

NMIMS KNOWLEDGE TRENDSETTERS

“Reading in the Age of Reels: Reviving
Deep Reading Habits”



This newsletter is brought to you by

Team Library



Libraries are known as gateways to knowledge. This newsletter aims to communicate information of various fields at one place which will help to improve the knowledge of the users.

PREFACE

Dear Reader,

A step forward in knowledge sharing, the NMIMS Library has always been dedicated to meeting its users' needs by providing excellent information services and a collection of literature. By serving as hubs of knowledge and expertise, libraries empower researchers to effectively explore, evaluate, and utilise information in their scholarly pursuits, ultimately advancing knowledge and innovation.

We are presenting the **2nd issue of Volume 5** of our Library Newsletter, "**NMIMS Knowledge Trendsetters,**" wherein this quarter's theme is "**Reading in the Age of Reels: Reviving Deep Reading Habits.**" This newsletter explains how to cultivate reading habits in 30 seconds on reels, the challenges, and how to address them.

This issue explores how, as screens became our primary pastime, endless scrolling increasingly competed with books. This shift raises a question about how we can revive deep reading habits in the age of reels. With awareness and effort, we can revive deep reading habits and ensure that meaningful engagement with ideas continues to thrive in the digital era.

The issue includes campus-wise library events, a user guide for the database, and other exciting updates from our NMIMS libraries across campuses.

Happy reading!
Thank you all for your active support,
Stay tuned!

IN THIS ISSUE

<i>About Reading in the Age of Reels: Reviving Deep Reading Habits</i>	<i>Impact of Reel on Reading Habits</i>	<i>Faculty and Students Perspectives</i>
<i>Library Events</i>	<i>Guide to Use Database</i>	<i>News Updates</i>



Reading in the Age of Reels

Nowadays, many people spend their free time watching reels and short videos on social media. These videos are quick, entertaining and easy to watch, so people keep scrolling from one video to another. Because of this habit, many of us are slowly losing the patience to sit quietly and read a book or a long article. Reading, which once used to be a common habit, is now becoming less frequent, especially among young people.

However, deep reading is very important. When we read slowly and carefully, we understand things better, improve our thinking, and gain more knowledge. Reading also helps us imagine situations, learn new ideas and develop concentration. In today's fast-moving digital world filled with reels and short content, it is important to bring back the habit of deep reading so that we can learn more and grow as individuals.



Social Media as a Reading Promoter

Reading has always played a central role in human culture, from ancient scrolls and handwritten manuscripts to printed books and now digital screens. Across centuries, the way people read has evolved dramatically. In the earliest periods, reading was rooted in oral tradition. Stories, histories, and lessons were shared aloud in families, villages, and learning centres. As written texts on papyrus, palm leaves, and parchment became more common, particularly in historic libraries like the Library of Alexandria, reading shifted toward a personal, reflective experience.

The invention of the printing press in the 15th century marked a turning point. Books became more affordable and widely available, empowering ordinary people, not just scholars or clergy, to read independently. This era nurtured habits of deep reading, critical thinking, and scholarly inquiry.

The 20th century brought new forms of media, such as radio, television, and computers, that accelerated the flow of information. Yet, reading remained central to learning, imagination, and personal growth. In the 21st century, the rise of the internet and smartphones transformed reading again. People began accessing news, stories, and books anywhere, anytime. More recently, short-form video platforms like TikTok, Instagram Reels, and YouTube Shorts have introduced ultra-brief, visually engaging content. Many now scroll through ideas and narratives in 30–60 second bursts rather than sitting down with long reads.

Continue...

This shift has brought challenges shorter attention spans, constant distraction, and a preference for quick consumption. But it has also created an unexpected and powerful change:

Social media has started promoting reading in a way few traditional platforms could. Social Media and Reading: A Modern Partnership

Today, social media is one of the strongest forces influencing the reading habits of young people. Platforms like TikTok, Instagram Reels, and YouTube Shorts have turned books into trends, conversations, and shared experiences. For many students, social media is not replacing reading it is guiding them toward books they may never have discovered otherwise.

Greater Discoverability:

Short videos and creative posts make books visible and appealing. A 20 second reel can reach thousands instantly, sparking curiosity and often leading students to borrow, buy, or bookmark a title. Many libraries and publishers have seen dramatic increases in circulation for books featured in #BookTok trends.

A Community of Readers:

Social media cultivates reading communities where students exchange opinions, celebrate favourite titles, and motivate one another. What was once a solitary hobby has become an exciting, communal activity supported by digital conversation.

A Bridge Between Short Content and Deep Reading:

Though reels are brief, they frequently act as gateways to deeper engagement. A quick preview may inspire a student to explore the full book through the library or e resources.

Social media often provides the spark, and reading becomes the fire.

Where Challenges Remain

Despite its strengths, social media cannot replace meaningful reading. Some concerns include:

- Continuous scrolling can weaken attention and focus.
- Very brief previews may encourage skimming rather than true comprehension.
- The urge for likes may shift reading from understanding to simply “displaying” a book.

How Libraries Can Lead the Way

Academic libraries are well positioned to encourage intentional, thoughtful reading. They can:

- Share posts explaining the academic value of particular books.
- Organize reading challenges, campaigns, and online discussion spaces.
- Collaborate with student leaders to post book reviews, reflections, and reading journeys.

When used purposefully, social media becomes a tool not just for promotion but for cultivating a strong reading culture.

How Students Can Benefit:

- Note down recommended books and check your library catalogue or e resources.
- After finishing a book, write a short reflection to strengthen comprehension and memory.
- Let social media inspire you but explore beyond the screen for deeper understanding.

Reading has continuously adapted from scrolls to print, from screens to social platforms. Today, the challenge is not to resist these changes but to use them wisely. Social media can spark curiosity, connect readers, and bring books into everyday conversation. When paired with thoughtful reading habits, students can enjoy the best of both worlds the energy of digital culture and the depth of real reading. By embracing both, we can build a vibrant reading future where technology and tradition work together to inspire lifelong learners.

By

Ms. Pankti Anil Dedhia,

Library Assistant,

ASMSOC, Mumbai

Reading in the Age of Reels: Reviving Deep Reading Habits

In the modern era, due to increasing technology, there has been a large-scale mechanization in all fields, due to which network facilities are easily available in every corner of the world and almost all citizens have updated smart phones. If individuals in the society need any information or data, it is easily available to them on their technical devices. Due to increasing modern devices, we can see that the use of libraries has decreased to a large extent, as a result of which public libraries have closed and for that reason, academic libraries are also providing a large number of digital tools for their readers. We are seeing that the eagerness, need and availability of readers to read books has decreased to a great extent due to digital tools. By providing different books in addition to the curriculum to the readers of the library, proper guidance and efforts should be made by the library to create the habit of reading among the readers once again. For example, by implementing activities like author talk, book exhibitions, mobile libraries, Library Quest: Adventures in Reading and book exchanges, readers should be attracted to the library, only then will the habit of reading books be revived among the readers in the current era.

By
Mr. Ramkrishna Desai,
Library Assistant,
R. M. Desai Library

From Reels to Real Reading

In today's fast moving digital world attention span are getting shorter. Reels, short videos and quick contents rule our world. In seconds, we get information but we miss deep understanding. That's why the habit of deep reading is important in such a scenario.

Deep reading means reading slowly and with focused. It helps readers to analyse, think critically and understand more deeply. Deep reading improves concentration, memory and overall intellectual growth. However, digital distraction has challenged deep reading. Constant notification, quick entertainment makes it harder to focus. Many readers prefer short summaries to the full text. While digital media is convenient, it cannot replace the benefits of reading book.

Libraries play a vital role in reviving the culture of deep reading. Quiet Spaces, Reading Zone, Book display, Book reviving competitions, Book clubs, Book exchange schemes etc. all encourages readers to spend quality time books. Good collections support meaningful reading. Librarians also help students to maintain balanced reading habits by promoting both academic and leisure reading.

Students and teachers can revive reading culture through simple practices. Setting aside some time daily for uninterrupted reading. Beginning with short chapter and gradually increasing the duration. Reducing distraction by keeping devices away. Taking notes while reading can improve retention and reflection. Technology is not disruptive. When used wisely, Digital Platform, e-books and audio books can support deep reading. The ultimate goal is balance and can achieved through fast content for quick reading and deep reading for better understanding.

In the age of reels and quick content, deep reading remains a powerful tool for knowledge, creativity and lifelong learning. By consciously nurturing this habit, Librarians and readers can preserve this culture.

By
Mr. Sandeep K. Surve,
Library Assistant,
NSOMASA

Reading in the Age of Reels: Reviving Deep Reading Habits



Today, many people spend a lot of time watching short videos and reels on platforms like Tik-Tok, Instagram, and YouTube. These videos are usually fast, colourful, and exciting. They are designed to grab our attention in just a few seconds. Because they are short and entertaining, it is easy to keep watching one video after another without even noticing how much time has passed. While this kind of content can be fun and sometimes informative, it can also affect our ability to focus for a long time. When we get used to quick and constant entertainment, our minds may find it harder to sit quietly and think deeply.

In contrast, deep reading is a slow and careful process. It requires focus, patience, and imagination. When we read a book, we take time to understand the ideas, the characters, and the message of the writer. Deep reading helps us understand complex topics more clearly. It also builds empathy because we learn to see the world through different perspectives. For example, reading stories about different cultures, lives, and struggles allows us to connect with others on a deeper level. Unlike short videos, books do not rush us. They encourage us to pause, reflect, and think carefully.

This does not mean that short-form media is completely bad. Short videos can teach new skills, share news quickly, and provide relaxation after a long day. The key is balance. If we only consume fast content, our attention span may become shorter. But if we set aside quiet time each day for reading, we can train our minds to focus better. Choosing books, turning off notifications, and creating a calm environment can help rebuild our concentration. In today's fast-moving world, deep reading is more important than ever. It helps us stay thoughtful, informed, and aware. By balancing entertainment with meaningful reading, we can enjoy modern media while also developing a stronger and clearer mind.

By
Ms. Neeta Dhawde,
Assistant Librarian,
BSSA, Mumbai

Turning Pages to Swiping Screens

Are reading habits among young generations really declining due to various ICT tools? But it is difficult to directly blame reels, short videos, shorts, or Tik-Tok for this behaviour. While these platforms are frequently criticized for reducing attention spans, they also offer opportunities for learning when used effectively. When used effectively, these platforms can spark curiosity and promote reading habits among students.

The library at Mukesh Patel School of Technology Management and Engineering has consistently stayed at the forefront of adopting technology to benefit its users. By integrating digital platforms and innovative strategies, it can transform potential distractions into powerful tools that enhance students' reading habits rather than diminish them.

As part of this initiative, library professionals circulate a digital copy of a selected title each week through the "Book of the Week", thereby encouraging regular reading among students. To further promote active participation, the library organized the "Book in a Minute Challenge – Showcase Your favourite Book," inviting students to present a brief video review lasting 15- 60 seconds. The initiative received a positive response from participants.

Presented below are selected screenshots from students' short videos of *Whale Done!* by Ken Blanchard, reflecting their enthusiastic engagement with the reading promotion activity.



In the future, the library plans to organize similar initiatives to encourage students further to enhance their reading habits, develop storytelling abilities, and strengthen their public speaking skills.

Conclusion: Digital platforms are neither inherently good nor bad; their impact depends on how effectively they are utilized. Even conference events and academic initiatives are increasingly leveraging these platforms, incorporating engaging, often humorous short videos and concise educational content to reach and connect with audiences. When used thoughtfully, such media can serve as valuable tools to complement traditional learning and promote meaningful engagement.

By
Library Team,
MPSTME, Mumbai

Faculty and Students Perspectives

Reading in the Age of Reels

Here is a story of Ms. Aria, a dreamer lost in the digital haze, who one day rediscovered *The Alchemist* by Paulo Coelho - a timeless tale of following one's heart across deserts of doubt.

She cracked it open amid her reel frenzy: endless, empty scrolls of fleeting dances, filtered faces, and viral noise that promised joy but delivered only addiction and ache. Reels were thieves - stealing hours, scattering her focus like confetti, leaving her mind fragmented, unfulfilled, craving more of nothing.

But the book? A loyal companion. Coelho's words flowed deep, painting vivid quests that stirred her soul, sparked self-discovery, and lingered like a trusted friend's whisper. No ads hijacked the journey; each chapter built empathy, wisdom, resilience that reels could never mimic. Aria read on, nights unfolding into personal epic happiness and satisfaction, her world expanded beyond the screen's shallow trap.

Feel your scrolling heart quicken as the narrative pulls you in, page by page, forging unbreakable bonds. Gradually, reels faded; books became her sanctuary.

Moral: In a world of fleeting distractions, let books be your gentle guide and true companion to nurture the depths of the reality that reels can never reach.



By
Siddharth Patel,
Lecturer,
SPPSPTM, Mumbai

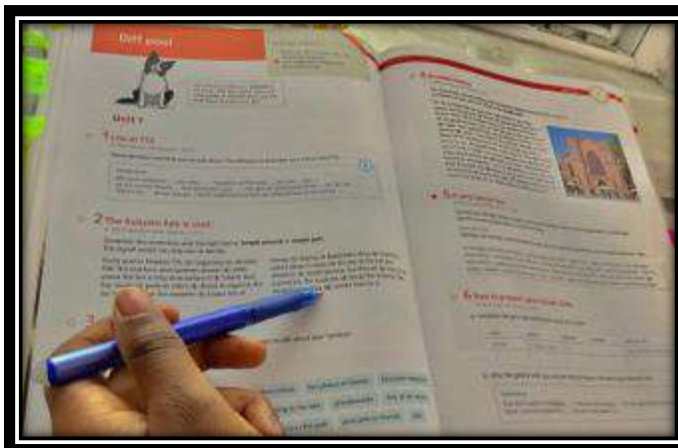
Reading in the Age of Reels: Reviving Deep Reading Habits

The pleasure and the task of reading comes naturally to those who developed this habit in their childhood. When I was in school, we had a circulating library whose monthly subscription meant that we could do "poora paisa vasooli" Only if we borrowed one book every day, 30 days a month. Devouring pictorial comic books with favorites being Archie, Asterix and obelix, TinTin, Phantom, Mandrake, Amar Chitra Katha, etc. As we became older, we became faster readers completing one Nancy. Drew or hardy. Boys novel in a day.

This interest in comic books had an unusual outcome - the newspapers had comic pages even then. That meant we had to take the daily newspaper and open it to read. This daily reading of newspapers boosted our general knowledge - while also instilling in us to do some daily reading, which continues to this day, as I read the daily newspaper and books too.

In the earlier 2 generations, they had no 24-hour television - and only one channel, Door darshan. And today, 24-hour satellite television, the Internet and world wide web has so much information and entertainment that children grow up without any exposure to reading books. YES, these new age utilities are the new source of information (and fake news), entertainment (and social media addiction), but they simply cannot ignore the printed book when it comes to heavy, deep, and intense study of important subjects. In the future the books will be read on a kindle or other tablet. Readers, but they will be books, not 2-minute packaged infomercials. Akin to 2-minute noodle lunches)

Therefore, to wind up this article, I would suggest all students to develop the habit of reading perhaps with something as easy as reading newspapers and magazines, and your textbooks (twice over, for ideal learning) Moreover, to enjoy this activity. Soon you will develop a love affair with books that will enrich your lives...something that the great Oracle of Omaha, Warren Buffet did even in his nineties. For Deep learning of a subject, it is ideal to read a book thrice. First understanding the outline, thereafter a second reading in detail of the chapters concerning your work. In addition, a last time to read and make notes and keep the memory alive.



By
John Monterio
Research Scholar,
ASMSOC, Mumbai

Library Events

‘वाचन संकल्प महाराष्ट्राचा’ (Vachan Sankalpa Maharashtra) Celebration 12th to 17th January 2026

NMIMS Central Library actively celebrated “Vachan Sankalpa Maharashtra,” an initiative by the Department of Higher and Technical Education, Government of Maharashtra, by organizing a special book display from 12th to 17th January 2026. The display showcased 100 Essential Reads for Every Mind, along with a thoughtfully curated selection of motivational and Harvard-recommended books, aimed at fostering a culture of reading and lifelong learning among library users. The initiative encouraged students and faculty members to explore diverse literary perspectives, enhance critical thinking, and develop informed reading habits. It also served as a platform to promote intellectual curiosity and self-driven learning beyond the classroom. Through this activity, the library reaffirmed its commitment to supporting academic excellence, personal growth, and the broader reading movement envisioned by the Government of Maharashtra.

By
Library Team,
Central Library, Mumbai



Bloomberg Workshop at NMIMS, Bengaluru 13th January 2026

NMIMS Bengaluru organized a Bloomberg Workshop on 13th January 2026, aimed at familiarizing participants with the Bloomberg Terminal, with a particular focus on Bloomberg Market Concepts (BMC) and Environmental, Social, and Governance (ESG) analytics. The workshop offered a comprehensive overview of the core functionalities of the Bloomberg Terminal, including an introduction to BMC certification modules and the application of ESG data in investment analysis and academic research.

Participants participated in hands-on learning sessions that enabled them to navigate key Bloomberg functions, interpret market indicators, and analyse ESG scores and sustainability metrics across industries and companies. The workshop was thoughtfully designed to enhance financial literacy, support data-driven academic research, and strengthen career readiness in finance, economics, and related fields. Through this initiative, NMIMS Bengaluru reaffirmed its commitment to equipping students and faculty with industry-relevant analytical tools and promoting informed, responsible decision-making in the evolving global financial landscape.

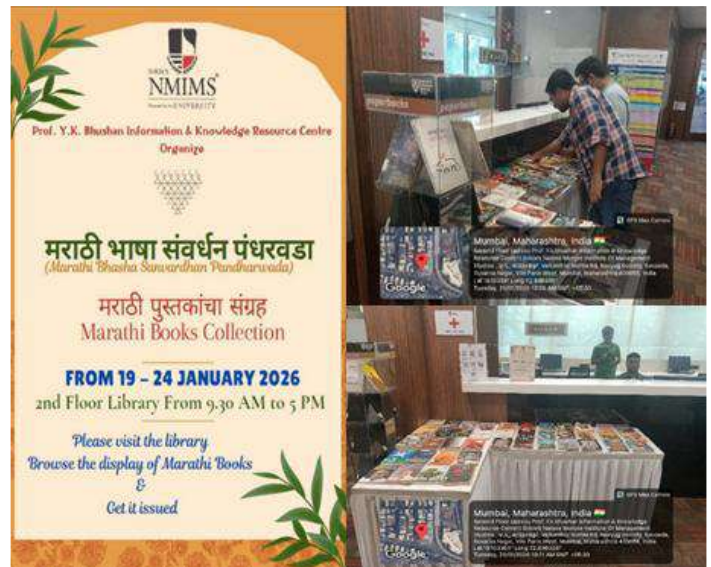
By
Library Team,
NMIMS, Bengaluru



‘मराठी भाषा संवर्धन पंधरवडा’ (Marathi Bhasha Sanvardhan Pandharwada) 19th to 24th January 2026

In observance of Marathi Bhasha Sanvardhan Pandharwada (मराठी भाषा संवर्धन पंधरवडा), the NMIMS Library, Prof. Y.K. Bhushan Information & Knowledge Resource Center, organized a special activity by curating an exclusive collection of Marathi language books from 19th to 24th January 2026. This initiative aimed to promote the richness, heritage, and literary excellence of the Marathi language among students, faculty, and staff. The curated collection featured a diverse range of Marathi literature, including classics, contemporary works, poetry, biographies, and thought-provoking writings by renowned Marathi authors. The activity encouraged library users to explore Marathi literature, strengthen their linguistic roots, and appreciate the language's cultural significance. Through this initiative, the library reaffirmed its commitment to language preservation, cultural awareness, and the promotion of regional literature within the academic community.

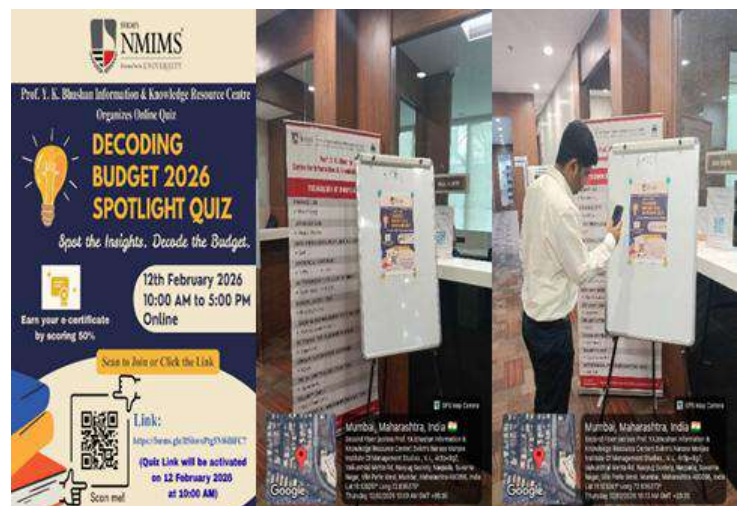
By
Library Team,
Central Library, Mumbai



Decoding Budget 2026 - Spotlight Quiz 12th February 2026

NMIMS Central Library organized the “Decoding Budget 2026 Spotlight Quiz” on February 12, 2026. The objective of the quiz was to enhance students’ awareness and understanding of the Union Budget 2026 and encourage learning through an engaging online format. The quiz consisted of 10 multiple-choice questions based on key highlights and announcements from Budget 2026. Students from various programs participated enthusiastically throughout the day. Participants were awarded an e-certificate of participation. The event received an excellent response, reflecting strong student interest in national economic developments. The initiative helped promote financial literacy and encouraged students to stay informed about major policy decisions. The quiz concluded successfully, achieving its goal of fostering awareness and engagement with the Union Budget 2026. The activity also provided participants with an opportunity to test their analytical skills and understanding of fiscal policy in a concise and interactive manner. Overall, the quiz reinforced the library’s role in promoting informed citizenship and academic curiosity on contemporary economic issues.

By
Library Team,
Central Library, Mumbai



Chhatrapati Shivaji Maharaj Jayanti at MPSTME, Mumbai 19th February 2026

Library Team of MPSTME, Mumbai, cheerfully celebrated the birth anniversary of the Legendary Warrior, Chhatrapati Shivaji Maharaj, on 19th February 2026 in the library. To mark this significant occasion, the library organized on the Rangoli Competition Theme “The Legendary Warrior – Chhatrapati Shivaji Maharaj.” The event aimed to honour the life, courage, leadership, and vision of the great Maratha ruler while encouraging creativity and cultural expression among students. Students enthusiastically participated in the competition and beautifully depicted themes inspired by the life, valour, forts, and legacy of Shivaji Maharaj through vibrant and artistic Rangoli designs. The library premises were adorned with colourful creations, reflecting respect and admiration for the iconic leader. The Library Team extends sincere thanks to all students and staff members who contributed to making this celebration meaningful and memorable.



By
**Library Team,
MPSTME, Mumbai**

Chhatrapati Shivaji Maharaj Jayanti at Central Library, Mumbai 19th February 2026

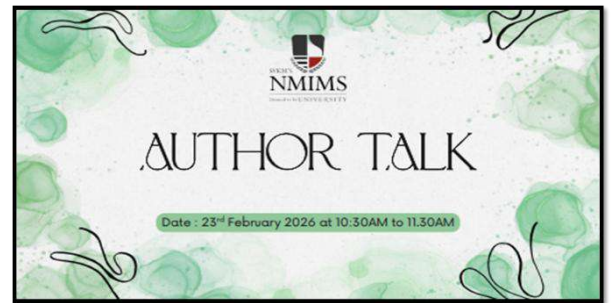
On February 19, 2026, the NMIMS Central Library commemorated Chhatrapati Shivaji Maharaj Jayanti to pay tribute to the remarkable legacy of the legendary Maratha warrior and visionary leader. The observance began with a solemn ritualistic pooja of the statue of Chhatrapati Shivaji Maharaj, symbolising deep reverence and scholarly respect for his enduring ideals of courage, justice, and enlightened governance. This ceremonial homage served as a reflective moment for the academic community, reinforcing the cultural and historical significance of Maharaj’s life and leadership. The event was thoughtfully designed to educate and inspire students, faculty, and staff by highlighting Maharaj’s significant contributions to progressive administration, military strategy, and the preservation of cultural heritage. Through this celebration, the library sought not only to honour his enduring influence but also to encourage critical engagement with his principles, thereby inspiring future generations to embody his values in contemporary academic and civic pursuits.



By
**Library Team,
Central Library, Mumbai**

Author Talk - "Perspective: Healing Mind One Thought at a Time" 23rd February 2026

NMIMS Indore Campus Library organized an Author Talk on 23rd February 2026 titled "Perspective: Healing Mind One Thought at a Time" with the objective of fostering intellectual engagement, promoting reflective thinking, and encouraging a culture of reading and authorship within the academic community. The session featured Dr. Kiran Gehani Hasija, who shared profound insights into her book, discussing its central themes, conceptual framework, and the personal and professional inspirations that shaped her writing journey. The talk provided participants with an opportunity to explore the significance of mindful thought processes, mental well-being, and self-awareness from both literary and psychological perspectives. The event was conducted under the esteemed guidance of the Director and Deputy Registrar, whose support underscored the institution's commitment to holistic education and scholarly enrichment. The program witnessed active participation and was well received, reinforcing the role of the library as a hub for intellectual exchange and lifelong learning.

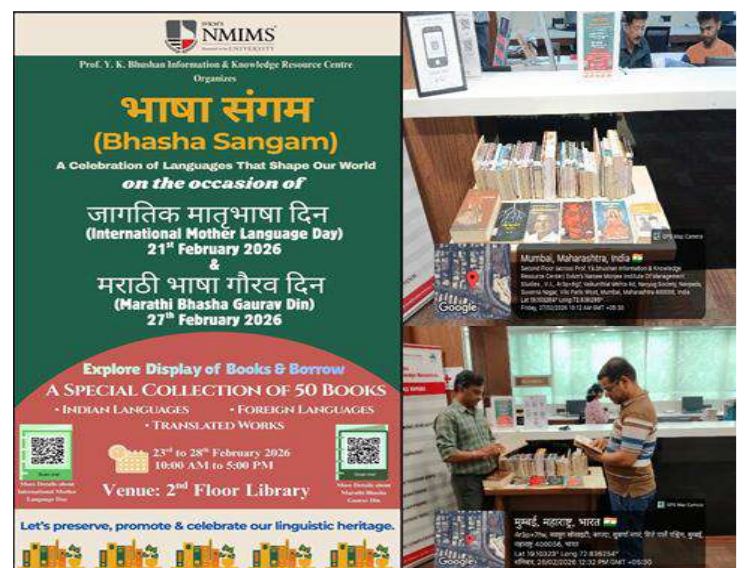


By
**Library Team,
NMIMS, Indore**

Bhasha Sangam a Celebration of Languages That Shape Our World 23rd to 28th February 2026

NMIMS Central Library organized 'Bhasha Sangam' between 23rd and 28th February 2026, marking the celebration of जागतिक मातृभाषा दिन (International Mother Language Day) and मराठी भाषा गौरव दिन (Marathi Bhasha Gaurav Din). The event highlighted the importance of linguistic diversity and the cultural richness embedded in world languages. As part of the celebration, a curated display of 50 books was arranged in the library, featuring selected titles from Indian and foreign languages, as well as translated works. The display aimed to encourage students and staff to explore literature beyond boundaries and appreciate the unity created through languages. Visitors actively engaged with the collection, exploring and borrowing books of their interest. The initiative received positive participation from students, faculty members, and staff. Through Bhasha Sangam, the library successfully promoted the value of multilingualism and inspired readers to reflect on the power of languages that shape our world.

By
**Library Team,
Central Library, Mumbai**



Library CSR Activity: Educational Material Distribution Drive 9th March 2026

NMIMS Navi Mumbai Library Team organized an Educational Material Distribution Drive on 9th March 2026 as part of its Corporate Social Responsibility (CSR) initiatives. The drive was conducted in the tribal villages of Wagheri and Golagani in Raigad District, with the objective of promoting educational access and supporting underprivileged students from tribal communities. The initiative was carried out with the active collaboration and logistical support of the Tapasya Kala Foundation, enabling effective outreach in remote and underserved areas. During the drive, the library team distributed educational kits to tribal students, including essential learning materials such as tiffin boxes, notebooks, writing pads, and other supplies. These resources were carefully selected to address basic academic needs and encourage regular school attendance and learning continuity. The initiative significantly improved access to fundamental educational materials, thereby supporting students in their academic pursuits and motivating them to continue their education.

By
Library Team,
NMIMS, Navi Mumbai



Essay Writing Competition 12th March 2026

NMIMS Bengaluru Campus Library organised the Essay Writing Competition on 12th March 2026 with the objective of encouraging critical thinking, legal awareness, and scholarly expression among students. The competition focused on the following contemporary and socially relevant themes:

- **Law as a Tool for Social Justice**
- **Defamation in the Digital Age: The Challenge of Social Media Accountability**

The selected topics provided participants with an opportunity to analyse the evolving role of law in addressing social inequalities and the emerging legal challenges posed by digital platforms and social media. A significant number of students actively participated in the competition, presenting well-researched and thought-provoking essays that reflected both academic rigour and social concern. The event witnessed enthusiastic engagement from the student community and was successfully conducted, fulfilling its aim of fostering legal literacy, ethical awareness, and informed discourse on contemporary legal issues.

By
Library Team,
NMIMS, Bengaluru



Book Exhibition at ASMSOC Library 12th and 13th March 2026

ASMSOC Library organized a Speaker Session and Book Exhibition – 2026 on 12th and 13th March 2026 with the aim of promoting academic enrichment, industry exposure, and a strong reading culture among students and faculty members. As part of the academic initiative, a Speaker Session titled “Shaping Tomorrow’s Success Today” was conducted on 12th March 2026 at the ASMSOC Library, focusing on the book “Predictive Analytics in Investment and Portfolio Management.” The session featured eminent speakers Dr. Mangesh Nigudkar and CMA Sarvottam Rege, who shared valuable insights on the application of predictive analytics in financial decision-making, portfolio optimization, and contemporary investment strategies. In continuation of the academic engagement, the Book Exhibition 2026 was organized on 12th and 13th March 2026 at the ASMSOC Library in collaboration with the Book Lovers Club and exhibited by Neha Books. The exhibition was inaugurated on 12th March 2026 and featured an extensive collection of academic books, fiction and non-fiction titles, motivational literature, communication skills resources, and self-help books. The exhibition attracted enthusiastic participation from students and faculty, providing them with an opportunity to explore a wide range of quality reading materials that support both academic learning and personal development. Overall, the combined initiatives were a great success and reinforced the ASMSOC Library’s commitment to fostering knowledge dissemination, industry awareness, lifelong learning, and intellectual growth within the campus community.

By
**Library Team,
ASMSOC Library**



World Theatre Day Celebration at Central Library, Mumbai 27th March 2026

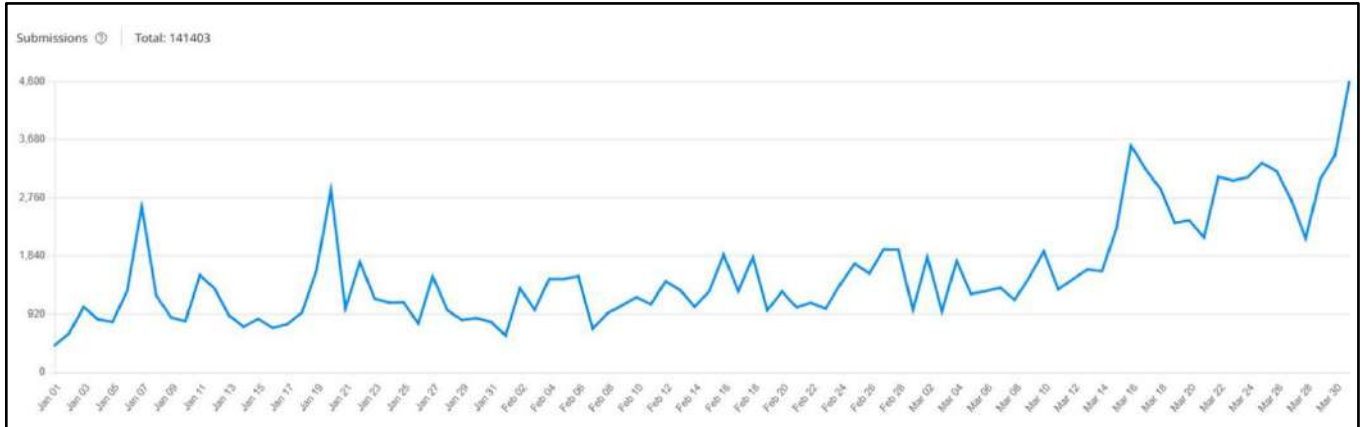
NMIMS Central Library successfully organized a special event to celebrate World Theatre Day on 27th March 2026. The purpose of the celebration was to highlight the richness of theatre, its cultural significance, and the enduring influence of dramatic literature on cinema and performing arts. A themed display of books titled “Unmask the Stories Behind Stage and Screen” was arranged in the library, showcasing books that have been adapted into plays, drama, and films. The display featured a thoughtfully curated selection of literature, including classic plays, theatrical scripts, and novels that have inspired well-known films and stage productions. Students visited the display, browsed the collection, and discussed the adaptations they had seen or read about. Many showed interest in borrowing books, particularly titles connected to theatre and cinema studies. The celebration of World Theatre Day 2026 successfully fulfilled its objective of inspiring creativity, promoting reading habits, and connecting learners with the world of drama and performing arts. The library team’s efforts to curate and promote the theme were appreciated by students, faculty, and staff.

By
**Library Team,
Central Library, Mumbai**

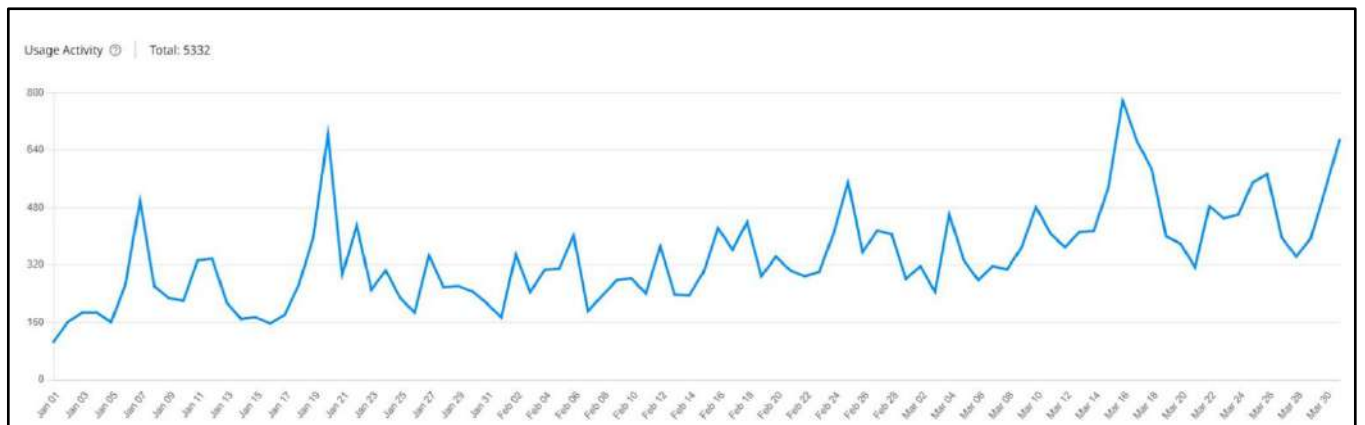


Turnitin Usage of the Quarter

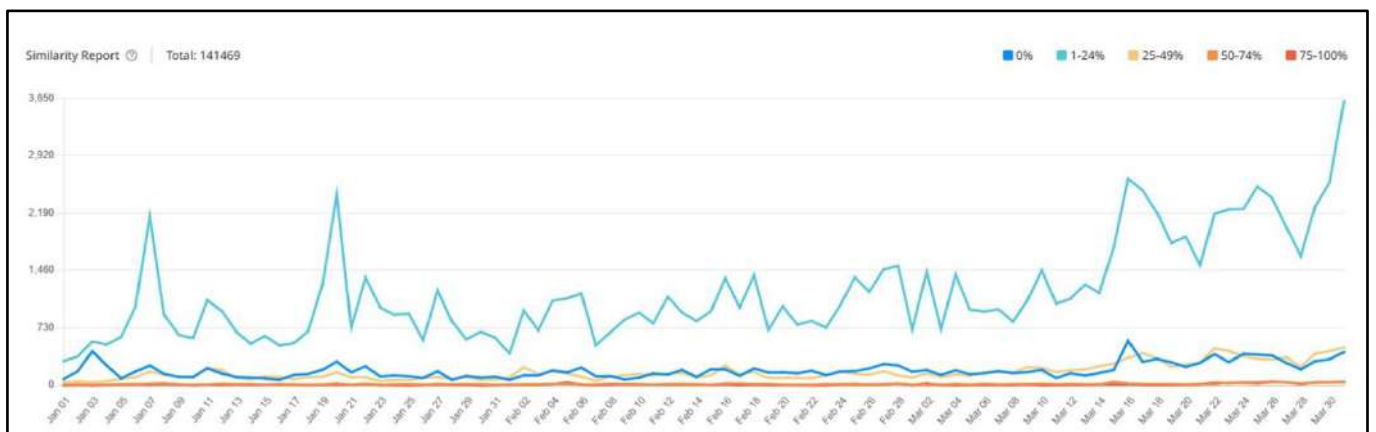
The report below states the number of users who have checked their work for plagiarism using Turnitin software.



The report below shows the overall usage activity (Active users) of Turnitin



The report below shows an average percentage of plagiarism checks retrieved during similarity check done



Guide to Use Database - JSTOR

JSTOR is an electronic journal database/digital library offering access to over 2,800 scholarly journals across various disciplines, with some dating back to 1665. It also features more than 150,000 academic ebooks that allow unlimited access and Digital Rights Management (DRM)-free downloads. Additionally, JSTOR includes diverse primary source collections, such as monographs, manuscripts, and government documents, facilitating original research and historical studies.

Faculty members and Students can access JSTOR under the Electronic Journals Databases category by using the SVKM's NMIMS Remote Access Tool's link below

<https://svkm.mapmyaccess.com>

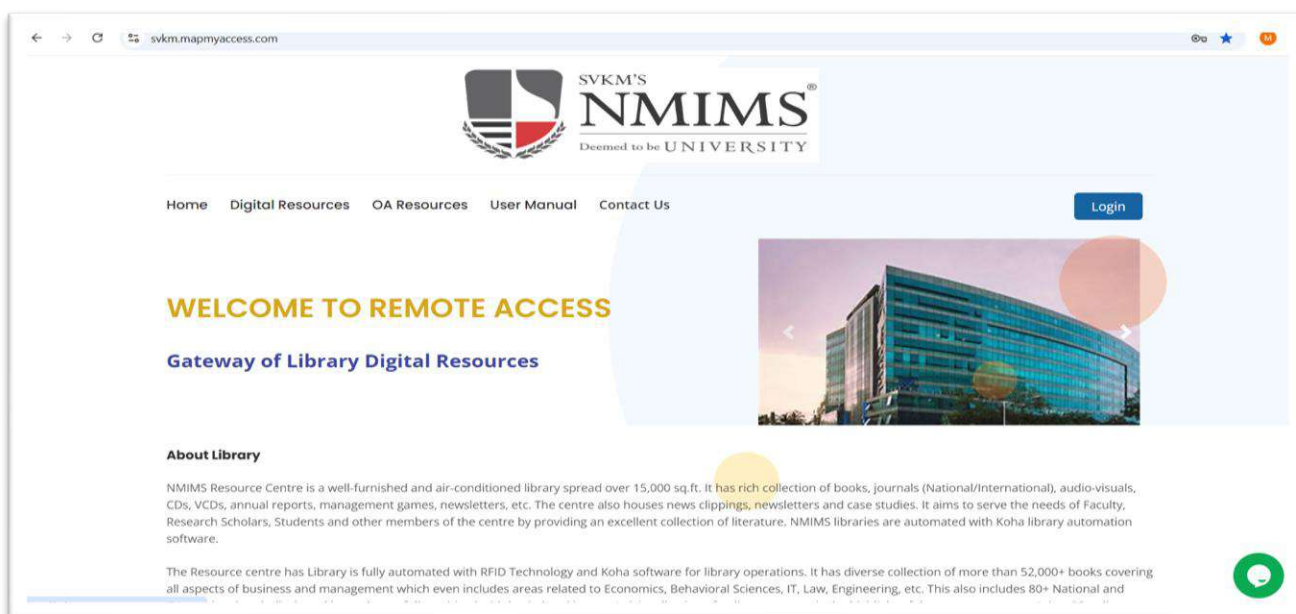


Fig 1: Homepage of Mapmyaccess, a Remote Access tool to access the subscribed Databases

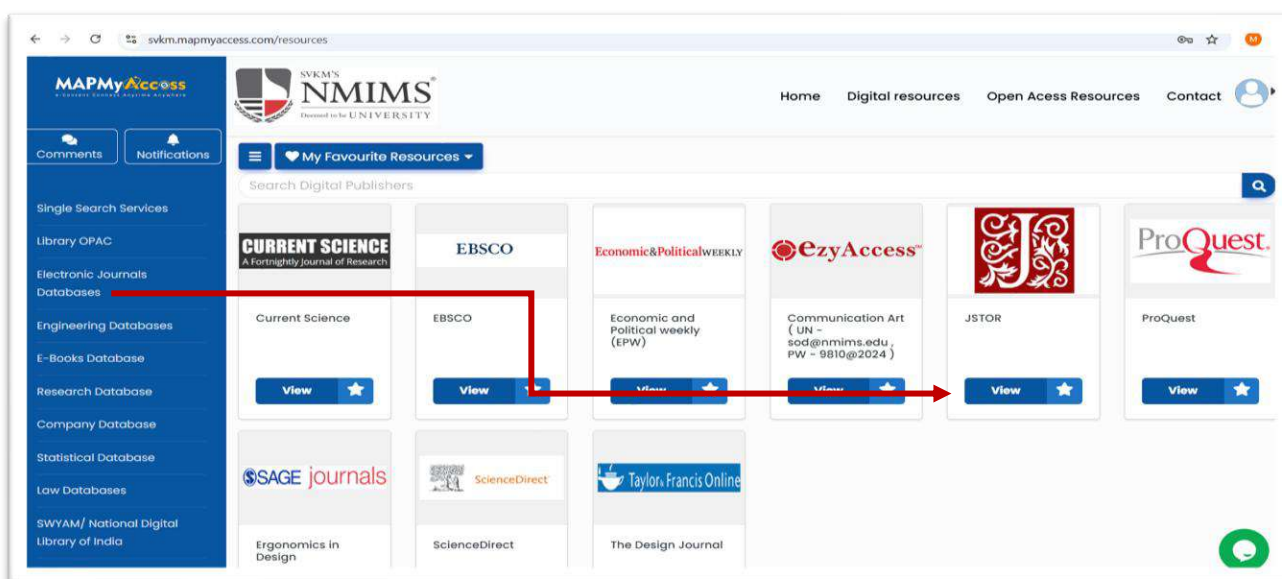


Fig 2 : Shows Tab of JSTOR under Electronic Journal Databases after successful login from Mapmyaccess

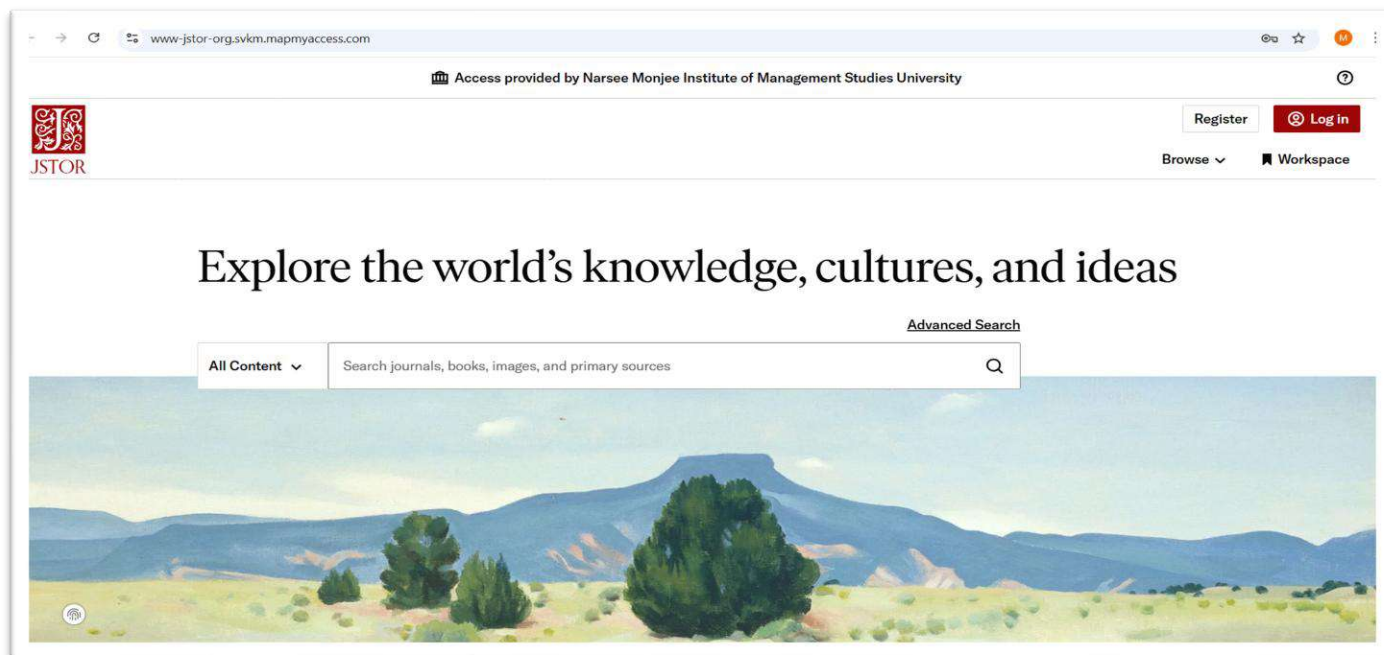


Fig 3: Landing page of JSTOR Database

Creating a Basic Search Based on Your Topic

Scenario: You receive a course assignment on Sustainability, and you are tasked with researching.

While all content on JSTOR is considered scholarly, some content may not have undergone peer review. Clarify with your instructor whether you need peer-reviewed items before starting your assignment research.

You might see a lot of results in the result count (2.02K results in this case), as well as several options on how you would like to search for your keyword or phrase:

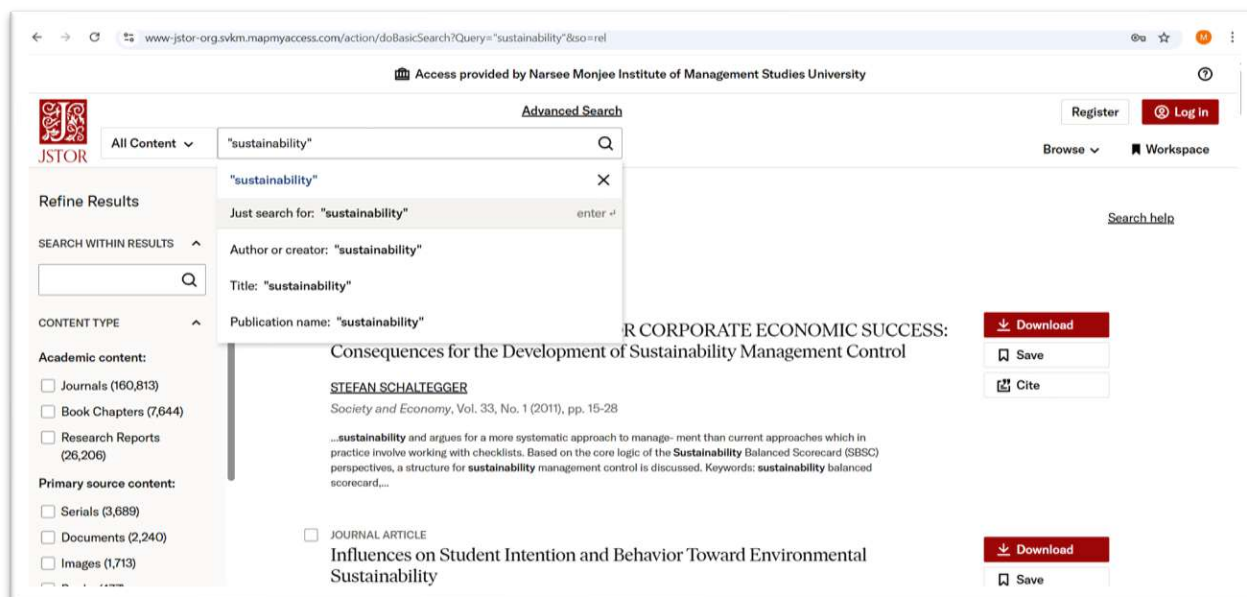


Fig 4: You can see in the example screenshot, the estimate is that this search will get many results, This may not be true for all searches as different keywords and levels of content access will vary.

Rather than manually reviewing this large number of results, you may want to reduce the number of results to separate the useful content from the rest. Identify other keywords from your research project that help your search be more specific.

For example, If you enter "Sustainability," including the quotes for exact phrasing and additional context, the search results decrease. For details on how to narrow or broaden your search results, learn more from [JSTOR Search tips](#).

Helpful places to start once you're ready to refine your results:

- **Advance Search** will help you get really specific with your searches by expanding or narrowing what's included in the results.

The screenshot shows the JSTOR Advanced Search page. The URL is www.jstor.org/svkm.mapmyaccess.com/action/showAdvancedSearch. The page is accessed by Narsee Monjee Institute of Management Studies University. The JSTOR logo is visible in the top left. The page title is "Advanced Search" with a link to "Search Help". There are tabs for "All Content" and "Images". The main section is "Construct your search query". It has two rows of search fields. The first row has a "TERM(S)" input field and a "FIELD" dropdown menu set to "All fields". The second row has a "BOOLEAN" dropdown menu set to "AND", a "TERM(S)" input field, a "FIELD" dropdown menu set to "All fields", and a search icon. There is a "+ Add row" button below the second row. At the bottom, there is a "SELECT AN ACCESS TYPE" dropdown menu set to "Content I can access".

- **Browse** By subject, By title, Publishers, Collections and Images of Journals and Books are for when you're looking for something specific, as shown in the screenshot below.

The screenshot shows the JSTOR search results page for the query "sustainability". The URL is www.jstor.org/svkm.mapmyaccess.com/action/showAdvancedSearch?query=sustainability%20%22sustainability%22. The page is accessed by Narsee Monjee Institute of Management Studies University. The JSTOR logo is visible in the top left. The page title is "Advanced Search". There is a search bar with the query "sustainability". The page shows 202,859 results. The first result is a journal article titled "SUSTAINABILITY AS A DRIVER FOR CORPORATE ECONOMIC SUCCESS: Consequences for the Development of Sustainability Management Control" by STEFFAN SCHALTEGGER. The article is from *Society and Economy*, Vol. 33, No. 1 (2011), pp. 15-28. The page also shows a "Refine Results" sidebar with filters for "Academic content" and "Primary source content". A "Browse" dropdown menu is open, showing options like "By subject", "By title", "Publishers", "Collections", and "Images".

- **Saving Your Work:** As you narrow your search, you should start to see items you may want to read more closely. You Can Download, Save and Cite the required article as shown in the screenshot below.

Justice (102)

- Cultural Studies (543)
- Development Studies (2,976)
- Developmental & Cell Biology (130)
- Ecology & Evolutionary Biology (19,907)
- Economics (19,069)
- Education (8,692)
- Engineering (2,282)
- Environmental Science (10,681)
- Environmental Studies (6,717)
- European Studies (998)
- Feminist & Women's Studies (798)
- Film Studies (166)
- Finance (1,650)
- Folklore (162)
- Food Studies (324)
- Garden & Landscape

10,681 results

Journals X Environmental Science X Remove all filters

Sort by: Newest

JOURNAL ARTICLE

DEVELOPING A SCHOLARLY APPROACH AND CONTRIBUTING TO CONVERSATIONS ABOUT: TEACHING AND LEARNING

Mirjam S. Glessmer, Kjersti Daae, Oddfrid Førland, Robert Kordts

Oceanography, Vol. 38, No. 4, IN THIS ISSUE: TRAINING LEADERS FOR SEAGOING POLAR OCEANOGRAPHY (December 2025), pp. 56-62

[OPEN ACCESS](#)

...and peer judgment while teaching for sustainability. *Nordic Journal of STEM Education* 9(3):300-307, <https://doi.org/10.5324/njsteme.v9i3.6304>. Mackin, K.J., N. Cook-Smith, L. Illari, J. Marshall, and P. Sadler. 2012. The effectiveness of rotating tank experiments in teaching undergraduate courses...

JOURNAL ARTICLE

Back Matter

Oceanography, Vol. 38, No. 4, IN THIS ISSUE: TRAINING LEADERS FOR SEAGOING POLAR OCEANOGRAPHY (December 2025)

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If you prefer to use a different way to keep citations (like EndNote or RefWorks), you can click to “Cite” the image or article instead. Once you select the option to export the bibliographic information for that article to another citation manager system.

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Glessmer, Mirjam S., et al. "DEVELOPING A SCHOLARLY APPROACH AND CONTRIBUTING TO CONVERSATIONS ABOUT: TEACHING AND LEARNING." *Oceanography*, vol. 38, no. 4, 2025, pp. 56-62. JSTOR, <https://www.jstor.org/stable/27433212>. Accessed 6 Jan. 2026.

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Glessmer, Mirjam S., Kjersti Daae, Oddfrid Førland, and Robert Kordts. "DEVELOPING A SCHOLARLY APPROACH AND CONTRIBUTING TO CONVERSATIONS ABOUT: TEACHING AND LEARNING." *Oceanography* 38, no. 4 (2025): 56-62. <https://www.jstor.org/stable/27433212>.

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APA

Glessmer, M. S., Daae, K., Førland, O., & Kordts, R. (2025). DEVELOPING A SCHOLARLY APPROACH AND CONTRIBUTING TO CONVERSATIONS ABOUT: TEACHING AND LEARNING. *Oceanography*, 38(4), 56-62. <https://www.jstor.org/stable/27433212>

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Export to NoodleTools

Export to RefWorks

For more information, please contact the Team Library
Happy Learning!!!

Source: <https://support.jstor.org/hc/en-us/articles/360002001593-Using-JSTOR-to-Start-Your-Research>

NMIMS Updates on the Go

Salaam Bombay Foundation empowers Grassroots Adolescent Entrepreneurs through Dolphin Tanki's fifth edition - March 23, 2026

Salaam Bombay Foundation in collaboration with NMIMS School of Business Management hosted the 5th edition of its flagship entrepreneurial platform, Dolphin Tanki. This unique platform is designed to nurture and accelerate young entrepreneurs from resource-challenged backgrounds and replicates real investor settings, giving participants vital exposure and feedback showcased ventures across diverse sectors including beauty and wellness, mobile repairing, beauty and wellness, photography, video editing, graphic designing, and more. Mentorship is provided by the MBA students from SBM, NMIMS through the We Care – Civic Engagement Internship, combining grassroot ambition with operational business expertise. [Read More...](#)



NMIMS Navi Mumbai to host two-day psychology festival 'Psychfest 4.0' - March 17, 2026

A two-day psychology festival titled Psychfest 4.0 will bring together students, educators and mental health enthusiasts through a series of interactive activities, creative installations and demonstrations of psychological concepts. The event will begin with an inauguration ceremony followed by the opening of a psychology laboratory, marking the launch of new academic and experiential learning initiatives. Speaking about the initiative, Dr. Arun Sharma, Director, NMIMS Navi Mumbai said, "The festival reflects the institution's commitment to experiential learning and greater awareness around mental health.



Psychfest 4.0 aims to make the science of human behaviour more engaging and accessible for young learners. By combining academic insights with interactive experiences, the festival encourages students to explore psychology not only as a field of study but also as a lens to better understand emotions, relationships and society. Such initiatives play an important role in nurturing empathy, curiosity and a deeper awareness of mental well-being." [Read More...](#)

SVKM's NMIMS Chandigarh Successfully Hosts Fourth Edition of Half Marathon 2026 Celebrating Women Leadership - March 8, 2026

Narsee Monjee Institute of Management Studies (NMIMS) Chandigarh successfully hosted the fourth edition of its annual Half Marathon at its campus today, witnessing enthusiastic participation from over 1,000 runners across Chandigarh and the Tricity region. Dedicated to women in leadership, this year's marathon was anchored in the inspiring theme "Unstoppable Her", celebrating resilience, ambition, courage, and the transformative power of female leadership. Organised in collaboration with the Chandigarh Administration, the NMIMS Half Marathon 2026 featured three race categories — Half Marathon, 11 km Run, and 5 km Run — open to participants of all genders and age groups. The event also witnessed spirited participation from specially-abled (PWaD) runners, reinforcing the inclusive spirit of the initiative. [Read More...](#)



NMIMS Bengaluru Hosts 13th Edition of TEDxNMIMS Bangalore 2026 - March 4, 2026

Bengaluru campus of SVKM's Narsee Monjee Institute of Management Studies (NMIMS) successfully hosted the 13th edition of TEDxNMIMS Bangalore at the NMIMS Bengaluru Auditorium. The annual intellectual platform brought together nationally and globally recognised leaders to explore purpose-driven leadership under the theme 'Arc of Accordance.' Curated to reflect the alignment between values, lived experiences, and purpose, this year's theme explored how defining decisions and transformative moments collectively shape meaningful personal and professional journeys. 'Arc of Accordance' underscored the idea that success is defined not merely by achievement, but by alignment with one's principles and intent. Now in its 13th edition, TEDxNMIMS Bangalore has evolved into one of the institution's flagship intellectual platforms for transformative ideas. Over the past 12 editions, it has featured more than 100 speakers and engaged over 2,000 attendees. "The theme 'Arc of Accordance' resonated strongly with our audience, reinforcing the importance of aligning ambition with values. The conversations sparked today will continue to inspire our students to lead with purpose and integrity," said Dr. Narayani Ramachandran, Director & Professor, NMIMS Bengaluru. [Read More...](#)



NMIMS And Turiyam AI Sign MoU to Establish AI Lab for Applied Research - February 11, 2026

SVKM's NMIMS has signed a Memorandum of Understanding (MoU) with Turiyam AI, a technology company specialising in artificial intelligence hardware and deep learning systems, to establish a dedicated AI laboratory focused on applied research and student projects. The agreement was signed at the NMIMS Mumbai campus by Tanmoy Chakraborty, Registrar, NMIMS, and Sanchayan Sinha, CEO of Turiyam AI, in the presence of Ramesh Bhat, Vice Chancellor; Sharad Mhaiskar, Provost (Administration); and Koteswararao Anne, Dean of the Mukesh Patel School of Technology Management & Engineering (MPSTME). The collaboration will be anchored at NMIMS's School of Technology



Management & Engineering and will provide students with access to AI hardware systems, computational infrastructure and technical mentorship. According to the institutions, B.Tech., M.Tech., and PhD students will undertake structured projects aligned with industry-relevant problem statements. [Read More...](#)

SVKM's NMIMS Kirit P. Mehta School of Law Hosts Two-Day International Research Conference on Rule of Law - January 31 to February 1, 2026

The Centre for Research and Conferences (CRC) at SVKM's NMIMS Kirit P. Mehta School of Law successfully organised a two-day International Research Conference on January 31 and February 1, 2026, bringing together distinguished members of the judiciary, global experts, academicians, and research scholars. The conference commenced with an inaugural ceremony graced by Hon'ble Judges of the Bombay High Court, Justice Dr. Neela Gokhale and Justice Somasekhar Sundaresan. The judges engaged in an insightful interaction with moderators Ms. Shraddha Pandit and Ms. Akanksha Kumar, as well as with participants, on the theme "The Rule of Law in a Changing World:



Contemporary Challenges and Judicial Responsibility." The session offered students valuable perspectives on the evolving legal landscape and the critical role of the judiciary in upholding constitutional values. [Read More...](#)

MAGNUS 2026 Brings Students Together at NMIMS Hyderabad - January 30, 2026

NMIMS Hyderabad successfully concluded MAGNUS 2026, its flagship inter-collegiate management and cultural fest, following two days of academically rigorous competitions, professional simulations, sustainability-driven challenges, and cultural showcases. Organised by student clubs and committees, the fest attracted participants from institutions across India, reinforcing the institute's emphasis on experiential learning, leadership development, and industry relevance. The event commenced with a formal inauguration, followed by key competitions focused on sustainability, branding, consumer research, and entrepreneurship. Through its diverse and application-oriented events, MAGNUS 2026 highlighted NMIMS Hyderabad's commitment to fostering innovation, strategic thinking, and responsible leadership among students. [Read More...](#)



NMIMS Launches Mirae Asset Foundation ESG Research Chair - January 8, 2026

Environmental, Social, and Governance (ESG) principles have emerged as critical pillars shaping global business strategies, investment decisions, and policy frameworks. In response to the growing demand for ESG-focused research, skilled professionals, and academic leadership, SVKM's Narsee Monjee Institute of Management Studies (NMIMS) has established an ESG Research Chair in collaboration with the Mirae Asset Foundation. This initiative underscores NMIMS's commitment to advancing sustainability-driven education, responsible business practices, and impactful research in ESG domains. Through strengthened academic-industry collaboration, the ESG Research Chair aims to contribute meaningfully to India's and the global sustainability agenda while positioning NMIMS as a leader in sustainability-focused higher education. [Read More...](#)



Eye on Competitors

❖ **Why Australian education is finding its sweet spot in India – March 29, 2026**

Australian higher-education institutions are steadily expanding their presence in India, driven by the country's demand for globally recognised degrees, applied learning and flexible credentials, according to the Financial Express. A landmark moment came this month when Deakin University became the first foreign university to graduate a cohort on Indian soil, after successfully running programmes at GIFT City, Gujarat, under UGC regulations. [Read More...](#)

❖ **New era of UK education in India – March 4, 2026**

As part of a broader shift toward transnational education, eight more UK universities are set to open campuses in India over the next two years, marking what British education officials describe as a “new era” in UK-India higher-education ties. Beyond the already announced University of Southampton campus in Gurugram, the expansion signals the UK's strategy of taking education to Indian students rather than relying solely on outbound mobility to Britain. [Read More...](#)

❖ **IIT Bombay partners with Columbia University to launch AI centre for manufacturing – February 13, 2026**

Indian Institute of Technology Bombay and Columbia University have joined hands to create a research and translation centre dedicated to AI in manufacturing. The collaboration aims to modernise industry and strengthen India's AI ecosystem. [Read More...](#)

❖ **Apple launches education hub in Bengaluru, partners with Manipal Academy – February 4, 2026**

iPhone maker Apple has expanded its presence in Bengaluru by launching a new education hub in collaboration with the Manipal Academy of Higher Education (MAHE). The hub will begin offering courses in March. The initiative is part of Apple's effort to strengthen skill-building and training programmes for people across its supply chain in India. [Read More...](#)

❖ **India's higher education: Global degrees, Indian address – January 5, 2026**

Foreign universities are increasingly setting up campuses in India, offering global degrees at lower costs and with stronger local relevance. These international branch campuses aim to complement, not replace, the overseas experience, making global education more accessible. With major regulatory changes and UGC approvals, 13 universities now operate under Indian regulations, including those in GIFT City. [Read More...](#)

❖ **Mumbai University to implement meta-university system through collaboration of other universities – January 18, 2026**

Mumbai University has announced that it will move ahead with the Meta-University model by forming academic tie-ups with state universities to promote interdisciplinary and flexible learning. The initiative aims to let students design their own academic pathways by choosing courses across multiple institutions, supported by collaborative teaching and digital integration. [Read More...](#)

NMIMS Library on Social Media

Scan to connect



Scan to Access Library Resources



Previous Years'
Question Papers
through Student
Portal



Library Resources
through Student
Portal



Library
OPAC



E-LIBRARY
Through
MapMyAccess



User Manual for
usage of e-resources
in e-library



Harvard Business
Review Journal

For More Information, Contact

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