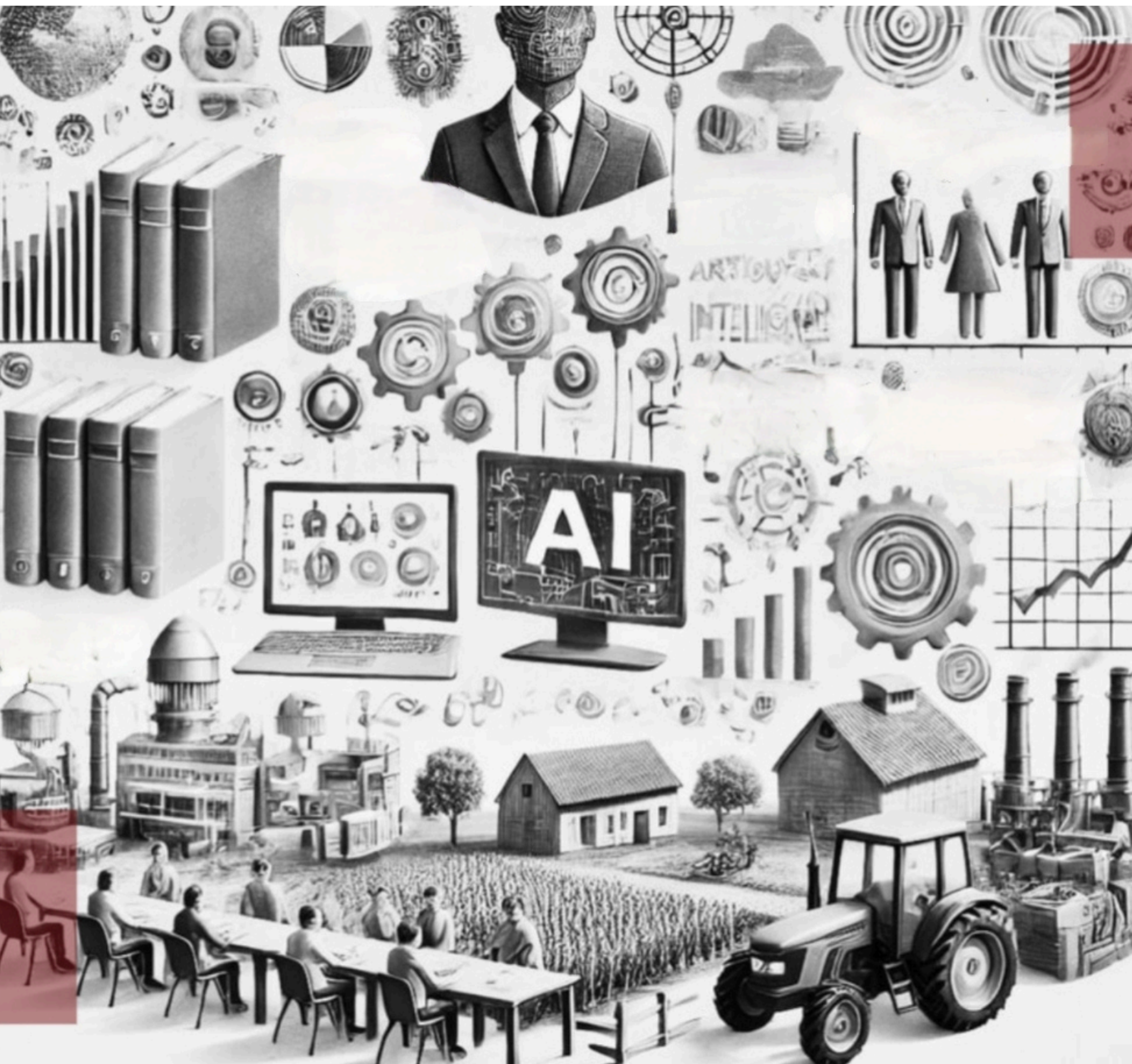




**N. L. Dalmia®**  
**Institute of Management**  
**Studies and Research**  
(A School of Excellence of N. L. Dalmia Educational Society)

# Goonj

## JANUARY EDITION 2025



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# GUEST SESSION: MACRO ECONOMIC FACTORS AND THEIR IMPACT ON FINANCIAL MARKETS

On 26<sup>th</sup> October 2024, the Finance Forum of N. L. Dalmia Institute of Management Studies and Research organised an enlightening guest session on "Macro Economic Factors and their Impact on Financial Markets" for first-year PGDM students.

The session featured Ms. Ankita Pathak, Founding Member of the Macro and Multi-Asset team at Angel One Wealth and a renowned expert in macroeconomic trends. She is also the author of the bestselling book 'The Macro Faire: An Investor's Guide to Macroeconomics'. Ms. Pathak discussed the gap in traditional macroeconomics education and the importance of integrating financial concepts with investment strategies.



She elaborated on inflation and its impact on financial markets, emphasising indices like the CPI and WPI. She also highlighted the significance of India's foreign exchange reserves, Balance of Payments, and fiscal policy in stabilising markets. Additionally, she introduced the Purchasing Manager's Index (PMI) as a key indicator of economic health. The session was packed with valuable insights on mindful investing and opportunities in domestic large caps and unlisted equities, providing students with a comprehensive understanding of macroeconomics' role in financial markets.



# INDUSTRIAL VISIT TO PARLE

On 2<sup>nd</sup> December 2024, Marketing and Business Analytics students from N. L. Dalmia Institute of Management Studies and Research visited Parle Products Ltd. in Lonavala. The visit included a presentation about Parle's history, starting from its founding in 1929 by Shri Mohanlal Dayal Chauhan, and its significant growth under the leadership of Shri Narottam Chauhan. Students learned about Parle's diverse product range, including Parle-G, Krack Jack, and others, along with the company's innovative advertising and market strategies.



The highlight of the visit was a tour of the Parle factory, where students observed the production of Parle-G biscuits, which are made at a rate of 10,000 biscuits per minute. They learned about the various stages of production, from sourcing raw materials to final packaging, and saw how advanced technology is used to maintain operational excellence.

The students visited a local market to observe Parle's presence in retail settings. This experience helped them understand how the brand competes in the market. The visit bridged the gap between classroom learning and real-world industry practices, providing valuable insights into FMCG operations. The event was a great learning opportunity, made possible by the dedicated efforts of the faculty.



# MOOT COURT COMPETITION

On 5<sup>th</sup> December 2024, N. L. Dalmia Institute organised an Inter-Collegiate Moot Court Competition for PGDM students across Mumbai. This academic event simulated court proceedings, providing a platform for participants to showcase their legal arguments and advocacy skills. The competition aimed to blend legal knowledge with management studies, enhancing student's practical learning. Distinguished dignitaries, including Prof. Dr. Seema Saini, Prof. Dr. Joyeeta Chatterjee, and Prof. Dr. Sarika Jain, graced the event, which was judged by a panel of esteemed experts, including Dr. Asmita Vaidya, Advocate CA Niyati Mankand, and Ms. Kalyani Vaze.



The competition involved two rounds where participants presented legal arguments based on a case titled "TriVance & Co. Ltd. vs. Mr. Shayam, CEO of TriVance & Co. Ltd.". The event was highly interactive, with judges assessing participants' legal reasoning and presentation skills.

The winners were:

- Winner: Shubham Iyer, Arushi Kabra, and Aryan Singh (Thakur College, Mumbai)
- Runner-up: Isha Sharma, Anushka Mukherjee, and Abhilasha H.A. (N. L. Dalmia Institute of Management Studies and Research, Mumbai)
- Best Speaker: Mallika Singh



Awards included trophies, certificates, and cash prizes. The event highlighted the importance of integrating legal acumen with management skills, encouraging critical thinking and problem-solving, crucial for future leaders in business.



## NIVESH BAZAR 2024

On 14<sup>th</sup> December 2024, N. L. Dalmia Institute of Management Studies and Research hosted "Nivesh Bazaar 2024," an intra-collegiate asset trading event organised by the Finance Forum. This annual event, formerly known as "Mock Bazaar," provided students with hands-on experience in financial trading and strategic decision-making. Each participant was given a virtual deposit of Rs 5 million and Rs 1 million in margin money, with market news provided to guide their investment decisions. The event featured seven trading phases, with fluctuating prices based on real-world economic and business updates, and 11 teams qualified for the final round.

The competition culminated with the announcement of the winners: Team Power House took the first place, winning a cash prize of ₹5,000, followed by Team Mind Merchants as the first runner-up with ₹3,000 and Team Delta 2.0 as the second runner-up with ₹2,000. Nivesh Bazaar 2024 served as a valuable platform for students to apply financial theory in a simulated market environment, offering both learning and entertainment while enhancing their practical trading skills.





## VISIT TO KONDGAON VILLAGE

On 18<sup>th</sup> December 2024, the NLDIMSR, My Social Responsibility (MSR) Committee successfully organised its first official visit with the batch of 2024-26, under the able guidance of Dr. Nazia Ansari, Faculty-in-charge. The visit focused on the Education, Hygiene, and Healthcare Vertical. The team visited Shanti Ratan Vidya Mandir, where they conducted several meaningful activities aimed at empowering and engaging students. A key initiative was the distribution of sanitary napkins to 200 girls from grades 8<sup>th</sup> to 12<sup>th</sup>, along with an insightful session on menstrual hygiene and safety, helping raise awareness and ensure better health practices.



The team also participated in the school's Sports Day Event, encouraging students through various sports activities. For younger students in grades 2<sup>nd</sup> and 3<sup>rd</sup>, interactive educational sessions were held, including learning mathematical tables and poems. Additionally, team members engaged with the children through games and one-on-one interactions, creating a deeper emotional connections. The My Social Responsibility Committee's (MSR) dedication continues to create meaningful impacts, laying the groundwork for future initiatives.

# THE HR CONCLAVE: MANUSANDHAN

Artificial Intelligence (AI) is reshaping the way organisations approach human resources and talent acquisition. It's about embracing innovation to create smarter, more inclusive, and highly efficient workplaces. Insights from industry leaders like Akansha Sriram (Vice President HR Kotak Mahindra Bank), Abhijit Puri (HR InfoTech Association), Manoj Kumar Chaudhary (Edelweiss Asset Management), and Sahil Nayar (KPMG) highlight AI's transformative potential.



AI supports diversity, equity, and inclusion (DEI) by processing large datasets and minimising biases when paired with diverse training data and human oversight. It enhances HR efficiency by automating routine tasks like compliance reporting, enabling teams to focus on strategic priorities. Leaders play a key role in driving AI adoption by fostering critical thinking, continuous learning, and guiding ethical implementation.

Beyond automation, AI helps build strong workplace cultures by supporting upskilling, identifying eager learners, and streamlining repetitive tasks. However, emotional intelligence remains uniquely human and essential for trust and relationships. By balancing innovation with human expertise, AI can unlock a brighter future for HR.





# MARKETING PANEL DISCUSSION ON: DISRUPT OR BE DISRUPTED

Disruptive technologies are transforming industries by reshaping business processes and meeting evolving customer demands. Examples like Amazon's Alexa, which uses Natural Language Processing (NLP), and Airbnb's innovative model in hospitality demonstrate how these technologies are surpassing traditional methods.



At a marketing panel hosted by N. L. Dalmia Institute of Management Studies and Research, industry experts shared valuable insights. Dr. Vivek Gerard Mendonsa of Lawrence and Mayo emphasised the company's legacy in precision eye care and the challenges posed by quick e-commerce. Mr. Sagnik Ghosh from Times of India highlighted the complexity of modern marketing and the shift from physical to digital media, citing examples like Apple, Zepto, and connected TVs.



In healthcare, Mrs. Pritha Kar from Pfizer discussed the role of disruptive technologies like telemedicine, big data, and drones, while emphasising adaptability and regulation. Mr. Zenil Dumasya of GSK highlighted omnichannel marketing strategies and the importance of design thinking.

Key takeaways included prioritising adaptability, transparency, customer-centric innovation, and the responsible use of AI and data for sustainable growth.





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