



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

November Edition 2025

Goonj



COMMITTEE

COORDINATOR

CHIEF EDITOR



Devrat Saini



Gunjan Gulhane



Akash Anand

MEMBERS



Kapil Toshniwal



Sarvesh Mainkar



Drashti Paghadal



Uditi Garg



Sakshi Sharma



Rhea Kaur



Kanishka Lakhani

CONTENT

JUGAADU 2025	04
KONDGAON UTSAV 2025	05
SHIKHAR 2025	06
GUEST SESSION ON “YELLOW METAL OUTLOOK 2026 TRENDS, TRIGGERS AND MARKET OPPORTUNITIES”	07
AAHAN 2025	08
ECHOES OF MEDIA 2025	09



JUGAADU 2025



The Entrepreneurship Cell (E-Cell) of N. L. Dalmia Institute of Management Studies and Research successfully hosted its annual flagship event, “Jugaadu 2025,” on 19th September 2025 at the institute auditorium from 2:30 PM to 5:00 PM. The event, themed “Frugal Innovation and Strategic Management in Practice,” aimed to encourage creativity, practicality and entrepreneurial thinking among students.

The program began with a warm welcome by Prof. Dr. Monica Khanna (Director), Prof. Dr. Joyeeta Chatterjee (Dean Academics) and Prof. Anand Dhutraj (Faculty Head, E-Cell), who highlighted the significance of innovation and strategic problem-solving for aspiring managers.

The highlight of Jugaadu 2025 was an engaging session by Mr. Milan Ratilal Zatakia, Chairman and CEO of Millennium Aero Dynamics Pvt. Ltd. A seasoned leader in the aviation and defence industries, Mr. Zatakia shared his

entrepreneurial journey from humble beginnings to building a successful enterprise. He discussed the power of frugal innovation, adaptability and perseverance in overcoming challenges, urging students to approach entrepreneurship with creativity and integrity.

The event’s main segment featured a dynamic business case competition, where five teams - Blink & Think (Blinkit), Market Mavericks (Mamaearth), Zepto Pivoters (Zepto), Mind Mergers (Meesho) and Urban Catalysts (Urban Company) - presented strategies to help startups move from cash burn to profitability. After detailed evaluations, Blink & Think won the competition, followed by Zepto Pivoters and Urban Catalysts.

The event closed with a vote of thanks and the National Anthem, leaving participants inspired to pursue innovative and sustainable business models.

KONDGAON UTSAV 2025



On 19th September 2025, the MSR Committee of N. L. Dalmia Institute of Management Studies and Research organised Kondgaon Utsav - a vibrant celebration of local culture, sustainability and community collaboration. The event brought together students, faculty and the Kondgaon community, creating a lively environment filled with learning, tradition and cultural exchange. The Utsav featured 20 vegetable stalls set up by Kondgaon's local farmers and vendors, offering freshly harvested seasonal produce. The initiative promoted healthy living and encouraged students to understand the importance of supporting local agriculture. The stalls witnessed enthusiastic participation, as attendees enjoyed the opportunity to purchase nutritious vegetables directly from village growers. The event also highlighted the region's rich artistic heritage. Dedicated stalls displayed Warli paintings, handmade Warli art products and eco-friendly bamboo crafts such as baskets, pen stands, card holders and decor pieces. These exhibits not only

showcased the exceptional skills of local artisans but also promoted sustainable craftsmanship and traditional art forms. A major highlight of the evening was the traditional folk dance performance by the villagers, in which students joyfully joined in. This cultural exchange created an atmosphere of unity and celebration, capturing the true essence of the Utsav. The event was conducted under the guidance of Faculty-in-charge Dr. Nazia Ansari, with constant support from Prof. Dr. Seema Saini, CEO, faculty members and the Operations, Accounts, Marketing, Administrative and Support teams. Team MSR planned, coordinated and executed the initiative with dedication, ensuring a smooth and impactful event. Kondgaon Utsav proved to be a meaningful platform for empowering local vendors, fostering sustainable practices and strengthening community bonds. It left attendees with a deeper appreciation for regional culture, traditional art and the beauty of grassroots collaboration.

SHIKHAR 2025



Shikhar, the flagship national-level paper presentation competition of N. L. Dalmia Institute of Management Studies and Research, is celebrated every year in memory of Late Shri Niranjnlaji Dalmia. Organised by the General Management Committee, the event brings together students from top B-schools across India to present research-driven insights and innovative solutions to contemporary issues.

Shikhar serves as a platform to encourage critical thinking, analytical reasoning and creativity. Participants showcase their ability to connect theory with real-world business challenges through well-structured research papers backed by data and practical application. The event not only promotes healthy competition

but also fosters knowledge exchange and intellectual collaboration. Over the years, Shikhar has seen enthusiastic participation from premier management institutes, establishing itself as one of the most prestigious academic contests in the B-school circuit. It allows students to sharpen their research, presentation and problem-solving skills, while gaining exposure to diverse managerial perspectives.

By bridging academia and industry, Shikhar empowers future business leaders to engage with current challenges, propose impactful strategies and contribute meaningfully to the larger discourse on economic and managerial development.

GUEST SESSION ON “YELLOW METAL OUTLOOK 2026: TRENDS, TRIGGERS & MARKET OPPORTUNITIES”



On 22nd November 2025, the Finance Forum of N. L. Dalmia Institute of Management Studies and Research conducted an insightful guest session for first-year PGDM Finance students on “Yellow Metal Outlook 2026: Trends, Triggers & Market Opportunities.” The session was led by Mr. Ajay Kedia, Founder & Director of Kedia Advisory and a respected expert in commodity markets. The event began with a warm welcome by Ms. Janhavi Goswami, followed by a token of appreciation presented to Mr. Kedia by Prof. Dr. Jyoti Nair.

Mr. Kedia opened the discussion with a compelling question: “Do Indians buy gold?” He explained that unlike in most global markets where gold is primarily considered an investment asset, in India it is largely consumed culturally. This mindset, he noted, limits gold’s potential as a strategic financial instrument despite its qualities of liquidity, safety, and long-term value. Highlighting past trends, he pointed out that during the 2020 market correction, gold acted as a strong safe

haven while equities declined, demonstrating its importance in diversified portfolios.

He emphasised the seasonal and cultural dynamics influencing gold demand, especially peaks during Diwali and the wedding season. Comparing gold with silver, Mr. Kedia highlighted that silver has vast industrial applications - such as in EVs, solar panels, and semiconductors - while gold remains predominantly held in bullion form. Mr. Kedia linked gold’s recent resilience to geopolitical tensions, global recession concerns, and increasing central bank gold reserves. For portfolio construction, he suggested allocating 18—20% to gold while focusing on long-term trends. He also touched upon hedging behaviour, temple gold reserves, and the rising significance of copper as the “new gold.”

The session concluded with an engaging Q&A, followed by a vote of thanks delivered by Prof. Dr. Seema Saini.

AAHAN 2025



AAHAN 2025, organised by N. L. Dalmia Institute of Management Studies and Research, provided a prestigious platform for students to present their internship experiences, professional learnings and research-oriented projects, bridging the gap between academic knowledge and industry practices. The event spanned from July 31st to August 25th, 2025 and featured a structured multi-level competition that included a Viva Round, Semi-Finale and Grand Finale, evaluating students on technical knowledge, research quality, presentation skills and professional competence.

Students showcased projects across diverse domains such as finance, marketing, operations, sustainability and data analytics, demonstrating their ability to apply theoretical concepts to real-world challenges. Judging criteria emphasised not only technical rigor and innovation but also critical thinking, adaptability, teamwork and leadership skills. The event also included feedback sessions from

industry experts, fostering peer learning and providing valuable insights for further improvement.

Winners were recognised with cash prizes, trophies and certificates, while all semi-finalists and finalists received Certificates of Participation. Faculty mentors were honored for their guidance throughout the students' internship journeys. Participation in AAHAN added significant value to students' resumes, enhancing their academic and professional credentials while building confidence in public speaking and analytical skills.

Overall, AAHAN 2025 has set a new benchmark for student achievement and readiness for the professional world, evolving from a competition to a comprehensive learning and networking experience. The event highlighted the institute's commitment to fostering research orientation, industry engagement and holistic student development.

ECHOES OF MEDIA 2025



“Echoes of Media” was a flagship event designed to immerse participants in the fast-paced, unpredictable world of media and crisis communication. The central ideology behind the event was to test how aspiring marketers, PR professionals and media enthusiasts respond under pressure when faced with real-time brand crises. It aimed to develop strategic thinking, teamwork and creativity in handling unpredictable public scenarios. Breaking away from traditional competitions, the event introduced an innovative simulation-based format. Participants acted as PR teams of a fictional company, “XYZ,” tasked with addressing viral crises inspired by real-life industry incidents - from influencer controversies to product backlash. Instead of merely proposing solutions, teams enacted them live in a newsroom-style setting, transforming theoretical cases into experiential learning moments that blended realism, pressure and entertainment. The planning unfolded in three phases.

During concept development, the Media Committee brainstormed multiple scenarios and selected seven compelling cases. Pre-event preparation involved creating short crisis briefs, defining PR roles and setting up the live presentation structure with judging criteria focusing on creativity, realism, communication and brand alignment. On event day, teams presented their crisis-response strategies through dynamic press briefings and live media updates, showcasing a range of tones from humorous to professional. Judges evaluated them on creativity, storytelling and engagement. Students experienced firsthand how narratives can shape public perception and how brand reputation depends on strategic communication. It transformed chaos into creativity and strengthened participants’ understanding of real-world media dynamics - proving that the true test of communication lies not in avoiding crises but in how effectively one responds to them.

Goonj



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

📍 Srishti Complex, Sector I, Mira Road (E), Mumbai Metropolitan Region - 401 107, Maharashtra, India.

☎ +91 22 4299 0033 | ✉ goonj@nldalmia.in