



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



**Goonj**

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DUBAI

INTERNATIONAL VISIT



The N. L. Dalmia Institute of Management Studies and Research successfully conducted its first international industrial visit to Dubai from 3rd to 7th February 2025 under the guidance of Prof. Prakash Rathod and Prof. Jai Kotecha. The visit aimed to provide students with global industry exposure and cross-cultural learning.

The itinerary included two key industrial visits. At the Bloomberg Dubai Office, students gained hands-on insights into financial data analytics, market monitoring and the functioning of Bloomberg terminals. At Sabina Plastics, they learned about manufacturing processes, quality control, sustainability practices and global supply chain operations through detailed sessions with industry professionals.

Alongside academic learning, students enjoyed the cultural and modern attractions of Dubai. Highlights included an adventurous desert safari, a scenic Marina Cruise, exploring the Dubai Mall and the traditional Gold Souk and visiting the 124th- floor skydeck of the Burj Khalifa for panoramic city views. These activities provided a vibrant glimpse of Dubai's blend of tradition and modernity.

The trip concluded with visits to Ferrari World and Sea World in Abu Dhabi, offering thrilling rides and unique attractions. Overall, the visit was a balanced mix of professional exposure and leisure, enriching students' perspectives and preparing them to adapt to diverse corporate cultures in the future.

KONDGAON VISIT

COMMUNITY OUTREACH VISIT



During the outreach conducted on 22nd February 2025, Team My Social Responsibility of N. L. Dalmia Institute of Management Studies and Research undertook a meaningful outreach initiative in Kondgaon, visiting four Zilla Parishad schools. The primary objective was to support education and skill development. During the visit, 200 school bags were distributed to students across the four schools, with sponsorship from Accenture and 'Together We Will' NGO. The generous support from these partners is deeply appreciated.

Team My Social Responsibility also conducted engaging English and Maths sessions for students from grades 1 to 5. These sessions helped children grasp new concepts through interactive learning and allowed the team to connect with the

students, who enthusiastically shared their aspirations for higher education. In addition, the team visited the local Panchayat Office, where women were undergoing sewing training using machines donated by Team My Social Responsibility in the previous year. These women were further encouraged to create and sell cloth bags, supporting economic empowerment and sustainable livelihoods. This initiative was successfully executed under the guidance of Faculty-in-charge Dr. Nazia Ansari, with immense support from Prof. Dr. Seema Saini CEO of N. L. Dalmia Educational Society, faculty members and the Operations, Accounts, Marketing, Administrative and Support teams. Team My Social Responsibility is grateful to all stakeholders for enabling another impactful community development effort.

CULTURAL DAY

MATRUBHASHA DIWAS



Matrubhasha Diwas was a vibrant and heartwarming celebration of India's incredible linguistic and cultural diversity. The event, which was held on 21st February 2025 beautifully showcased the importance of mother languages through music, dance, poetry and traditional fashion. It began with a stunning Ramp Walk where students represented different Indian states in their traditional attire from Kerala's Kasavu to Punjab's Phulkari and Goa's Indo-Portuguese styles celebrating the uniqueness of each region.

Cultural performances followed, including energetic group dances like Garba, Lavani and Ghoomar, as well as classical forms like Kathak and Bharatanatyam. Solo dancers further wowed the audience with graceful performances that told powerful cultural stories.

The poetry recitation segment highlighted the richness of India's regional languages, while soulful singing of classical and folk melodies added a musical charm to the event. The entire celebration was thoughtfully planned and executed by Cultural Committee under the support of Prof. Prakash Rathod and Dr. Prof. M R Koshti. The Cultural Committee administered everything from performances to stage setup and technical support. Their dedication ensured a smooth and engaging experience.

Matrubhasha Diwas not only gave students a platform to showcase their talent but also reminded everyone of the beauty and value of India's mother tongues. It was a successful and memorable event, thanks to the efforts of faculty, volunteers and the enthusiastic participants.

KONDGAON VISIT

EMPOWERING GIRLS THROUGH MENSTRUAL HYGIENE



On 27th February 2025, Team My Social Responsibility of N. L. Dalmia Institute of Management Studies and Research conducted the HEAL - Workshop on Menstrual Hygiene & Sustainability at Shanti Ratan School, Kondgaon. The primary objective was to educate girls from grades 8 to 12 on the proper use and maintenance of reusable sanitary napkins, promoting sustainable menstrual hygiene practices. The interactive session included a step-by-step demonstration, clarifying doubts and encouraging open discussions around menstruation and hygiene.

Post-workshop, essential hygiene products were distributed, including 122 reusable sanitary napkins to girls and women from the local Bachat Gat, 88 Dettol soaps and Dettol liquid bottles and

80 informational pamphlets on reusable sanitary napkins. These resources aimed to reinforce the workshop's message and support the ongoing practice of safe hygiene.

The success of this initiative was made possible through the unwavering support of Prof. Dr. Seema Saini CEO of N. L. Dalmia Educational Society, faculty members and the collaborative efforts of the Operations, Accounts, Marketing, Administration and Support teams. Special thanks to Dr. Nazia Ansari, Faculty-in-Charge, for her guidance. The visit was effectively planned, managed and executed by Team My Social Responsibility, showcasing a strong sustainable practices in menstrual hygiene.



SUMMER INTERNSHIP PROGRAM (SIP) EXPERIENCES



GUNJAN GULHANE

NARANG REALTY
(MARKETING INTERN)

PGDM BA + MARKETING

During my summer internship at Narang Realty, as the Marketing Intern, I gained hands-on experience in digital and experiential marketing. My primary role involved enhancing the brand's online presence across LinkedIn, Google and Instagram by improving engagement, maximising reviews and implementing SEO strategies.

I also helped strategise and organise four impactful events to drive brand engagement and site visits. In parallel, I conducted detailed market research to align event concepts with the brand's values and target audience.

Additionally, I was actively involved in vendor management, which included researching and shortlisting vendors and coordinating management.

I conducted a detailed audit of the company's website and chatbot, followed by a competitive benchmarking exercise to identify key UI/UX differences and recommend improvements to enhance lead capture and response efficiency. This internship offered me a comprehensive understanding of real estate marketing, allowing me to apply classroom knowledge in real-world scenarios. From managing digital platforms to executing on-ground events and improving customer touchpoints, each responsibility deepened my strategic thinking and execution skills. The experience has significantly strengthened my foundation in marketing and has equipped me with valuable insights into building a strong, customer-focused brand presence.



DHANASHREE CHAVAN

GCMMF- AMUL
(SALES & MARKETING INTERN)

PGDM MARKETING

This summer, I had the incredible opportunity to intern with Amul, one of India's most iconic FMCG brands, as a Sales and Marketing Intern. My role centered around understanding and optimising the milk supply chain and distribution network in the Mira-Bhayandar region - an area bustling with over a million retailers across India.

My responsibilities included conducting field visits to retailers, distributors and HORECA (Hotels, Restaurants and Caterers) outlets. I analysed market dynamics, studied competitor positioning, and identified gaps in Amul's market penetration. Engaging with stakeholders provided me with deep insights into ground-level operations and the challenges they face.

Acting as a liaison between the retailers and the Territory Sales In charge, I proposed actionable solutions to improve outreach and efficiency.

A major highlight was working on underperforming SKUs like T-Special Milk and Amul Bread. By gathering consumer insights and suggesting local promotional strategies, I was able to contribute to their visibility and demand. I also successfully converted cold B2B leads into warm prospects in the HORECA segment.

This enriching journey taught me how a legacy brand sustains its dominance through grassroots execution and customer-centric strategies. Truly grateful for this transformative experience with the taste of India - Amul.



ARYAN NAIR

NETWORK18
(MARKETING INTERN)

PGDM MARKETING

Interning at Network18, one of India's leading media companies, has been a transformative journey. Over the course of my internship, I had the opportunity to dive deep into the dynamic world of media, gaining first-hand experience in areas such as competitor analysis and Intellectual Property (IP) development. One of the highlights of my internship was contributing to the design of a new IP, where I learned the importance of creativity, strategy and market research. This journey would not have been the same without the incredible support from my mentor at Network18, Hardik Rachchh. His guidance, constant encouragement and willingness to share knowledge made a significant impact on my learning.

I would also like to thank Dr. Joyeeta Chatterjee, my mentor from B-school, for her continuous support and motivation throughout this internship.

Working in a team environment at Network18 taught me the true value of collaboration. My team members were always ready to help, share feedback and push me to do better. This collective effort helped me grow not only as a professional but also as an individual. This internship has strengthened my communication skills, boosted my confidence and shaped my understanding of how the industry works.



AADITI JADHAV

ZIVIRA LIFESTYLES
(MARKETING INTERN)

PGDM MARKETING

I had the opportunity to intern at Zivira Lifestyles - a fast-growing premium women's innerwear brand. My summer internship focused on enhancing the brand's B2C presence and bridging marketing theory with practical exposure in the apparel industry.

At Zivira, I was entrusted with diverse responsibilities including planning and executing key BTL (Below-the-Line) retail activations such as Mother's Day and Monsoon Sale campaigns. I managed on-ground customer engagement, collected feedback from retail outlets and analysed product reception - contributing directly to in-store sales and customer satisfaction. I also spearheaded the launch of new products, including seamless bonded panties and the Yoga Bra on International Yoga Day.

This involved end-to-end coordination from photoshoots to website updates. I led the onboarding process for Zivira on the Myntra platform and collaborated with digital agencies to revamp the brand's website.

Furthermore, I built a comprehensive vendor database, developed promotional material and participated in influencer collaborations. Through all these initiatives, I gained practical skills in brand management, experiential marketing, e-commerce integration and customer experience design.

This hands-on experience has not only deepened my understanding of consumer-centric branding but also reinforced my aspiration to drive innovation in the fashion and apparel industry.



SHALAKA PRABHU

CRISIL
(FINANCE INTERN)

PGDM FINANCE

As part of the summer internship program, I had the enriching opportunity to intern with CRISIL Ltd. in the Credit and Lending Solutions (CLS) - Integrated Credit Risk (Bilateral Credit Risk) division. This two-month offline internship gave me hands-on exposure to the world of credit risk analysis for large corporate entities.

My responsibilities included preparing detailed credit assessment reports, with a strong focus on analysing a company's financial health - particularly leverage, liquidity and cash flow generation. This involved assessing capital structure, debt servicing capacity and working capital efficiency. I also conducted peer benchmarking and ESG analysis to provide a holistic view of the borrower's risk profile. A key part of my work was building forward-looking financial models that projected revenue, EBITDA, free cash flows and key credit ratios.

These models, built using data from S&P Capital IQ and company disclosures, were instrumental in supporting global banking clients with prudent lending decisions. The reports I contributed to were delivered to clients after thorough internal review.

One of the most rewarding outcomes of this internship was converting it into a Pre-Placement Offer (PPO), a milestone that reinforced my learning, performance and professional growth during the tenure.

Beyond technical skills, this internship significantly strengthened my time management, analytical thinking, excel proficiency and ability to work with precision under tight deadlines in a high-performance corporate environment.

I am deeply grateful to CRISIL for providing such a valuable learning platform, to my mentors for their constant support and to the Corporate Relations Team at N. L. Dalmia Institute of Management Studies and Research for facilitating this opportunity.

VEDANT SONAR

PD CONSULTING
(FINANCE & INVESTMENT BANKING INTERN)

PGDM FINANCE



I gained practical experience in the fast paced world of dealmaking this summer while interning in the M&A division of a financial advising firm. I built valuation models including DCF & precedent transaction analysis, created investment decks and created pitchbooks and teasers for buy-side and sell-side mandates while collaborating with seasoned investment bankers to support live transactions. My duties included estimating synergy, target company profile and industry benchmarking. I worked with others to prepare confidential information memorandums, actively participated in internal deal negotiations and assisted in evaluating deal structuring possibilities based on financing, tax and regulatory factors.

Making a merger model simulation with accretion/dilution analysis was one of the trickiest challenges. It was evaluated by colleagues and added to a client deck. I gained a thorough understanding of term sheets, negotiation dynamics and the significance of strategic fit in inorganic growth in addition to technical modeling. I gained a comprehensive understanding of how boardroom financial decisions are made through this internship, which also helped me develop my analytical and strategic thinking skills.



ABHISHEK HEDA

J. R. LADDHA FINANCIAL SERVICES PVT LTD
(RESEARCH ANALYST INTERN)

PGDM FINANCE

During my summer internship at J R Laddha Financial Services as a Research Analyst Intern in the Wealth Management division, I gained invaluable practical exposure to analysing small, mid and large cap mutual funds. My primary role involved closely tracking fund portfolios, studying top stock holdings, sectoral allocations and understanding the investment philosophies of different fund managers. This helped me develop a deeper understanding of how market cycles impact portfolio construction and asset allocation.

A significant part of my work included monitoring changes in portfolios over time - observing new stock entries, exits and exposure shifts - which improved my ability to spot trends and derive insights from fund factsheets. One of my key projects was developing a detailed scoring and ranking model to evaluate mutual

funds based on factors like portfolio quality, consistency, stock concentration and exposure to microcap stocks. This project taught me how to assess a fund's performance beyond just returns, by looking at underlying fundamentals and promoter activities.

Interacting with senior analysts and discussing their research approach gave me valuable practical knowledge about the due diligence that goes into building high-quality portfolios. I also learned how investor sentiment, corporate governance and promoter actions can influence valuations and fund manager decisions.

This internship helped me bridge the gap between theory and real-world application in wealth management and equity research. It strengthened my analytical thinking and has motivated me to further pursue a career in portfolio management and the asset management industry.



JHANVI SINHA

HOMEFIRST FINANCE COMPANY
(CREDIT UNDERWRITER INTERN)

PGDM FINANCE

As India continues to bridge the housing gap for low and middle-income families, lending institutions face the dual challenge of financial inclusion and risk management. This summer, I interned with Home First Finance Company (HFFC), a leading player in the affordable housing finance segment, where I gained first-hand exposure to the intricacies of consumer credit underwriting. My role involved analysing past non-performing asset (NPA) cases and conducting unstructured interviews with internal teams and channel partners to identify the root causes of loan defaults. I examined credit files, assessed income documents and evaluated borrower risk profiles to understand both quantitative and behavioural triggers for default. I learned to critically review parameters like CIBIL scores, FOIR, LTV ratios and the authenticity of supporting documentation, key indicators in determining a borrower's repayment capacity.

Additionally, I participated in the review of property-related risk factors, including builder credibility, property conditions and occupancy rates. I worked on identifying red flags such as unclear margin money sources, irregular employment histories, or over-reliance on informal loans, all of which influence credit decisions. Through interactions with HFFC employees, I also gained insight into socio-economic challenges like medical emergencies, seasonal income fluctuations and legal setbacks that contribute to repayment difficulties in the affordable segment. My findings helped shape a comprehensive set of risk-monitoring recommendations aimed at strengthening the underwriting process. This internship provided me with a nuanced understanding of credit behaviour at the grassroot level, blending financial analysis with human insight. It significantly strengthened my analytical thinking, risk assessment capabilities and appreciation for inclusive yet responsible lending practices.



SANSKRITI SHIWANKAR

KOTAK MAHINDRA BANK
(HR INTERN)

PGDM HR

During my summer internship at Kotak Mahindra Bank, I had the opportunity to work as an HR intern in the Learning and Development (L&D) team. My primary focus was on empowering employees transitioning into managerial roles. I developed two comprehensive handbooks to support grade transitions from Individual Contributor to First Line Manager and from First Line to Second Line Manager integrating models like Kotter's Change Model and Bridges' Transition Framework.

I also conducted interviews with transitioned employees and HR leaders to understand real-world challenges and crafted a PowerPoint presentation for the CHRO, highlighting key insights and recommendations.

This experience sharpened my analytical thinking, enhanced my communication skills and deepened my understanding of strategic HR practices.

Contributing to meaningful projects that impact leadership development was both challenging and rewarding. It reaffirmed my passion for creating structured tools that support employee growth and organisational development.



VANSHITA PUROHIT

SHRIRAM FINANCE
(HR INTERN)

PGDM HR

Let me take you on a journey that was as much about professional growth as it was about personal discovery. Beyond the fun and confusion, the internship at Shriram Finance (GMD) was a huge step for me. It was a chance to apply everything I had learned and to face the real-world challenges of Human Resources. It was a journey of understanding that HR isn't just about fun activities, it's about the serious business of building a strong workforce, one person at a time. The day I entered the office, my manager called me up and said, "We don't use AI here. AI in this company is the one who shouldn't be named." And I think he saw the colour in my face visibly fade out. I immediately cursed all those times my professor gave a task, and we used AI. After numerous hours of learning, deleting and crying, we would come up with a JD that would be the perfect fit.

Then comes one fine day when I must make a JD for a role. I go up the concerned employee and ask the basic questions to be able to formulate the outline and this man goes on ChatGPT, writes in JD for the role and gives me the most basic JD it gave to him. You know in movies how the person immediately starts looking like a god to us and there's a choir playing in the background and a light over their head? All of this faded the moment I saw my manager looking at us just disappointed and so, after all this chaos, all the learning and all the moments of being utterly confused, the two months ended so soon we did not even realise it. This internship was a learning experience much needed for us to land in the corporate journey with a pillow under our knees. That was my manager, not to stop me from falling, but to brace me for impact. And when I look back at it now, that's what I needed the most from my first corporate job.



SWEKSHA KATHIL

VODAFONE IDEA
(HR INTERN)

PGDM HR

My summer internship began on a very positive note with a warm welcome from the team at Vodafone Idea. On the first day, I met Kavya, who handles campus recruitment, Ritu, my primary point of contact throughout the internship and Satya, my mentor. With all formalities completed and equipment provided on day one, I smoothly transitioned into my role.

The internship offered a valuable mix of learning, challenges, and professional growth. It was my first time working with such large and detailed datasets, which helped me build a strong command over Excel. A key takeaway was the importance of organising data properly - naming files clearly and maintaining structure to ensure accessibility.

I learned that organising work while doing it is far more efficient than postponing it.

Working with Ritu was incredibly rewarding. Her ability to handle multiple responsibilities and meet deadlines consistently inspired me. Satya also played a crucial role, encouraging open communication and teaching me the importance of being proactive in a corporate environment. His advice on addressing challenges promptly helped shape my approach to professional responsibility.

Overall, the internship was a rich learning experience that improved my technical skills, communication and ability to perform under pressure, laying a strong foundation for my HR career.



RAMOLA YADAV

ANAND RATHI GROUP
(HR INTERN)

PGDM HR

My two-month internship at Anand Rathi Group, a diversified financial services conglomerate headquartered in Mumbai. I was associated with the Learning & Development (L&D) function under the Human Resource department. My project focused on conducting a comprehensive Training Needs Analysis (TNA) and developing competency mapping frameworks for various roles across the group's strategic business units.

The internship was executed in four phases.

In Phase 1, I conducted organisational research and analysed historical training data.

Phase 2, I involved detailed role analysis through job descriptions, and interviews with business heads, HR managers and employees to identify skill gaps.

In Phase 3, I categorised training needs into behavioural, functional and technical domains and developed role-wise competency matrices to align capability levels with business requirements.

In Phase 4, I mainly focused on documentation and reporting, where I prepared detailed reports, visual dashboards and presentations for leadership.

I gained practical exposure at enterprise-level TNA, stakeholder engagement and L&D reporting. The internship helped me enhance my proficiency in Excel, Power BI and MS Office.

Lastly, the internship gave me a proactive approach in a corporate setting and helped me learn through observation and mentorship.



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