling finance book "Rich Dad, Poor Dad", emphasizing how much it matters to develop strong money habits and know-how at a young age.



FINAUC

The B-school's Finance Committee organized a thrilling and informative event called FinAuc, an auction competition based on finance. The event organized on 15th of October 2024 was designed to give students a practical experience of financial trading and strategic bidding. A total of 18 student teams took part in this computer-simulated bidding competition. Each team was provided with a virtual budget of ₹100 crore to bid for companies in four sectors. The activity challenged students to implement their knowledge of company valuation, strategy, and market dynamics in a competitive environment. This was the initial experience for most students with the real touch of auctions and trading. It also informed them of how these procedures affect the world of finance.



The competition challenged and sharpened their analytical mind, collaboration, and decision-making. The students were actively involved during the event and found the experience both enlightening and entertaining. It was a platform to refine their financial expertise while also enjoying themselves. At the end of the competition, three teams were declared winners based on their strategic actions and performance during the auction. Their hard work was rewarded and given appreciation in front of their peers.

AD-UP

The Ad-Up Contest, organized by the Marketing Committee on the 21st of October 2024, played on creativity and spontaneity. Here, six teams randomly picked a brand name and an emotion and were given 30 minutes to conceptualize and shoot a one minute advertisement around the combination.

After several scheduling changes, the contest was successfully conducted and displayed creativity and flexibility. Winning teams presented to the judges exciting concepts, such as a romantic ad about theatre popcorn and an ad that made consumers curious about Colgate.

INTEGRATING TECHNOLOGY FOR FUTURE-READY LEADERS

In pursuit of the ongoing mission to foster innovation, cultivate thought leadership, and inspire a culture of forward-thinking, the Energy Committee proudly organized an enriching session titled "Integrating Technology for Future-Ready Leaders." This event organized by the Energy Club on 23rd of October 2024 was not just an academic gathering, but a confluence of ideas aimed at bridging the gap between technology and leadership in today's rapidly evolving world.

The School of Management was honored to host **Dr. Dhaval Pujara**, an esteemed academician and the **Director of the School of Technology at PDEU**, whose deep insights and visionary outlook captivated the audience. Dr. Pujara delved into the dynamic intersection of leadership and technology, shedding light on how technological advancements—such as artificial intelligence, automation, and digital transformation—are redefining the qualities and competencies required of tomorrow's leaders.



Prof. Dhaval Pujara, Director-SOT, PDEU address not only expanded our understanding of emerging trends but also inspired students to proactively embrace innovation as a key driver of success in any professional domain. The session served as a powerful reminder of the vital role institutions like ours play in preparing future leaders who are not only adaptable and strategic but also technologically empowered.

GUEST SESSION BY MR. LALITENDU MOHANTA

The guest lecture given by Mr. Lalitendu Mohanta on 24th of October 2024 was an informative and insightful session, especially for students interested in strategic management, mining, and sustainability. Mr. Mohanta, being the Deputy General Manager at Gujarat Mineral Development Corporation (GMDC), had considerable experience from government projects as well as the private sector.

Through the session, he discussed his professional experience right from his engineering background to the position he currently holds, wherein he is involved in setting up an entire value chain for rare earth minerals in Gujarat. Based on more than a decade of on-ground experience, he described the importance of rare earths in contemporary technology and their increasing significance in India's industrial and economic policy.

He also described how public sector units are changing to embrace digital transformation

and sustainability, particularly in traditionally resource-intensive sectors such as mining. His talk addressed topics like ESG practices, government policymaking, and the potential future of strategic minerals. From his past experience in Deloitte, PwC India, and Reliance Power, students received first-hand experience about real-project management, business development, and stakeholder coordination.

Aside from his professional expertise, Mr. Mohanta's dedication to social causes like environmental sustainability, healthcare, and community development made a lasting impact, demonstrating how leadership can be professional and socially conscious. The presentation was not just informative but also motivational, giving the students a balanced perspective of the opportunities and obligations in the mining and strategic minerals industry.

SANDESH 1.0

The Social Responsibility Committee of the School of Management organized a session on 24th of October 2024 by The God's Gift Foundation (TGGF), a registered Indian charitable trust working for the benefit of the animals in India. The organization is working with the help of local supporters and volunteer team work aiming for helping suffering animals and all stray animals by regular feeding, treatment and rescue .

The veterinary care was started with limited resources, in a small area which was established later by small land in Sargasan, Gandhinagar. The God's Gift Foundation provides free, quality, emergency medical and surgical care for domesticated and street animals. TGGF is run by a team of extremely dedicated staff and their compassion for animals and that is exactly what drives them to strive harder.

The organization carries out several compassionate activities throughout Gandhinagar. During the winter, it runs a Winter Program focused on creating small shelters to help animals survive the harsh conditions. It also engages in Rescue efforts, saving injured animals from various parts of the city and ensuring they receive proper treatment. Additionally, the team is involved in Regular Feeding initiatives, providing food to animals at multiple locations across Gandhinagar. Extending its empathy beyond animals, the organization also supports underprivileged children through its Human Feeling initiative, by distributing food to those in need.

SHAAM-E-MASTANI – A NIGHT TO REMEMBER

The Cultural Committee on 17th of November 2024 brought a wave of excitement and togetherness to the School of Management, marking the first official gathering of seniors and juniors in an unforgettable celebration of unity and fresh beginnings. The evening was filled with vibrant energy,

heartfelt laughter, and a festive spirit that echoed throughout the campus. More than just an event, it was a celebration of new friendships, shared stories, and the beginning of a beautiful bond between two batches. The night unfolded in a joyful rhythm as students mingled in a warm and welcoming atmosphere. A lively DJ set kept everyone dancing to an electric mix of popular and classic tracks, filling the space with unstoppable energy. The celebration was complemented by a delicious spread of food and refreshments that added flavor to the evening, while cheerful music, playful banter, and endless selfies captured the essence of this memorable night.

Seniors and juniors connected effortlessly, creating a sense of camaraderie that laid the foundation for lasting friendships. Shaam-e-Mastani truly lived up to its spirit – a night of pure joy, music, and connection. It not only lit up the hearts of those present but also set the stage for a vibrant journey ahead, filled with shared experiences and cherished moments.



CINE-CRAFT

Creativity, learning, and fun were crafted together in a series of interesting events organized by the Marketing Committee on the premises. One such event was Cine-Craft organized on 28th November 2024, where participants were shown an award-winning short film, Pralhad, centered on the motivational story of a boy who became the CEO of Finolex Pipes. Following the screening, there was a quiz comprising general questions and questions based on the film. The event emphasized the importance of storytelling that encouraged watching with intent and further accentuated the interplay between entertainment and critical thought.

VOICES IN SYNERGY

In a collaborative effort to support students in their Summer Internship recruitment journey, the Synergy Committee, in association with the Corporate Relations and Placement Committee (CRPC), organized a series of Group Discussion (GD) sessions between 31st January & 7th February 2025, for students across all batches. These sessions aimed to prepare students for one of the most critical and commonly used evaluation stages in the internship selection process.

The initiative was met with enthusiastic participation, with students from various domains coming together to engage in real-time discussions on current affairs, abstract topics, and industry-related issues. Each session was carefully structured to simulate actual GD environments, helping students experience the pressure, competition, and dynamics of group interactions.

What set these sessions apart was the involvement of esteemed faculty members, who acted as moderators throughout the exercise. Their presence ensured that each discussion remained focused and productive. More importantly, they provided personalized, constructive feedback to every participant, highlighting their strengths while pointing out areas for improvement. This guidance was instrumental in helping students refine their communication skills, argument structuring, and ability to think critically under time constraints.

These practice sessions not only boosted students' confidence but also enhanced their readiness for the placement process. The collaborative initiative by the Synergy Committee and CRPC reflects a continued commitment to holistic student development and industry preparedness. Students appreciated the hands-on learning opportunity, and the sessions were widely regarded as both insightful and impactful.





BOX CRICKET LEAGUE (BCL)

The Box Cricket League (BCL), organized by the SOM Sports Committee, was a high-energy event that brought together fifteen enthusiastic teams for an exciting tournament filled with competition, teamwork, and sportsmanship. Designed to foster a sense of community and promote a healthy sporting spirit, the event saw players showcase their cricketing skills and collaborative strength in a dynamic box cricket format. The tournament culminated in a thrilling final match where Agni Avengers emerged as champions, securing the

trophy and gold medals for their outstanding performance. The Spartans, as runners-up, also impressed with their skill and determination, earning silver medals and appreciation for their sportsmanship. Beyond the competition, BCL served as a celebration of sport and camaraderie, creating a vibrant and engaging atmosphere for both players and spectators. The event was a resounding success, thanks to the meticulous planning and dedication of the Sports Committee, leaving a lasting impression on all who participated.



BUDGET BATTLE

The Budget Battle 2025–2026 was a vibrant and enriching activity organized by the Finance Committee at the School of Management, PDEU, on 4th February 2025. The event was designed to enhance students' comprehension of the Indian Union Budget and gave them a practical platform to utilize their financial acumen and strategic skills. Guided by Professor Asit Acharya and in the august presence of luminaries such as Dr. Lalit Khurana and Dr. Narayan Baser, the session had active participation from approximately 80 students. The teams consisted of 4–5 students, and they were challenged to make a comprehensive analysis of the Indian Budget. Their submissions were evaluated based on important parameters like SWOT analysis, practical budget suggestions with reasons, and proper comprehension of the possible influence of the budget on the Indian economy. The activity

prompted students to critically analyze financial planning, economic policy, and actual implications of budgetary choices. Students showed great team effort and communication while participating in scholarly discussion and addressing perceptive questions from the judges. Expert comments and inputs during the session contributed to the learning process, enabling the participants to enhance their knowledge about the fiscal system of India. The competition ended with three victorious teams being awarded for their excellent analysis and creative ideas. Overall, Budget Battle 2025–2026 was a potent and memorable exercise that was successful in blending intellectual learning with realistic exposure, having the effect on students of imbuing them with an increased understanding of the Indian budget's complexity and its potential to influence the national economy.



ENERGY HATCH

The Energy Committee successfully organized Energy Hatch (6th February 2025), a two-round quiz competition designed to test participants' knowledge across core and emerging areas of the energy sector. The event featured an initial screening round followed by a competitive final round, both consisting of multiple choice questions. With a well-balanced mix of technical and general awareness questions, the quiz attracted enthusiastic participation. The event was effectively promoted through posters, social media, and peer outreach, creating a vibrant and engaging atmosphere. The competition concluded with a prize distribution ceremony and smooth handling of all post-event formalities.



EXTRA CURRICULAR EVENTS

CONCLAVE ON SUSTAINABLE FINANCING BY NEW DEVELOPMENT BANK

The School of Management (SoM) successfully organized a day-long conclave on Sustainable Financing in collaboration with the New Development Bank (NDB) on 23rd August 2024. The event took place from 0930 hrs to 1545 hrs in the institute's auditorium and witnessed enthusiastic participation from academia, industry, and government bodies.

The New Development Bank, established by the BRICS nations—Brazil, Russia, India, China, and South Africa—with its India branch located in GIFT City, Gandhinagar, was the principal partner for this event. The bank, which also includes new members such as the UAE, Bangladesh, Egypt, and Uruguay, plays a key role in financing developmental projects across its member nations. The conclave was organized with the active support of the Government of Gujarat.

The event featured three structured sessions, each focused on a vital aspect of sustainable finance:

The Inaugural Session opened with welcome remarks from SoM leadership, followed by insightful addresses from senior representatives of NDB, the International Relations Office (IRO), and the Chief Secretary of the Government of Gujarat. The speakers emphasized the importance of collaborative financing mechanisms to achieve sustainable development goals and highlighted Gujarat's role in fostering such initiatives.



After a short tea break, Session 2 focused on Climate Financing. The session featured a distinguished panel of speakers from EDHINA Capital, National Investment and Infrastructure Fund (NIIF), Multilateral Development Banks (MDBs), IIM Ahmedabad, and the Principal Secretary of the Climate Change Department, Government of Gujarat. Discussions revolved around innovative funding strategies for climate-resilient infrastructure, regulatory frameworks, and the need for increased private sector participation.

Post lunch, Session 3 addressed Infrastructure Financing. This dynamic session included representatives from Transvold Mobility, NCRTC, CMRL, and the governments of Himachal Pradesh, Manipur, and Meghalaya, alongside HORCL. The panel explored challenges and opportunities in infrastructure development, including public-private partnerships, project financing models, and regional infrastructure priorities.

The conclave provided a robust platform for dialogue and exchange of ideas, reinforcing the critical role of sustainable financing in nation-building. It concluded on a high note with a strong call for continued collaboration between financial institutions, governments, and academia to create a more resilient and inclusive future.

NSE INVESTOR FAIR

The first-year MBA students had the enriching opportunity to attend the NSE Investor Fair, an insightful event (31st August 2024) dedicated to spreading awareness and education about financial markets and prudent investing. Held at a prominent venue, the fair brought together financial experts, market participants, and aspiring investors, creating an immersive learning experience for attendees.

The event featured a series of seminars and panel discussions that focused on investor education and awareness. These sessions were helmed by national-level speakers, including renowned investors and financial advisors who offered practical insights on the dynamics of long-term investing, risk management, and market behavior. A key highlight was the address by Mr. Vijay Kedia, a respected name in the Indian stock market. His ideology resonated deeply with the students, especially his quote: *“Chase the story behind the stock, not the money on the table. The money will make you rich but the story will make you wealthy.”* This powerful message emphasized the importance

of understanding the business behind a stock rather than getting swayed by short-term gains.

Another engaging aspect of the fair was the exhibition of financial market participants, including stockbrokers, asset management companies, fintech platforms, and regulatory bodies. Students explored various stalls, gaining a first-hand understanding of how different entities contribute to the ecosystem of capital markets. The information desks provided attendees with the chance for one-to-one guidance from financial experts. Many students utilized this platform to clarify doubts about investing, personal finance, and career opportunities in the financial sector.

Overall, the NSE Investor Fair proved to be an eye-opener for budding managers. It not only enhanced their knowledge of investing but also encouraged a mindset of long-term wealth creation. The event was a perfect blend of education, interaction, and inspiration - leaving the students motivated and more financially aware.



Students Witness the Inauguration of Ahmedabad Metro Phase 2 by Hon. Prime Minister

Attending the inauguration of the Ahmedabad Metro Rail Phase 2 (on 16th September 2025) by Honorable Prime Minister Narendra Modi was truly a memorable and significant event. The project, one of the prime minister's dream initiatives, symbolizes the push for modernization and sustainable development in Gujarat. The inauguration, taking place a day before his birthday, added a celebratory atmosphere to the event.

A group of students from the MBA program, including Volsee Chaudhari (PGP 25), Disha Mathur, Janhavi Arakeri, and Arbazbeg Mirza (MBA 24), were fortunate enough to witness this historic moment firsthand at the Randesan Metro Station. These students actively participated in the event and were asked to share their impressions on the metro's launch, with their thoughts later being published on the official social media handles of the Gujarat Government's Information page for Gandhinagar (GOG) as well as in a local newspaper.

The students also had the opportunity to engage in insightful discussions with officers from the Gandhinagar Municipal Corporation and personnel from the Gujarat Police. Their conversations focused on sustainable urban development and how the metro project would play a pivotal role in accelerating the growth of Gujarat's capital city. These interactions added depth to their understanding of the strategic importance of the metro system as a catalyst for economic and infrastructural development.

For the students, being part of this event was not just about observing a project's completion—it was a profound learning experience. This unique exposure to such a grand-scale event marked a special highlight in their MBA journey, providing both inspiration and insight into how large infrastructure projects contribute to sustainable city development.

LINKS FOR INTERVIEWS:

Facebook

1. Arbaz Mirza: <https://www.facebook.com/share/v/1GbMcs5WunLd8X6s/?mibextid=oFDknk>
2. Disha Mathur: <https://www.facebook.com/share/v/iCCeB2MCyAhFyRX9/?mibextid=oFDknk>
3. Volsee Chaudhari: <https://www.facebook.com/share/v/aw9XyKXUUh7p9F6y/?mibextid=oFDknk>

Twitter

1. Arbaz Mirza: https://x.com/InfoGandhinagar/status/1835661078501724189?t=FlNzVjGyCdhtSQegVsT_qg&s=08
2. Disha Mathur: <https://x.com/InfoGandhinagar/status/1835724910577987890?t=ejfAG8HQBz6xQAnV8qhHEg&s=08>
3. Volsee Chaudhari: <https://x.com/InfoGandhinagar/status/1835661232340385932?t=Sm5ucMubW2HJffbzlX7S6A&s=08>



CONVOCATION OF BATCH OF 2022 - 2024

The convocation ceremony for the MBA batch of 2022-2024 held on 28th January 2025 was a momentous occasion, marking the culmination of an enriching academic journey and the beginning of a promising new chapter for our graduates. Held amidst great anticipation and joy, the event brought together faculty, families, and friends to celebrate the achievements, growth, and aspirations of our students.

The ceremony was graced by the presence of Shri Mukesh D. Ambani, President and Chairman & Managing Director of Reliance Industries Limited. Delivering the keynote address, Shri Ambani shared inspiring words that resonated deeply with the institute's core values of innovation, excellence, and sustainability. He emphasized the importance of visionary leadership, resilience in the face of change, and the role of young minds in shaping a sustainable future. His message not only celebrated the academic accomplishments of the graduating batch but also sparked a sense of purpose and responsibility towards nation-building and global progress.

Adding to the occasion's prestige was the presence of Shri Uday Kotak, a respected leader in the

financial sector. As the key guest, he delivered a compelling address that focused on three powerful messages: striving for quality and excellence, embracing opportunities, and leading with vision. His words encouraged the graduates to aim higher, remain adaptable in an ever-evolving world, and commit to creating a lasting impact wherever they go. Shri Kotak's address struck a chord with the audience, offering timeless guidance rooted in both professional wisdom and personal experience.

The convocation ceremony reflected not only academic success but also the spirit of transformation and possibility. As the graduates received their degrees, a sense of pride and optimism filled the air. The occasion was a testament to their hard work, perseverance, and the unwavering support of mentors and families.

As the MBA batch of 2022-2024 embarks on its next journey, they carry with them not just the lessons of the past two years, but also the inspiration and encouragement of leaders who have shaped the nation's business landscape. We congratulate each graduate and look forward to witnessing the remarkable journeys they are about to begin.

VISIT TO ISKCON TEMPLE

On the 12th of February 2024, SOM students visited the ISKCON Temple in Bhadaj, Ahmedabad, to attend the program "Parivartan – Journey of Transformation." After completing their registrations, the batch had the opportunity to explore the peaceful temple surroundings and admire its spiritual architecture.

The session titled Parivartan emphasized the idea that while people often seek to change the world around them, true transformation begins from within. The program highlighted the importance of self-growth as the foundation for creating a better world, leaving students with thought-provoking insights and a renewed perspective.

The visit concluded with the divine Aarti, a traditional devotional ritual that added a serene and spiritual touch to the day. The chants and rituals created a deeply immersive atmosphere, allowing students to experience a moment of inner calm and connection.

The visit was a meaningful blend of learning, self-reflection, and spiritual enrichment—an experience that will be remembered by all who attended.



STUDENTS' ACHIEVEMENTS

- Tushar Badoni showcased his exceptional entrepreneurial acumen by securing the 1st Position and winning the Best B-Plan Award at Bizooka 11.0, organized by SIIB, Pune. Competing against talented teams from prestigious institutions such as SCMHRD, SIIB, and various IIMs, Tushar demonstrated remarkable innovation and strategic thinking. His outstanding performance earned him a cash prize of ₹30,000, bringing pride to the institution.
- A stellar display of teamwork and sportsmanship was witnessed when the cricket team comprising Abhishek Kumar, Ayush Singh, Dhruvraj Khachar, Jyot Patel, Nikhil Sharma, Preet Kotadia, Rakshit Jain, Shivam Mishra, Tejas Dave, and Vraj Patel clinched the 1st Position at Samar, a prestigious sports event organized by the Mudra Institute of Communications, Ahmedabad (MICA). Their determination, synergy, and skill led them to a glorious victory, triumphing over formidable competitors.
- Our basketball team - Arya Jadeja, Aryaraj Singh Chouhan, Himanshu Mali, Jyot Patel, Sambhav Kumar, Savera Mishra, and Vraj Patel — displayed exceptional prowess and spirit at Samar, hosted by MICA, Ahmedabad. Their hard-fought matches and unwavering determination earned them the Runners-Up position, showcasing their passion and excellence on the court.



- Creativity met innovation when Rishi Gorakh emerged victorious in the Gazebo Naming Competition, christening it "SOMposium". His winning entry, which perfectly captured the essence of the space, was rewarded with a cash prize of ₹5,000. His contribution has left a lasting legacy on campus life.
- In the prestigious Competition Success Review (CSR) magazine's Commendable Essay competition, Drashti Vyas made her mark by securing the 22nd Rank in the November 2024 edition. Her articulate writing and profound insights have been recognized at the national level, adding to our institution's literary accolades.

WINNERS OF CSR ESSAY CONTESTS

Prizes worth
Rs. 22,400

 <div style="background-color: #ADD8E6; padding: 5px; margin: 5px;"> Contest 2021 Organic Farming </div> <div style="background-color: #FFD700; padding: 5px; margin: 5px;"> Ronel Telem Imphal East Manipur </div>	 <div style="background-color: #ADD8E6; padding: 5px; margin: 5px;"> Contest 2022 e-Learning </div> <div style="background-color: #FFD700; padding: 5px; margin: 5px;"> Ms. Elvina Lallawmzuali Phagwara Punjab </div>
 <div style="background-color: #ADD8E6; padding: 5px; margin: 5px;"> Contest 2023 A Journey Of A Thousand Miles Begins With A Single Step </div> <div style="background-color: #FFD700; padding: 5px; margin: 5px;"> Rennedi Laisram Lamphepat Manipur </div>	 <div style="background-color: #ADD8E6; padding: 5px; margin: 5px;"> Contest 2024 Knowledge Is Power </div> <div style="background-color: #FFD700; padding: 5px; margin: 5px;"> Aminul Alam Ali Barpeta Assam </div>

HIGHLY COMMENDABLE CONTRIBUTORS

 Pavan K. Karnati Proddatur	 Ms. Nikita Thakur Ranchi	 Jitesh Mohan Ramole Nashik	 Ms. Anshpreet Kaur Jalandhar	 Aayush Gupta Pinjore	 Ms. Mandira Ghosh Hooghly	 Aftab Ashraf K.M. Kannur	 Ms. Shreshtha Varghese Delhi
 Ms. Ramsha Nainital	 Muhammad Irfan Mangaluru	 Ms. R. Rajkumari Phagwara	 Piyush Raj Kawada	 Ms. Ludy S. Sailo Phagwara	 Samarth Kharbanda Pune	 Ms. Ananya Sharma Jaipur	 Sanaullah Malappuram
 M.R. Abhay Jalandhar	 Ms. Drashti Vyas Vadodra	 Nagesh Soni Ludhiana	 Ms. Jenlin J. Vilavancode	 Rohith Varon Chennai	 Ms. Jhanvi Amritsar	 Rinku Kumar Phagwara	 Ms. Dipsiya Sur Hooghly
 Ms. Niranda Yumran Phagwara	 Tanmay Mehta Pune	 Ms. Saanvi Goswami Kolkata	 Atul Bhardwaj Jalandhar	 Ms. Jensi Vanihmuaki Phagwara	 Asish Govind Varamu Hyderabad	 Ms. Arya Anoop Phagwara	 Ayushkumar A. Deshi Surat
 Bashishtha Kannaujiya Kachchh	 Ms. Bhavya Khosla Phagwara	 Asraf Alom Barpeta	 Ms. E.R. Aishwarya Phagwara	 Rajeev Boora Vijaywada	 Ms. Manasa Udupi	 Rudraksh Sharma Ajmer	 Ms. Hridya P. Phagwara

- Continuing the tradition of excellence, several students achieved commendable ranks in the February 2025 edition of the CSR Commendable Essay competition. Chirag Navani secured the 5th Rank, narrowly missing a spot among the Top 4 Ranked Winners; impressively, this marked his second win in the competition. Alongside him, Karan Vaghela earned the 11th Rank, and Ishita Soni secured the 19th Rank, each demonstrating exceptional writing abilities and a deep understanding of contemporary issues.

CONGRATULATIONS WINNERS OF CSR ESSAY CONTESTS
Prizes Increased from Rs. 22,400 to Rs. 44,400

 Contest 2033 Our Constitution And Legal Reforms Ms. Baijyanti Mohapatra Bhubaneswar Odisha	 Contest 2034 Social Security And Welfare Ms. Vartika Verma Delhi
 Contest 2035 Time Management Tanmay Mehta Pune Maharashtra	 Contest 2036 There Is No Shortcut To Success Ms. P. Mahadhevan Navi Mumbai Maharashtra

HIGHLY COMMENDABLE CONTRIBUTORS

5. Chirag Navani Kutch	6. Ms. Rutam Biswal Prayagraj	7. Ayush A. Doshi Surat	8. Ms. Dipsiya Sur Hooghly	9. Piyush Raj Nawada	10. Ms. Archana P. Salem	11. Karan Vaghela Ahmedabad	12. Ms. Nemat Jahan Nawada
13. Ms. Aarathi S. Nair Kanyakumari	14. Md. Jahir Ali Nalbari	15. Ms. Lovely Mohanty Bhubaneswar	16. Capt. Our Prakash Bareilly	17. Ms. Ananya Sharma Jaipur	18. Rohit Una	19. Ms. Ishita Soni Jaipur	20. Dhanush Rathod Nirmal
21. Vinesh Chennai	22. Ms. Chandrani Basu Ghaziabad	23. Vijay Kumar Delhi	24. Ms. Sridevi Coimbatore	25. Sarath Madurai	26. Ms. Ekampari Trichur	27. Srinu Hyderabad	28. Ms. Vishali Batra Delhi
29. Ms. Gauri Faridabad	30. Raj Kumar Bengaluru	31. Ms. Kajal Lucknow	32. Kannan Ghaziabad	33. Ms. Nandini Mahilpalpur	34. Sushant Modurai	35. Ms. Vandana Alwar	36. Balaji Ooty
37. Kumaran Chennai	38. Ms. Shivashani Delhi	39. Umesh Nangal	40. Khushbu Delhi	41. Yogesh Meerut	42. Ashish Kumar Delhi	43. Rakesh Sharma Palwal	44. Rohit Delhi

110 COMPETITION SUCCESS REVIEW: FEBRUARY 2025

- Demonstrating sharp business acumen, Tejas Dave, Aum Thanky, and Kshitij Kushwa attained the 4th Rank at Vyaapar Sansad, a competitive event held during IRIS, the flagship festival of IIM Indore. Their strategic approach and collaborative spirit distinguished them among a host of talented participants.
- In another remarkable achievement at IRIS, Shubham Chatwani, Harsh Tudia, and Aum Thanky made it to the Top 6 in Qmanji, a challenging and intellectually stimulating event. Their critical thinking, quick decision-making, and teamwork were commendable, reinforcing the academic and extracurricular strength of our students.

ALUMNI SECTION

INDIA SEIZES A SMALL CHANCE TO MAKE A BIG DIFFERENCE IN AFRICA'S SOLAR TRANSFORMATION.

Author: Manish Vaid (Alum of SOM)

**Source: Published daily by the Lowy Institute (The Interpreter)
www.lowyinstitute.org**

Decentralised power projects – rather than expensive grid networks – are the focus of a new phase in the International Solar Alliance.

Over the past decade, India has significantly bolstered its collaboration with African nations in the renewable energy sector. Harnessing the continent's abundant solar potential is seen as crucial for economic growth and sustainable development. Central to this effort is the International Solar Alliance (ISA), co-led by India and France and established at the Paris climate change negotiations in 2015 to promote solar energy deployment, facilitate access to finance, and foster technological innovation.

India's role in the ISA and supporting the One Sun One World One Grid solar projects initiative highlights its commitment to a greener future. This collaboration enhances India's renewable energy footprint while supporting Africa's energy transition, providing clean, reliable power to millions. The World Bank has also partnered with the ISA to facilitate the exchange of solar expertise.

Despite Africa's vast solar potential, the continent accounts for only 1.3 per cent of the world's installed solar capacity and a fraction of the energy generated. In part this is explained by the geopolitical risks associated with development of a regional solar grid, regulatory differences, and high infrastructure costs in building interconnected links. ISA can seek to foster regional cooperation and trust through dialogue and governance structures to address these issues.

But given that nearly 600 million people in Africa lack access to electricity, there is a convincing case for expanding distributed solar power projects to address this significant gap. These smaller solar plants generate energy close to the user, rather than seeing it distributed by a national grid. By 2050, BP forecasts that solar power will account for approximately 30 per cent of Africa's energy production, which will require a substantial increase in solar installations, indicating a massive growth potential for the sector.

To support this growth, the ISA has already announced a payment guarantee fund aimed at stimulating investments in solar power projects. As part of its Global Solar Facility (GSF), it is set to receive a capital contribution of \$35 million. This funding includes a potential \$25 million investment from India and an additional \$10 million from the ISA itself. This fund serves as a critical seed investment to attract additional private and public sector funding. ISA Director General Ajay Mathur has expressed hopes to raise \$100 million for the payment guarantee fund, with the primary goal to reduce financial risks for investors, and aiming to catalyse up to \$1.5 billion in funding for decentralised solar power projects.

Such off-grid solar systems and community solar mini grids have become essential components of the ambition to achieve universal electricity access. The Indian government and partners in Africa have also set

renewable energy and climate change action goals. Mini grids provide reliable electricity to rural and remote areas, stimulating local economies and improving quality of life. Rooftop solar installations can enable households and businesses to generate their own electricity, reducing dependence on often unreliable grid power, as well as lowering energy costs. Both solutions contribute to reducing carbon footprints and promoting renewable energy sources.

For India and its African partners to fully harness the potential of solar alliance, big challenges must be overcome.

Funding is key. Despite the benefits, at the current pace, only about 12,000 new mini grids will be built by 2030, requiring an investment of approximately \$9 billion. However, with more investment, the World Bank has forecast that solar mini grids could sustainably power 380 million people in Africa by 2030, necessitating the construction of over 160,000 mini grids with a cumulative investment of \$91 billion.

Further mechanisms have been developed via the ISA in a bid to overcome financial hurdles, two such examples being the Sustainable Renewables Risk Mitigation Initiative and the SolarX Grand Challenge. These efforts aim to secure stakeholder commitments, mitigate investment risks, and foster solar innovation and adoption in Africa.

India is also investing in advanced grid management technologies and smart grid solutions to maintain stability, sharing its own grid management expertise with African countries via capacity-building programs and technical assistance.

The ultimate goal is to drive sustainable growth across the continent, with Africa often talked about as the next engine of global growth. It also showcases India's support for the "Global South" with investments and partnerships, which will doubtless carry diplomatic benefits.



NAVIGATING THE CRITICAL MINERAL MAZE: INDIA'S STRATEGIC SHIFT AWAY FROM CHINESE MINERALS

Author: Manish Vaid

Source: Published in the Observer Research Foundation (ORF)

Dated 7th October 2024

India must boost domestic production, strengthen international partnerships, and adopt sustainable practices to reduce dependence on China for critical minerals.

India stands at a critical juncture, with an audacious goal of achieving 50 percent of its cumulative electric power installed capacity from non-fossil fuel-based energy by 2030. Beyond clean energy, this ambition symbolises India's attempt to reduce its dependence on China for critical minerals. Critical Minerals like lithium, cobalt, and rare earth elements are vital for the production and efficiency of clean energy technologies, like electric vehicles (EVs), enabling the storage and generation of renewable energy. However, China's dominance in mineral production raises significant concerns about supply chain resilience. In response, India is striving to lessen its dependence on China by ensuring equitable access and advocating for sustainable extraction practices.

Growing need for critical minerals

The demand for these materials is poised to surge dramatically in the coming years. As noted by UN Secretary - General António Guterres, the need for minerals, such as copper, lithium and cobalt, is set to increase almost fourfold by 2030. However, he stated "The extraction of critical minerals for the clean energy revolution - from wind farms to solar panels and battery manufacturing - must be done in a sustainable, fair and just way,"

World Bank has predicted that, under a 2-degree scenario, the production of graphite, lithium, and cobalt must increase by over 450 percent from 2018 levels by 2050 to meet the demand for energy storage technologies.

Other scenarios such as the net zero of the International Energy Agency state that achieving global net-zero emissions by 2050 would necessitate a transition requiring six times more mineral inputs by 2040 compared to today. Furthermore, World Bank has predicted that, under a 2-degree scenario, the production of graphite, lithium, and cobalt must increase by over 450 percent from 2018 levels by 2050 to meet the demand for energy storage technologies.

China's dominance

China dominates global mineral refining, processing 68 percent of nickel, 40 percent of copper, 59 percent of lithium, and 73 percent of cobalt. It leads in producing 20 critical minerals, accounting for 60 percent of global production and 85 percent of rare earth processing. Despite not being a major mining centre, China heavily invests in mining, reaching US 19.4 billion in 2023. Over the past decade, China's overseas mining investments, especially in lithium, nickel, and cobalt, have surged, with US\$ 10 billion invested in the first half of 2023 alone.

Five of the seven lithium assets in Africa set to start production in 2027 are partly owned by Chinese companies. China accounted for 44 percent of global lithium M&A investments over the past three years, focusing on early-stage projects. Since 2021, China has accelerated lithium asset acquisitions, becoming the world's third-largest lithium producer.

China's National Food and Strategic Reserves Administration has built up critical material stockpiles, like gallium and tungsten, during the financial crisis and metal price slump. This strategic buffer protects against short-term disruptions and volatile prices, benefiting both military and non-military sectors.

Fueled by substantial investments and stockpiling strategies, this supremacy highlights three key reasons behind China's emergence as a leading player in critical minerals.

China sold more EVs than the US, capturing two-thirds of the global market, and installed 200 GW of solar capacity, half the global total.

Firstly, China's aggressive expansion in manufacturing clean energy technologies, such as solar panels, wind turbines, and EVs, created a massive domestic demand for critical minerals. In 2023, China sold more EVs than the US, capturing two-thirds of the global market, and installed 200 GW of solar capacity, half the global total. Secondly, China's long-term policies, including substantial subsidies and financial support, have significantly boosted its wind, solar, and EV markets, and directly funded rare earth companies to enhance production capabilities. Thirdly, China's "Going Out Strategy," launched in 2000, aggressively promotes foreign investments to secure large resource deals, supported by policymakers, policy banks, and state-owned industries, achieving unparalleled success even compared to the largest private global mining companies.

Thus, China's dominance in critical minerals stems from extensive refining, strategic global mining investments, and robust domestic policies, positioning it as a global leader. Understanding this is crucial for India's quest for mineral independence.

India's strategy to cut China's dependence

India seeks critical minerals independence to reduce reliance on Chinese imports. Through leveraging domestic resources, forging international partnerships, investing in refining, adopting sustainable practices, and recycling, India aims to break China's grip and become a global market leader.

The country has identified 30 critical minerals, such as lithium, cobalt, nickel, copper, and rare earth elements, essential for key strategic sectors, including defence, telecommunications, space, and high-tech electronics. To this end, the Indian government has made a decisive move with its 2024-25 Budget, announcing the Critical Mineral Mission. This initiative focuses on boosting domestic production, recycling, and securing overseas acquisition of these vital minerals. The Mission is also set to promote technology development, create a skilled workforce, and implement a producer responsibility framework. Additionally, the auction of offshore mining blocks will be initiated to advance mineral exploration.

The Mission is also set to promote technology development, create a skilled workforce, and implement a producer responsibility framework.

At the global level, India is strengthening its mineral diplomacy by forming alliances with mineral-rich nations. Through partnerships with the United States (US), Australia, and Japan such as the Mineral Security Partnership, and bilateral engagements with countries like Argentina, Chile, and the European Union, India is securing supply chains and reducing vulnerabilities. Notably, in March 2022, Khanij Bidesh India Ltd and Australia's Critical Mineral Office signed an MoU with Australia for joint mineral explorations and are negotiating with Sri Lanka to acquire high-purity graphite resources.

Domestically, India has ramped up its critical minerals exploration efforts starting with auctions, of 20 blocks worth INR450 billion across seven states. Following this, 18 blocks valued at INR30 trillion were auctioned. On 14 March 2024, the Ministry of Mines auctioned seven blocks of lithium and titanium. These efforts aim to reduce import dependency and bolster domestic production.

Furthermore, India's Deep Ocean Mission, which aims to explore seabed minerals in the Indian Ocean, opens up new frontiers for mineral exploration. Collaborating with the Japan Organisation for Metals and Energy Security (JOGMEC) in deep-sea extraction technologies, India is positioning itself as a key player in this emerging sector while ensuring environmental sustainability. Moreover, the International Seabed Authority, of which India is also a member, is creating frameworks to promote deep-sea mining while minimising environmental risks, highlighting the potential for international cooperation in critical minerals.

Collaborating with the Japan Organisation for Metals and Energy Security (JOGMEC) in deep-sea extraction technologies, India is positioning itself as a key player in this emerging sector while ensuring environmental sustainability.

To strengthen its mineral supply chains, India is embracing a circular economy by promoting critical mineral recycling. The Ministry of Mines is developing a Production Linked Incentive scheme aimed at urban mining, which would recover essential minerals such as lithium, copper, cobalt, and silicon for clean energy technologies, further securing the country's supply chain resilience.

India is also committed to minimising the environmental impact of mining through sustainable extraction methods. Initiatives like the Green Mining Innovation Fund, which would support water-conserving mining technologies and international collaboration, demonstrate the country's intent to lead the way in eco-friendly mineral extraction practices. By investing in R&D for methods like bio-mining and adopting technologies like Stanford's redox-couple electrodialysis, India aims to make mineral extraction cleaner and more efficient.

Finally, in its push for innovation in battery technology, India should aim to reduce reliance on mineral-intensive components. Advances in fast-changing technology for EVs allow for smaller, more efficient batteries, while alternatives like sodium, aluminium, and manganese are being explored. By increasing energy density and reducing the need for larger batteries, India can limit its dependency on scarce minerals like lithium and copper, aligning its mineral strategy with its sustainability goals.

By investing in R&D for methods like bio-mining and adopting technologies like Stanford's redox-couple electrodialysis, India aims to make mineral extraction cleaner and more efficient.

WAY FORWARD

India must, therefore, boost domestic production, strengthen international partnerships, and adopt sustainable practices to reduce dependence on China for critical minerals. Prioritising innovation in recycling and green mining technologies will enhance supply chain resilience while mitigating environmental harm. Furthermore, advancing battery technologies that rely on alternatives to scarce minerals will support India's clean energy transition and help reduce its dependence on China.

RECENT ALUMNI MOVEMENTS

NAME	CURRENT DESIGNATION	CURRENT ORGANIZATION	BATCH	MONTH
Sandeep Prasad	Senior Manager	EY	EMBA 10	Oct, 2024
Indraneil Mukherjee	Lead (Sales)	Prowess Selling Skills Pvt. Ltd.	PGP 10	Oct, 2024
Parmar Bhavsinh Harsukh	Deputy Manager	PGP Glass Pvt. Ltd.	PGP 17 E&I	Oct, 2024
Sai Swaroop Saripalli	Head Of Internal Audit	ZMI Holdings	PGP 09	Oct, 2024
Prashant Sharma	Business Consultant	Infosys Consulting	PGP 20 GM	Oct, 2024
Aman Kamal Makkad	Consultant	EY	PGP 19 E&I	Oct, 2024
Manu Rastogi	Senior Business System Analyst	Uber	PGP 17 E&I	Oct, 2024
Isha Dhar	Portfolio Manager Global Aviation & Marine	Exxonmobil	PGP 07	Oct, 2024
Meet Y. Shah	Key Account Manager	Zomato India	PGP 16 GM	Oct, 2024
Vaishakh Nair	Principal-Climate	Anthesis Group	PGP 10	Nov, 2024
Pragyan Srivastava	Associate 2	PwC Acceleration Centers	PGP 20 E&I	Nov, 2024
Bhatt Krishna Kaushik	Senior Associate-Credit Analyst	BNP Paribas	PGP 18 GM	Nov, 2024
Dholakiya Hemali Maheshbhai	Relationship Manager MI	ICICI BANK	PGP 18 GM	Nov, 2024
Bhargav Satishbhai Oza	ETRM Senior Consultant	Infosys	PGP 16 E&I	Nov, 2024
Parth V Bhatt	Contract And Operation Manager	ReNew	PGP 12	Nov, 2024
Deep Kamleshkumar Modh	Senior Consultant	Capgemini	PGP 16 E&I	Nov, 2024
Kuntesh Ruparelia	Senior Consultant	Capgemini	PGP 16 E&I	Dec, 2024
Yash Thawrani	Senior Area Sales Manager	Solar Turbines	PGP 12	Dec, 2024
Anjali Katariya	Custom Software Engineer Sr Analyst	Accenture	PGP 18 GM	Dec, 2024
Panchal Himali Gautamkumar	Senior Consultant	EY	PGP 17 E&I	Dec, 2024
Shripal Dipakkumar Doshi	Marketing Manager - Gas/LNG	Shell Energy	PGP 07	Dec, 2024
Varun Singh	Senior Consultant	Deloitte Consulting	PGP 16 E&I	Dec, 2024

RECENT ALUMNI MOVEMENTS

NAME	CURRENT DESIGNATION	CURRENT ORGANIZATION	BATCH	MONTH
Rahul Kumar Singh	Territory Sales Manager- Operations	Nayara Energy	PGP 19 E&I	Dec, 2024
Deep Kamleshkumar Modh	Senior Consultant	Capgemini	PGP 16 E&I	Dec, 2024
Raj Jaswani	Chief Manager	ICICI Lombard	PGP 19 E&I	Dec, 2024
Isha B Gandhi	Human Resources Executive	Bahwan International Group	PGP 17 GM	Dec, 2024
Yash Thawrani	Senior Area Sales Manager	Solar Turbines	PGP 12	Dec, 2024
Devansh Nilesh Shah	Team Manager	Reliance Industries Limited	PGP 16 E&I	Dec, 2024
Aniruddha Bikash Neogi	DGM Sales And Business Development	Green Line	PGP 06	Dec, 2024
Ronak Sani	Deputy General Manager	Reliance Industries limited	PGP 15	Dec, 2024
Rishabh Singh	Assistant Manager	KP Group	PGP 22 E&I	Jan, 2025
Srinath Vasudev	Torrent Gas	Manager Commercial & Marketing	PGP 15	Jan, 2025
Rinkal Kapadia	Associate Consultant	Infosys	PGP 22 GM	Jan, 2025
Harshil Parikh	Consultant	Deloitte	PGP 20 E&I	Jan, 2025
Supratik Dass	Senior Consultant	Infosys	PGP 18 E&I	Jan, 2025
Parth Prakash Sambhwani	Institute Of Rural Management Anand (IRMA)	Purchase Officer	PGP 14	Jan, 2025
Snela Jaiswal	Area Credit Manager	Poonawalla group	PGP 17 E&I	Jan, 2025
Akanksha Dixit	Growth Manager	Mahindra Last Mile Mobility	PGP 18 GM	Feb, 2025
Manisha Kumari	Investment Banking Analyst	Sparrow Advisory	PGP 21 E&I	Feb, 2025
Marisha Bhatt	Associate Director	Protiviti	PGP 15	Feb, 2025

FACULTY FOYER

DR. KAUSHAL KISHORE

-Heartiest Congratulations to Dr. Kaushal Kishore, Assistant Professor, Marketing & Energy Studies, School of Management, PDEU (and Co-authors Bandinee Pradhan & Dr.Nilesh Gokhale) for a remarkable achievement as the paper ‘Social Media Influencers and Consumer Engagement: A Review and Future Research Agenda’, International Journal of Consumer Studies, Volume 47, Issue 6, pp.2106-2130’ has emerged as one the most cited paper of the Journal for the year 2023 . The ‘International Journal of Consumer Studies’ is one of the best journals of consumer studies in the world with Journal Impact Factor (Clarivate)-8.6, CiteScore (Scopus)-13.6, ABDC-A & Q1 category journal.

Dear Kaushal Kishore,

We are delighted to share that your work, published in *International Journal of Consumer Studies*, is among our top 10 most-cited papers published by the journal in 2023*:

[Social media influencers and consumer engagement: A review and future research agenda](#)

This achievement highlights the impact of your work within the community, congratulations!

Want to share the good news? Post on: X, Facebook, LinkedIn, Bluesky and Instagram using #TopCitedArticle.

You can also add your certification to your profile on [LinkedIn](#)

Thank you for choosing to publish in *International Journal of Consumer Studies*. We look forward to working with you again in the future.



Congratulations to:
Kaushal Kishore

Whose work has been recognized as a top cited article* in:

International Journal of Consumer Studies

Social media influencers and consumer engagement: A review and future research agenda

*Among work published between January 1, 2023 and December 31, 2023.

The Marketing Conclave 2025: The Marketing Conclave organized by the Marketing Committee of the School of Management (SOM) at Pandit Deendayal Energy University (PDEU) under the guidance of Dr Kaushal Kishore, Chairperson - Marketing Conclave, brought together industry leaders and marketing experts to discuss evolving market trends, the influence of technology, and globalization on consumer behavior. The event was divided into two tracks:

A. Consumer Behavior Under the Influence of Technology & Globalization

B. Branding Strategies in the Technological Era

Mr. Siddhartha Nangia (Co-founder, Smytten), Mr. Sanjeev Thakkar (VP-Marketing & Communication, Russel & Dawson Inc), Ms. Rituparna Bhattacharjee (Director & Head of Marketing, Grant Thornton) & Mr. Harold Paul (Managing Editor & CEO, Wordramatic) have shared their views.

The track-1 was moderated by Prof. Pramod Paliwal, SOM-PDEU and Track-2 was moderated by Prof. AKS Suryavanshi, Director, SOM-PDEU.



(Left to Right) Dr. Kaushal Kishore, Chairperson - Marketing Conclave, Mr. Harold Paul (Managing Editor & CEO, Wordramatic), Mr. Sanjeev Thakkar (VP-Marketing & Communication, Russel & Dawson Inc), Prof. AKS Suryavanshi, Director, SOM-PDEU, Ms. Rituparna Bhattacharjee (Director & Head of Marketing, Grant Thornton), Prof. Pramod Paliwal, SOM-PDEU, Mr. Siddhartha Nangia (Co-founder, Smytten).

DR. NARAYAN BASER

Dr. Narayan Baser has got the following recent publications to his credit:

1. “Impact of Commodity Trading and Risk Management (CTRM) Digital Capabilities on Operational Performance: An Empirical Assessment of Oil and Energy Trading Firms of UAE’, NMIMS Management Review, pp. 1-11, Feb 2025, DOI: 10.1177/09711023251314583
2. ‘Impact investing resurgence amid COVID-19 pandemic: a way for sustainable development’, World Review of Entrepreneurship, Management and Sustainable Development,, pp. 309-322, May 2024, DOI : 10.1504/WREMSD.2024.138277
3. ‘Digital disruptions in commodity trading and risk management: Impact on operational performance of oil and energy trading firms in UAE’, Journal of Information & Optimization Sciences, pp. 1787-1806, Sep 2024, <https://doi.org/10.47974/JIOS-1765>

Dr. Narayan Baser has been invited as a speaker and chaired sessions in the following conferences:

1. Technical Session Chair in Finance track at International Conference on “Advances in Theory, Research & Practices in Management” on March 15, 2025 organized by Faculty of Management, GLS University, Ahmedabad
2. Technical Session Chair in Finance track at 9th International Conference on Energy Infrastructure and Management on 13-14, December 2024 by School of Management, PDEU, Gandhinagar.

Dr. Narayan Baser has also recently presented the following papers in international Conferences:

1. Presented two papers titled “Determinants to adopt circular economy practices in manufacturing industry and its impact on sustainable performance” and “Commodity Trading and Risk Management - CTRM Digital Solution Capabilities: A way for Long-term strategy for achieving business sustainability” at 9th International Conference on Energy Infrastructure and Management on 13-14, December 2024 by School of Management, PDEU, Gandhinagar.
2. Presented a paper titled “Perceived Board Diversity and Perceived Firm Performance: mediating role of Perceived Inclusion”, at India Management Research Conference- Confluence of Growth, Sustainability, and Resilience on 7th to 9th Dec 2024 at Indian Institute of Management, Ahmedabad (IIMA)
3. Presented a paper titled ‘Digital disruptions in Commodity Trading and Risk Management: Impact on operational performance of oil and energy trading firms in UAE” at 1st International conference on Digital Intelligence for Sustainable Business Innovation and Economic Diversification scheduled on the 28th and 29th of June 2024 at Vijay Patil School of Management, DY Patil University, Navi Mumbai

Dr. Baser has successfully supervised Dr. Darshit Shah for his PHD which was awarded on June 14, 2024 with the topic of “A Study on the Influence of Big Five Personality Traits on Investment Decision Behaviour of Investors” at PDEU, Gandhinagar.

Dr. Baser has successfully supervised Dr. Komal Pandya for her PHD which was awarded on August 5, 2024 with the topic of “Workplace Spirituality and Organizational Performance in Banking Sector” at PDEU, Gandhinagar.

DR. PRAMOD PALIWAL

On 4th March 2025, Prof. Pramod Paliwal delivered a Keynote Speech at The Institution of Engineers (India) Udaipur Chapter, on the occasion of World Engineering Day for Sustainable Development 2025 under the aegis of UNESCO. It was a valuable opportunity to highlight the crucial role engineers play in directly implementing at least seven Sustainable Development Goals (SDGs). The discussion involved six case studies, including those on Green Cement and Waterless Urinals.

Starting December 2024, for a term of 3 years, Prof. Pramod Paliwal has been nominated by the Government of Gujarat as a Socio-Economic Expert Member of the newly constituted 'Gujarat State Wetlands Authority' under 'The Wetlands (Conservation and Management) Rules, 2017'. This role provides him with a unique opportunity to contribute to the cause of ecological conservation and sustainability.

The 2024 i.e. 9th edition of biennial International Conference on Energy, Infrastructure and Management (ICEIM), based on the theme of sustainability, at the School of Management, Pandit Deendayal Energy University (PDEU), apart from its accent on research based deliberations, witnessed a unique set of sessions by industry leaders engaged actively in sustainable energy and resources management. On this occasion, an edited volume titled 'Sustainable Management Practices: Research Trends, Disruptions, Solutions & Applications' consisting select conference proceedings was published. This volume was edited by Conference Chairs, Prof. Pramod Paliwal and Prof. Ashutosh Muduli.



Recent Publications by Prof. Pramod Paliwal

Paliwal, Pramod; Sharma, Ritu (2024). "Mapping determinants of stakeholder perceptions about higher education institutions: an Indian context". International Journal of Indian Culture and Business Management. 30 (3): 324–346. doi:10.1504/IJICBM.2023.135322.

Banerjee, Tanushri; Paliwal, Pramod (2024) . "Organisational response to COVID-19 crisis through socially impactful business actions: a case study". International Journal of Indian Culture and Business Management. 30 (2): 291–306. doi:10.1504/IJICBM.2023.1342



THE LIMITS OF TECHNOLOGY

An article published by Heise (heise.de), one of the prominent media companies of Germany, while covering the unfortunate stampede accident at the 2025 Mahakumbh in Prayagraj, quoted Prof. Pramod Paliwal on page 2 of the article under the paragraph titled : The Limits of Technology. His opinion about the stampede was documented as follows:

“During mass gatherings such as the Maha Kumbh, while it is essential to grieve the loss of lives, it is equally important to maintain the right perspective, reminds Dr. Pramod Paliwal, a management professor at the Pandit Deendayal Energy University in India. “By many accounts, on January 29th, an estimated 100 million devotees were expected to take a holy dip at the Mahakumbh, with the total number of attendees projected to reach about 450 million – surpassing the population of many countries combined! Let’s understand that by most accounts, the administration had been credited with making proportionate arrangements.”

“According to the police, thousands of AI-powered surveillance cameras were deployed to facilitate crowd management by guiding the placement of barricades and redirecting human traffic in case of dangerous congestion”, explains Paliwal, “However, unfortunately, the moment this system faltered for a while, a stampede resulting in tragic casualties, occurred.”

“That, of course, is a reflection on the limits of technology, and hence one must not underestimate or overlook the importance of human instincts during events of such proportions”, reminds the Professor. Moreover, as he reckons, one must not forget that in the recent past the 2015 Haj stampede at Mecca resulted in over 2,400 unfortunate deaths, at least 114 of them Indian. So while we can take all pre-emptive measures, crowd psychology and a quirk of fate can dangerously undo all sincere efforts. But that should not deter from trying to improve the preparations.”

MEET OUR TEAM

PGP'25 TEAM MIRROR



Aayush



Ashmita



Kanisha



Krutarth



Isha



Devanshi



Shravan



Vedant



Ruchi



Bhaumik

PGP'26 TEAM MIRROR



Disha



Harsh



Honey



Pooja

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