

# NMIMS KNOWLEDGE TRENDSETTERS



"FESTIVE FEELS"



SVKM'S  
**NMIMS**<sup>®</sup>  
Deemed to be UNIVERSITY

This Newsletter is brought to you by NMIMS  
Prof. Y. K. Bhushan Information and Knowledge Resource  
Centre.

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 ahead in knowledge sharing, the NMIMS Library has always been dedicated to serving the needs of its users by providing excellent information services and a collection of literature.

We are presenting the 4th issue of our Library Newsletter, "**NMIMS Knowledge Trendsetters**," wherein this quarter's theme is "**Festive Feels all Around.**"

This issue will give us an overview of how the students enjoyed the different events after the pandemic across all NMIMS campuses, along with covering the Librarian's Day celebrations. In addition to this, FAQs about the library, Rankings obtained by our Institute, information on a subscribed database, and much more exciting news are also covered in this issue.

**Happy reading!**

Thanking you all for your active support,

Stay Tuned and Stay safe.

## IN THIS ISSUE

FOR THE STUDENTS, BY THE STUDENTS	SHARING FESTIVE EXPERIENCES WITH LIBRARY	FAQS ABOUT LIBRARY
EVENTS ACROSS CAMPUSES AND LIBRARIANS DAY CELEBRATION	RANKING INDICATOR	NMIMS UPDATE ON THE GO!



# FESTIVE FEELS

## FEW EXPERIENCES SHARED BY OUR STUDENTS ON COLLEGE FESTIVALS

### **FOR THE STUDENTS, BY THE STUDENTS**

**Mr. Hritvik Polumahanti**

Student, MBA

SBM – NMIMS Mumbai Campus

When I received the offer letter from NMIMS SBM, the first thought I had was that I would no longer have to sit at home and interact with people over Zoom! I would finally have the opportunity to take early morning rickshaw rides and enjoy Mumbai's incessant humidity. These last fifteen weeks have been thoroughly enthralling and they certainly made me realize what I love about being on campus.

Taking short breaks between lectures and then rushing back to class to "claim" our attendance, timing the entries and exits so strategically that you never have to wait for one of the fourteen lifts in the building, and ensuring that your friends wake up for that 8:30 AM lecture so that they meet the attendance criteria, are among the things I cherished the most so far. However, I was most looking forward to participating in and organizing live events on campus. I have always enjoyed being an active component of the student community and was excited to see what SBM had in store for me! The first day of college did not disappoint as we were welcomed by the representatives of all the clubs and committees and were introduced to an array of opportunities to explore and flourish in.

After an intense week of applications and interviews, I finally found a place in the Student Council, the Industry Institute Partnership Cell, Explore, and the Inonal

Things started to move much faster than I expected them to, but then again, I was still recovering from the lockdown-induced slumber! One of the first experiences I had at SBM was "Mumbai Darshan," organized by the Student Council. I was put in a group with ten strangers and was expected to explore the city while also completing certain tasks.

At first, I was not very fond of the concept, but I made friends for life by the end of that day! Being a part of multiple student bodies, I had the unique opportunity to form some great partnerships and initiate a journey of cross-learning. The positions that I held also gave me the privilege of visibility and helped me make numerous introductions to peers coming from such diverse backgrounds. Another interesting experience I recall is the first task that was given to me by Xplore, which required me to capture what NMIMS SBM meant to me and present that solely through photographs. As the weeks passed by, I dove deep into organizing multiple events, such as Parichay and Arcadia, which required me to work with different sets of people, some of whom were not even in the same course as me! The pandemic took its toll on nearly everyone, and we still haven't completely recovered from those dark times. But being able to come to campus every single day to cherish those valuable moments with my friends gives me a glimmer of hope that things will soon return to normalcy.



SBM MUMBAI CAMPUS

### **ENJOYING THE SEASON**

**Stu. Arpit Shukla**

NMIMS Bangalore Campus

I had a very good experience during the live events. I have been part of many events and have learned many things. Not only did some of the events provide educational knowledge but they also taught me how to work in teams, how to effectively lead a team in organizing the events, what all difficulties arise and how to effectively solve them. All these practical experiences have molded my personality for management roles and how to fulfill the responsibility and motivate your team members give their 100%. These all things can't be learned from, books and only experience matters. I am looking forward to many more events and to improve even more.

**Stu. Mukul Yadav**

NMIMS Bangalore Campus

I have really enjoyed all the events conducted by various committees. International Yoga Day event conducted by the Lakshya Committee, which provided me with a sense of refreshment. The LinkedIn revamp event conducted by the Academic Committee provided me with a sense of how to develop a good LinkedIn profile.

All in all the experiences were really great.

## A Breath of Fresh Air!

**Mr. Rishikesh Dwarakanath**  
Student, MBA  
SBM – NMIMS Mumbai Campus

No more Zoom classes! This was one of my initial thoughts when I got the offer letter from SBM NMIMS MUMBAI. The last 3 months have been a rollercoaster ride in terms of experiences, and I'm sure that's going to be the case for the rest of my 2-year journey at SBM. I feel lucky and blessed to be able to pursue my MBA completely on campus, which unfortunately wasn't possible for the last couple of years. I don't think I would have had the kind of learning and fun I've had so far if the course had been conducted online. My first experience in Mumbai was Mumbai Darshan. It is the annual icebreaker session organized by the Student Council for the incoming batch of students. There I was, a person who had just shifted to Mumbai a couple of weeks earlier, now paired up with 10 complete strangers to go around a city I had never visited before and solve clues earmarked for locations all over the city. To be honest, therein was the fun. It was my first sneak peek into the fast-paced world of the city. Shifting to Mumbai for the first time in itself has been exciting for me, and the city continues to provide me with new experiences.

I got myself a Vada Pav at 12 am, standing under an umbrella during a heavy downpour. There was also a time while riding an auto, the driver and I were conversing in Hindi, only to realize when I got down to my destination that we hail from the same state. We had a hearty laugh over not conversing in our native tongue. I've personally also enjoyed the hustle and bustle. From rushing to reach a class that starts at 8:30 am, having woken up at 8:10 am, to being pushed around while walking on the street because, well, everyone in Mumbai has somewhere they need to be in a hurry, it has been a lively 3 months.

Mumbai is, after all, the city that never sleeps. Coming back to SBM, one of the biggest takeaways for me has been the friendships and acquaintances that I've formed with people, some of which I'm sure is going to remain for a very long time post-college. This has been primarily due to the fact that I am a Student Council Representative (SCR). Being an SCR has given me plenty of opportunities to take up responsibilities, work in a team and experience the joy of organizing and taking part in events. Every new person I meet leads to an introduction with another person, which has given me the opportunity to interact with different people who come from different social and economic backgrounds and unique perspectives. One of my favorite experiences till now was when as an SCR, I was involved in organizing Arcadia, the inter-divisional sports tournament. Being part of the organizing team, I had quite a few heated discussions with my close friends who were participating. Though once the game was done, it was one good handshake, smiles, and jokes all around once again. The pandemic years had been tough on the entire world. Most of us have lost someone close to COVID-19. We were not able to go out and interact with family and friends, celebrate our festivals, or go on vacations. But now we live in a world that is almost back to what it was before the pandemic, much stronger, resilient, and, more importantly, back to being able to interact with people outdoors without worrying too much. I personally am looking forward to more experiences and fun with friends and peers in the upcoming activities at SBM NMIMS Mumbai during the rest of my MBA journey.

**Ms. Pooja Doshi**  
Student, MBA  
SBM – NMIMS Bangalore Campus

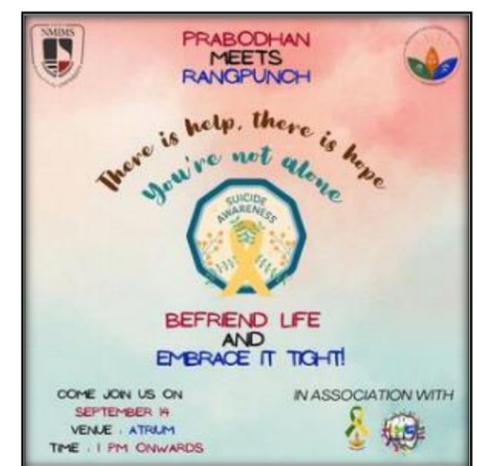
The library sessions were quite informative. Most of them are very interactive and hence give us an opportunity to engage and learn more. The intimation of the timing of events is also appropriate, so we are informed well ahead. The sessions are also highly relevant. The library events are also very resourceful, as they explain how we can access the huge number of resources at our avail to make the best use of them. More competitions like essay writing would be a great and challenging way to learn more and improve our skills constantly. The material and resources available are also very extensive and informative.



**Mr. Naman Dalmia**  
Student, MBA  
SBM - NMIMS Mumbai  
Campus

Pursuing my graduation for 2.5 years in online mode, the craving for going offline was killing me. I have always believed in the superiority of education being in offline mode. I have been associated with the Prabodhan club and have been a part of the organizing team of Enigma and MMM.

I believe, it has been an enriching experience wherein I have worked cross-functionally and have been able to inculcate several aspects of management in specific and life in general. Moreover, the CEE sessions and the other events being organized in college have been a great source of learning for me. The two most important learnings which I have had would be team management and time management.



## SHARING EXPERIENCES WITH THE LIBRARY

The live events taking place are very informative and insightful. They are great to attend when you want to gain knowledge on various topics

Knowledgeable Guest Lectures organized by the placement committee surely add something to learn each day

I've enjoyed both managing and attending numerous college events

The institute events and fests have been a great learning curve for me and for all students.

The events are carefully planned and curated with the expectations of the students in mind. Incredibly Fascinating

After 2 years in covid where everything was online live events are a blessing. They are fun and also help us network.

The live events always give us an insightful view of how corporate life will be and it's a great learning opportunity

The Alumni meet by Insignia was Interactive. Overall all the events at NMIMS were great! It feels great to be a part of it.

Regular and Interesting Events, Webinars, Competitions, Guest Lectures etcetra makes it more intriguing and Insightful.

It was a good experience. I got to learn many things to groom my personality both personally and professionally.

## MANAGEMENT THOUGHT

Festive feels, yes, we love and enjoy the environment all around during festivals or events, be it our college fests or the other festivals..... but with the current deadlines of several things, starting off a new trimester, and examinations, we end up getting so engaged that we forget to feel and enjoy the moment.

Well, why does it frequently happen to us? And makes us so engaged that we overlook the fests going around...we don't participate and engage ourselves towards new learning...Have you ever wondered why this usually happens??

When we ask ourselves this...I think we all would get the answer, which would be a common one for all; wondering the answer??

It is negligence on our part to do the assigned work.

I will elaborate on this with one example -

Suppose I have an assignment to complete which requires me to study various resources and also read some newspapers which are back-dated. But since it is allotted today. I have more than 10 days to prepare, and I will neglect it with the excuse of doing some other work (that work which had to be done two days back and is still pending), well with this excuse, every day there is a new thing, and the assignment gets ignored.

Then on the 9th day, I wake up and search for resources, and since there are many other students like me, they all come to refer to the newspapers and other resources; sometimes, I lack behind, waiting for the resources to free up and in the end, I have less knowledge than my peers or sometimes just equivalent to them.

Well, I might clear and do the assignment, but is it okay?

Are we here just for that..or to learn the actual management and face the industry with the bare minimum resources and knowledge that I had gained overnight just for the sake of assignment?

And if this continues, we hardly see the festivals and just escape instead of enjoying them wholeheartedly.

So let us plan our things well in advance and at least try to complete our work before time instead of piling work.

This will help us be up-to-date with our work and enjoy the college fests and our personal festivals because, ultimately, time flies, students, and these college days never come back!

so, stop whining and start organizing the work. And yes to add ...

HAPPY FESTIVAL VIBES and FEELS!!



*Here are some of the common questions answered about the  
Library 😊 😊*

**1. How can I access/log in to the E-Library?**

Ans.- You can access the E-Library using [NMIMS e-Library](#) Link, click on **Login**, Select the **LDAP** option on the left, and enter your login credentials.

**For faculties/staff –**

Username and password would be the same as their office machine credentials

**For Students –**

Username – SAPID@svkgrp.com

Password – Wi-Fi password is given by the institution.

**2. How do I know which database to refer to according to my information needs?**

Ans. – Each Database and its information content is stated in the Quick usage guide available under the Library Resources tab in the LMS Portal.

It can also be found on [NMIMS e-Library](#) the website stated as User Manual.

**3. Where can I find more services provided by the library?**

Ans. – Students can find other information about the library and the services provided by the library under the Library Tab in the LMS Portal.

**4. How do I search for the book I require in my Library?**

Ans. – Students can search and find the exact location of the book using [OPAC](#) Link; here you can select the Library from the dropdown menu and search the book, thus giving you the exact location and other details of the book.

**5. How do I access the Turnitin account?**

Ans – The students receive a mail from Turnitin with the activation link, they have to set a password, by this the account is made active, which is then ready to use.

**6. Where can I access Harvard Business Review Journal or any other journal similarly?**

Ans – The Harvard publication is available in full- text from 1922 to the present through the EBSCO database, the other journals also for which you are aware of the name, it can be searched using the following method.

Under the EBSCO database, you can click on (third option from the top left) "Publications and choose Business Source Premier – Publications" (Form the dropdown); similarly, you can access the journals directly (if the publication is known) from our various e-journal databases like EBSCO and ProQuest.

*“Libraries were full of ideas – perhaps the most dangerous and powerful of all weapons.”*

*Sarah J. Maas*

# ***EVENTS ACROSS NMIMS CAMPUSES!!***

## **LIBRARIAN'S DAY CELEBRATION ACROSS CAMPUSES**

Libraries play a vital role in the development of a country as it is the knowledge hub and resource provider, fostering the knowledge delivery process all around.

**National Librarians' Day** in India is celebrated every year on the 12<sup>th</sup> of August in honor of Dr. S. R. Ranganathan's birth anniversary, also known as the father of Library Science as he is known to be the national professor of library science as he is the one who spearheaded library development in India.

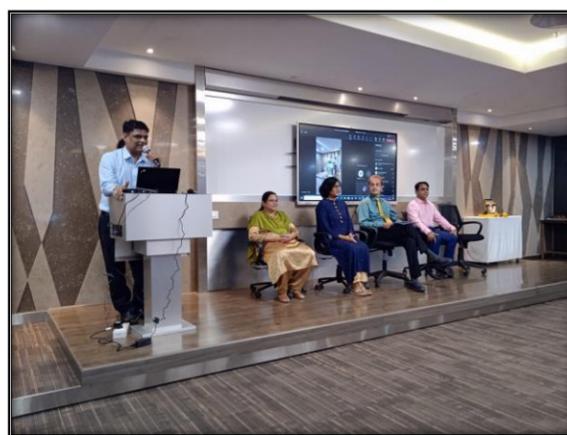
At SVKM and NMIMS, we celebrated this event on the 10<sup>th</sup> of August 2022 at n. m. college of commerce and economics for all SVKM and NMIMS library professionals. The event was for the Mumbai campus and all the other campuses in hybrid mode. The well-attended together by more than 50 participants.

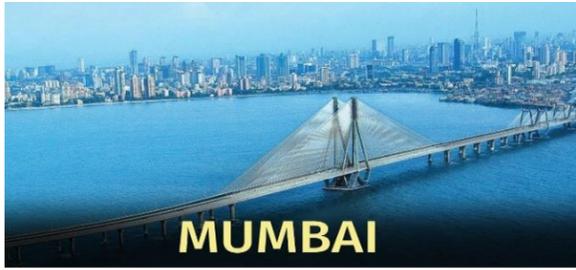
The event commenced with a welcome address by Dr. **Shivanand Sadlapur**, University Librarian, NMIMS, where he briefed us about the importance of the day and how Dr. Ranganathan's foundation of library laws is helpful even today with few changes according to the digital world.

The event's chief guest, Dr. Parag Ajgaonkar (principal n. M. College), graced the occasion with his presence. His address praised the contribution of Dr. Ranganathan to the library science field; he also spoke about the importance of quality research in the education sector. After the brief introduction of the guest speaker Dr. Sateesh Shet by Ms Varsha More (Deputy Librarian, NMIMS), Dr. Sateesh delivered a lecture on Quality research writing in AN interactive mode,

Where the speaker enlightened all the library professionals on how mere publishing is not enough, but quality publishing is what as the need of the hour. He further explained different ways to find out research-centric areas where a research outcome would change the perspective helping many of us all around, the session was concluded with an interactive discussion thus benefiting all the participants from the same.

The event ended with a vote of thanks proposed by Dr. Vaishali Dawar (Librarian N. M. College) and Dr. Ravi Bellary from MPSTME, Mumbai.





## NMIMS organized an inspiring Book Talk on “Human Evolution, Economic Progress and Evolutionary Failure”

### World Physiotherapy Day: NMIMS School of Science Organised Health Camp at Mumbai Campus

- ❖ Sunandan Divatia School of Science, part of the prestigious SVKM’s Narsee Monjee Institute of Management Studies (NMIMS), commemorated the occasion of ‘World Physiotherapy Day’ by organising a two-day free health camp which was inaugurated by Dr. Ramesh Bhat, Vice Chancellor, NMIMS.
- ❖ The camp was for its faculty, staff and students.
- ❖ The camp, organised by the department on September 7 and September 8, offered diagnosis and treatment advice to its faculty, staff and students.
- ❖ The physiotherapy team also engaged with the staff members to educate them about osteoarthritis and responded to their queries.



### NMIMS HOSTS BOOK TALK ON “THE BILLIONAIRE AND THE MONK: A SIMPLE STORY ABOUT FINDING EXTRAORDINARY HAPPINESS.

- ❖ SVKM’s NMIMS organized its 15th Book Talk on “The Billionaire and the Monk: A Simple Story about Finding Extraordinary Happiness” with Mr. Vibhor Kumar Singh- Author, Podcaster, Founder and CEO –Paneliq Technologies Pvt. Ltd. on April 25, 2022.
- ❖ Dr. Bhanoji Rao accentuated that if we have to move away from evolutionary failure, we have to work on policies for housing, medical and educational sectors.
- ❖ The session was moderated by Dr. Kiran Limaye, Assistant Professor, Sarla Anil Modi School of Economics, NMIMS, who ensured that the questions by the audience were answered

- ❖ SVKM’s NMIMS organised a book talk on the 26th August 2022 on “Human Evolution, Economic Progress and Evolutionary Failure” with the author Dr. Bhanoji Rao, Former Professor, National University of Singapore and Economist, World Bank and presently the member of the Governing Body, GITAM and IFHE Universities
- ❖ Dr. Bhanoji Rao accentuated that if we have to move away from evolutionary failure, we have to work on policies for housing, medical and educational sectors. Concluding the session, he argued that closed-door discussions, which are more honest since there is no media spotlight, with policymakers and industry-leaders will bring out fantastic results.
- ❖ The session was moderated by Dr. Kiran Limaye, Assistant Professor, Sarla Anil Modi School of Economics, NMIMS, who ensured that the questions by the audience were answered.

### Street play in NMIMS Mumbai campus for suicide prevention and Awareness Programme

- ❖ World Suicide Prevention Day (WSPD) was established in 2003 by the International Association for Suicide Prevention in conjunction with the World Health Organization (WHO). The 10th of September each year focuses attention on the issue, reduces stigma and raises awareness among organizations, government, and the public, giving a singular message that suicide can be prevented.
- ❖ A collaborative effort of the counsellor of NMIMS University, Sneha Aangan and the students of the SBM - Prabodhan cell of NMIMS University for ensuring a suicide prevention and awareness programme conducted here on the campus grounds for students staff and faculty. This is to bring awareness as 10th of September is celebrated as suicide prevention and awareness day.



## NMIMS hosts a thought-provoking Book Talk on “The Maverick Effect: The Inside Story of India’s IT Revolution”

- ❖ SVKM’s NMIMS organized its 16th Book Talk on “The Maverick Effect: The Inside Story of India’s IT Revolution” with Mr Harish Mehta- Author, Convener of the Chairman Council, NASSCOM, Founder and Chairperson of Onward Group and the First President and Active Member of Tie Mumbai, on 23rd July, 2022
- ❖ Being an IT industry expert, Mr Mehta is relentlessly pursuing his vision to make India a technologically smart nation and believes that the innovation driven entrepreneurs will act as an agent for the up-liftment of the society.



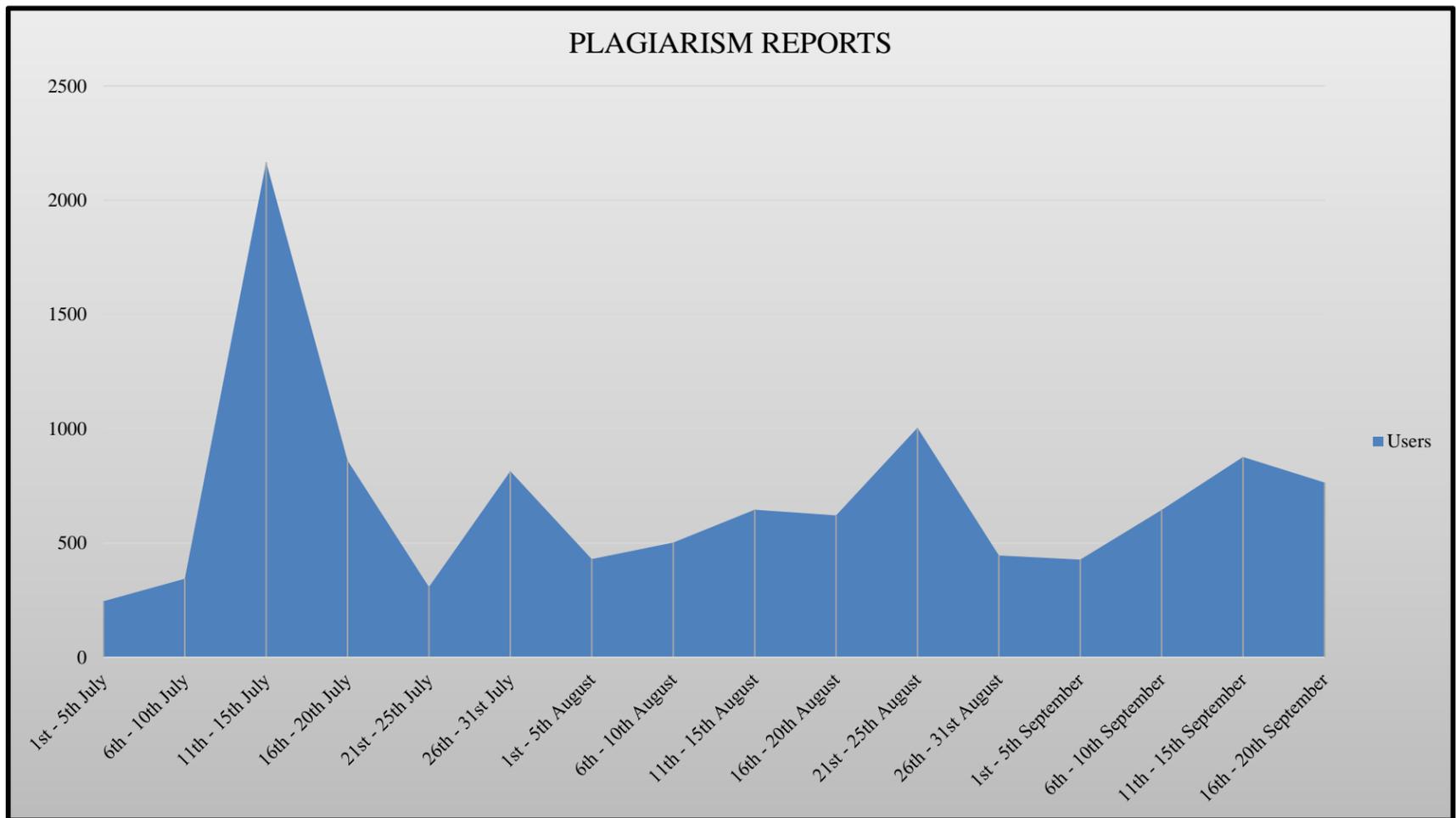
## STUDENTS AND THE FREEDOM RUN

- ❖ Marking the occasion of 15th August which was the 75th Independence Day,
- ❖ As many as 25 students participated in the second edition of the “Freedom Run”. The students represented NMIMS Schools — School of Commerce, School of Law and School of Engineering, Technology and Management.
- ❖ The race was divided into three categories– 5 km, 10 km and 21 km. The winners and participants of all three events were awarded with certificates and medals. The students thoroughly enjoyed the marathon, which inculcated a sense of pride and self-discovery in them.

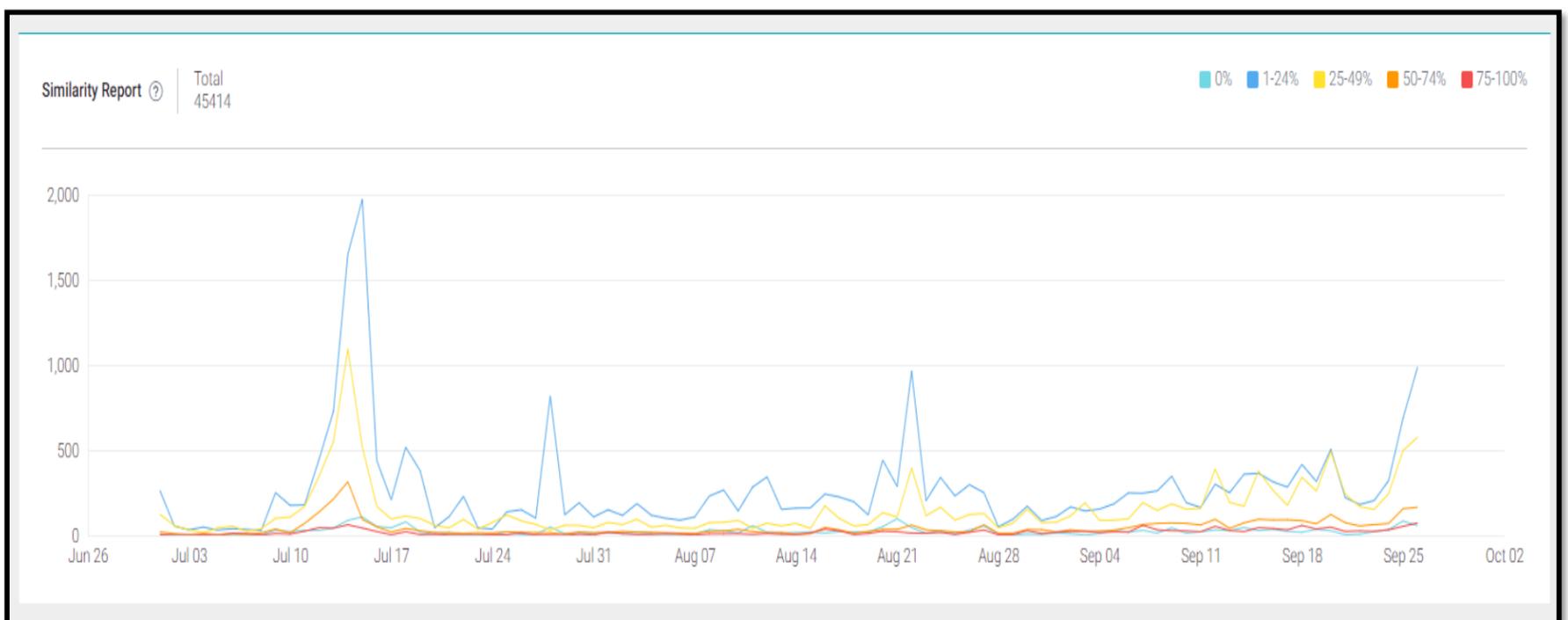


# TURNITIN USAGE OF THE QUARTER

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



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



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## ***ONLINE DATABASE USAGE GUIDE***

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### **WARC (MARKETING DATABASE)**

*WARC is known as World Advertising Research Center and was founded in 1985.*

#### **What is WARC Database all about?**

- WARC provides insight, intelligence, evidence, expertise, case studies, benchmarks, and guidance to help marketers confidently navigate any challenge.
- The World Advertising Research Center (WARC) provides articles on advertising, marketing, brands, and campaigns. It includes case studies, marketing intelligence, best practice guides, consumer insights, industry trends, news, data and forecasts, trends in TV viewing, newspapers and other media, economic and demographic data, profiles of major brands, and more.
- WARC offers advertising best practices, evidence, and insights from the world's leading brands
- It uncovers actionable insights from unbiased evidence and a unique methodology. These have appeared on the BBC, Campaign, CNBC, Forbes, and The New York Times.
- Warc's services are used by various companies, including Unilever, Mazda, Nestle, Maxus, The University of Melbourne, and more.

#### **Why WARC over any other marketing databases?**

Best-in-class marketing learnings, With over 11,500 case studies searchable by industry, campaign objective, media channel, and geography.

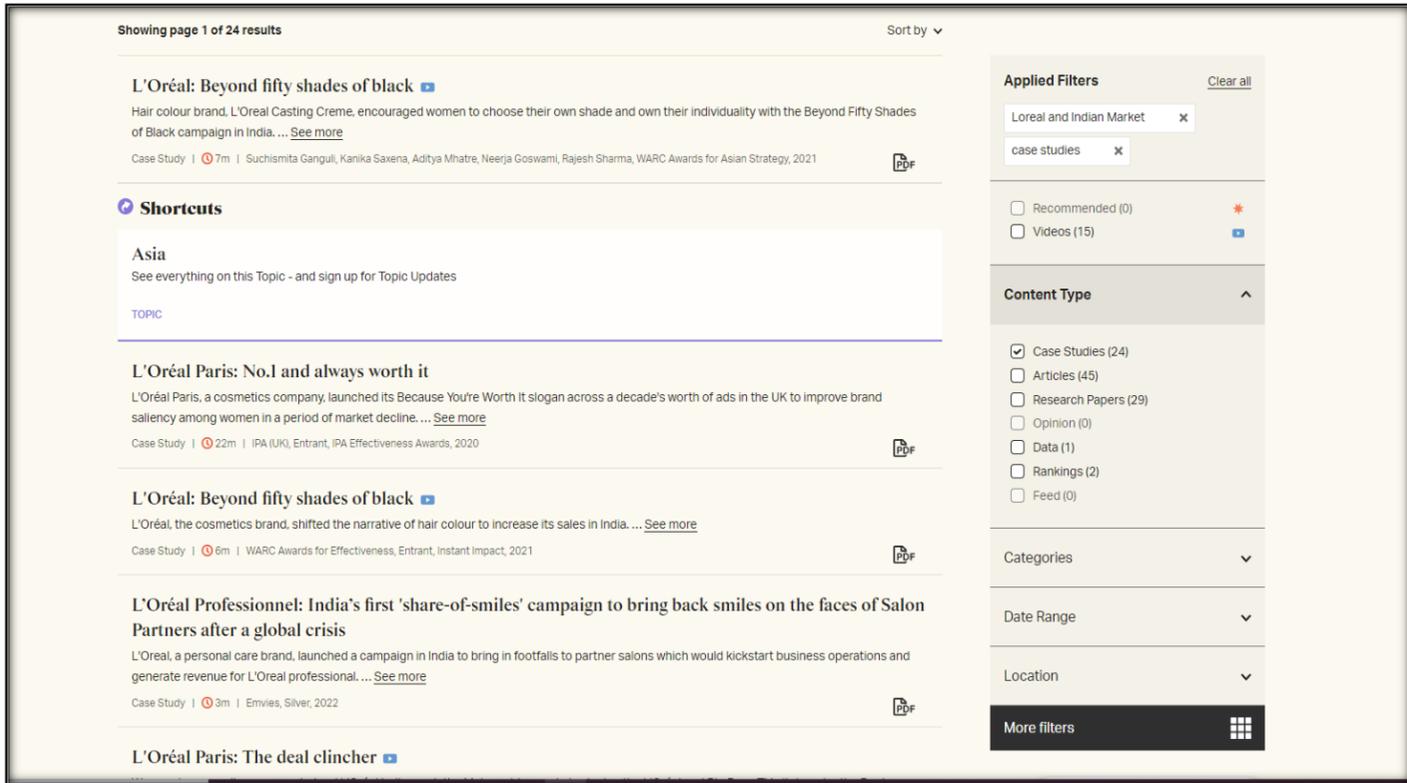
- Trend Reports bring together WARC trend analysis with material from trusted providers to offer key consumer and behavioral insights
- Articles and Best Practice Guides, Explain the 'how' and 'why' of advertising challenges – each guide offering an introduction and overview of an issue and further reading.
- Some of the famous journals include –
  - Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research, International Journal of Market Research
- In addition to articles, you will find
  - case studies
  - trend analyses
  - research reports
- Topical access points include consumer segments, marketing approaches, product categories, and marketing channels.
- The Data tab gives you access to, e.g., advertising expenditure by medium and format from 1982 and forwards (Adspend Database and the Media Costs Database).

**Let us search the database,**

When we enter the website, We can either browse and explore the latest feed or directly search a required term.

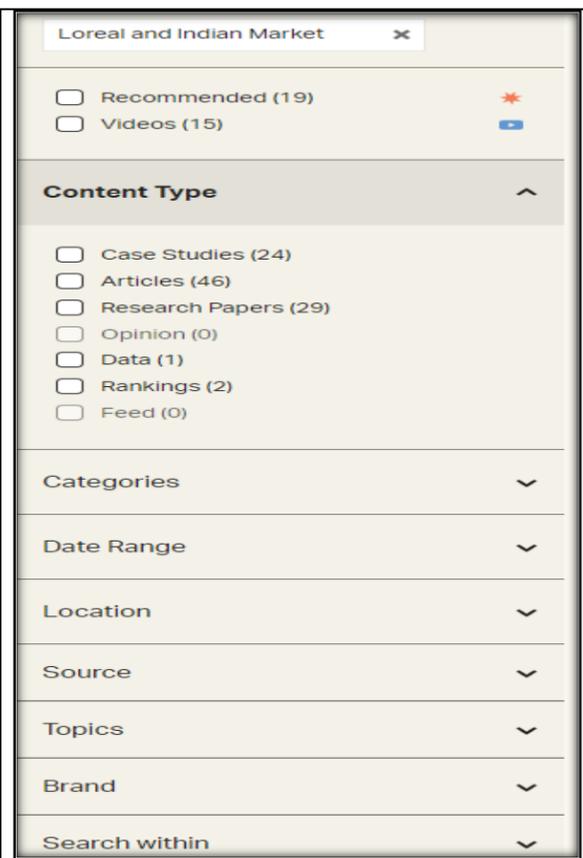
- For, e.g., Searching about “Loreal and Indian Market.”
- The search results can be filtered according to the user information needs.

The below picture shows results for content type filtered as “Case Studies.”



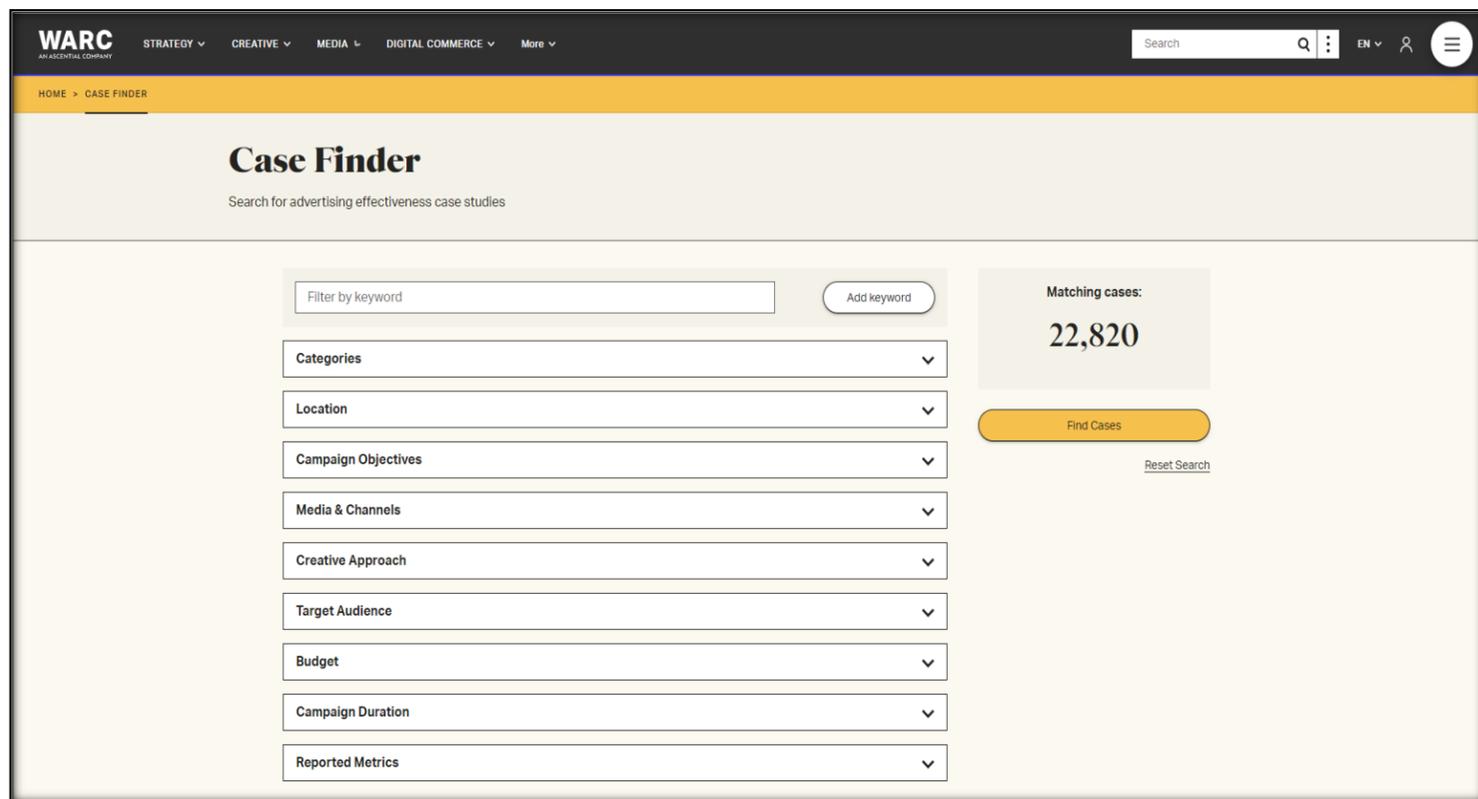
Similarly, the user can filter the content by categories, date range, location, source, and many more.

- Date range: view documents within a specific publication period (e.g., 2012-2015)
- Source: focus on documents from a particular source (e.g., just Admap articles)
- Country: view documents that relate to or mention a specific country
- Industry sector: refine your results to documents about a sector (e.g., Food)
- Brand: view documents that relate to individual brands



**Case Finder**

The case finder helps us with searching a case by free text or can arrive at a conclusion by selecting the different categories and filters available.

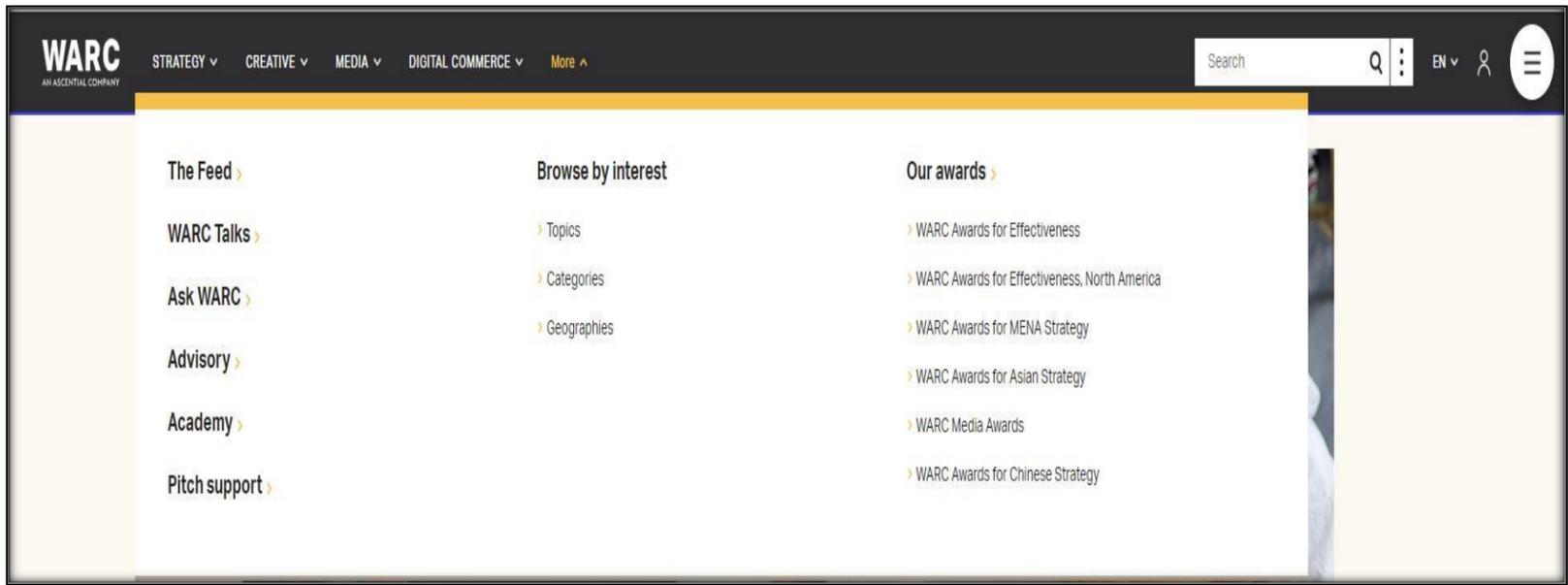


Case finder comes with the following benefits –

- Fast and precise case study searches
- Select your filters - select from 10 powerful filters: keyword, sector, a country, objective, budget, and more.
- Monitor your results - see your search build and your results set narrow to a focused set of case studies
- Find your cases - hit 'find cases' when all your filters are set, and you are ready to review the results

### **Navigation Menu –**

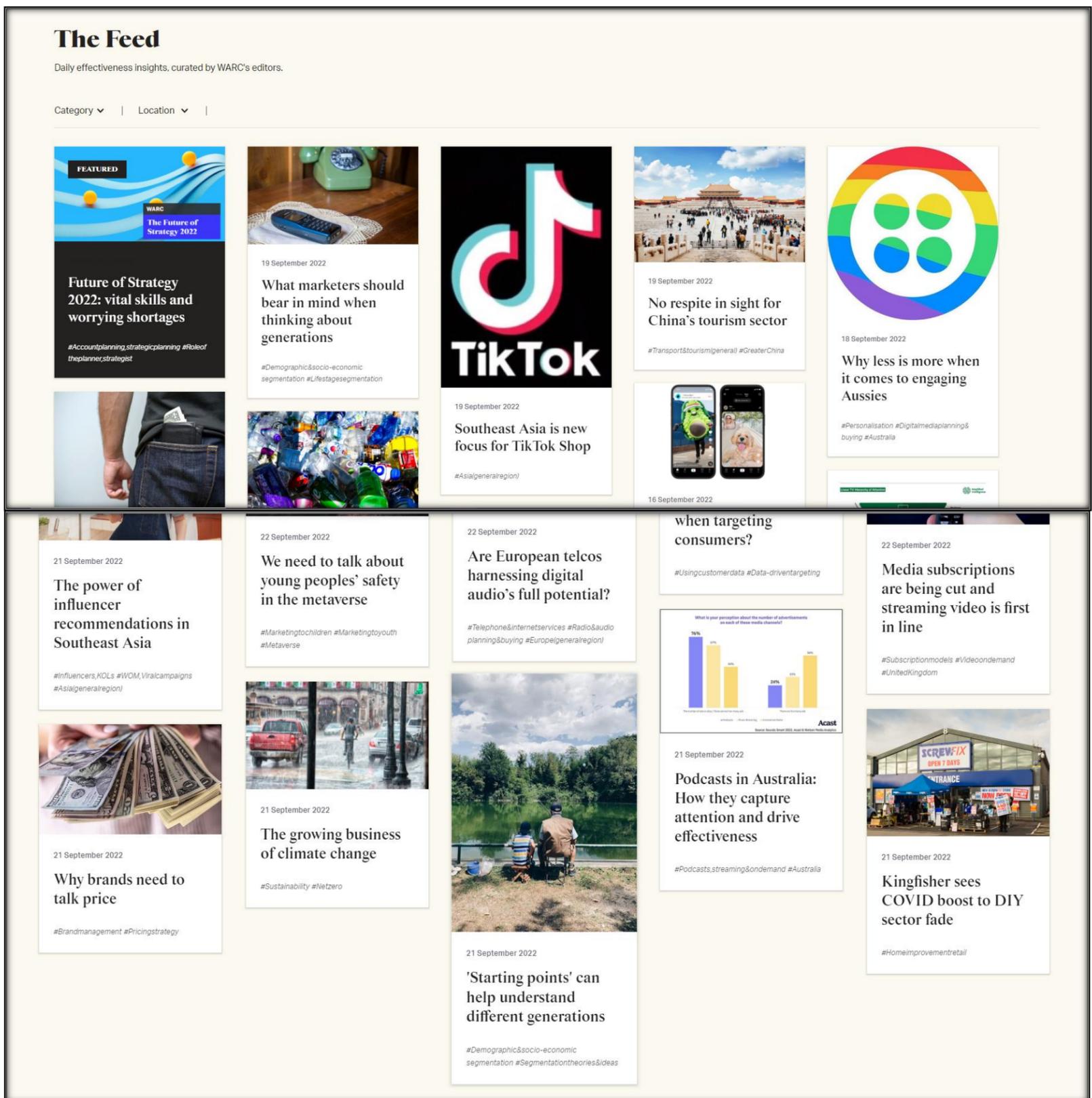
- Strategy – This section has a vast coverage from best practices to market analysis, case studies to different toolkits that can be used to study the market and build up a strategy
- Creative - this section contains different rankings and specific marketing planners
- Media – this is an interactive section of the latest happenings, up-to-date information on advertising, benchmarking, reports and insights gained.
- Digital commerce – highlights from the e-commerce industry and the latest happenings worth the attention.
- And much more –



## The Feed

Daily effectiveness in-sights, curated by WARC's editors

The feed can also be filtered by category and location for customized daily updates.



Please feel free to contact the library team for further details...**Happy Learning!!!**

Source - <https://www-warcom.svkm.mapmyaccess.com/>

## ORIENTATIONS AND USER AWARENESS PROGRAMS CONDUCTED ACROSS CAMPUSES

The Library continues to progress and support the learning, teaching, and research activities at NMIMS.

As part of the focus on teaching, learning, and research needs of the faculties and students, we conduct regular training and orientation sessions for the students and faculties frequently so that they are aware of the resources that the Library is providing and also help them to make the most use of the available resources.

The below table shows the number of orientation and training sessions for the usage of the library conducted across various campuses to improve the efficient use of e-resources in the last quarter.

<b>MUMBAI CAMPUS</b>	
<b>SCHOOL NAME</b>	<b>JULY - SEPTEMBER</b>
<b>SBM/SAMSOE/COE/JDSOLA</b>	15
<b>MPSTME</b>	27
<b>BSSA</b>	4
<b>ASMSOC/SDSOS/KPMSOL/SOD/SOMASA/SOBA/CIS</b>	23
<b>SPPSPTM</b>	4

<b>OTHER CAMPUSES</b>	
<b>CAMPUS NAME</b>	<b>JULY - SEPTEMBER</b>
<b>BANGALURU</b>	22
<b>HYDERABAD</b>	4
<b>SHIRPUR</b>	3
<b>NAVI MUMBAI</b>	11
<b>INDORE</b>	8
<b>DHULE</b>	3
<b>CHANDIGARH</b>	10

With a continuing aim, we will see you in the next orientation session.  
Till then, Stay Tuned!!

# RANKINGS INDICATOR OF THE QUARTER



SCHOOL OF BUSINESS MANAGEMENT



## The Best creates the Best



SCHOOL OF BUSINESS MANAGEMENT  
(Mumbai Campus)



joins the prestigious



# Top 100 Global B-Schools

“ **NMIMS SBM Mumbai is one of the seven institutions in FT Ranking 2022 in India** ”



Some key highlights of NMIMS Mumbai SBM ranking are:

**RANKED 2ND IN PRIVATE INSTITUTIONS CATEGORY**

- Career Progress Rank: 27
- Aims Achieved: 81%
- Salary % Increase in 3 Years: 51.5%
- Female Faculty: 54%



**A management school making it to the Financial Times ranking is a measure of the quality and credibility of the school.**

SR.NO	NAME OF THE SCHOOL	CAMPUS	RANK	RANK NAME
	<p style="text-align: center;">Outlook Magazine Outlook – ICARE Rankings 2022 India’s Best Colleges JULY 2022   VOLUME LXII, No. 27</p>			
1	SVKM's NMIMS Sarla Anil Modi School of Economics, Mumbai	Mumbai	37	India’s Top Colleges 2022 - Arts
2	SVKM's NMIMS Anil Surendra Modi School of Commerce, Mumbai	Mumbai	2	India’s Top Colleges 2022 - BBA
	<p style="text-align: center;">Open – The Magazine Best Colleges 2022 issue AUGUST 2022</p>			
3	SVKM’S NMIMS Mukesh Patel School of Technology Management & Engineering, Mumbai	Mumbai	7	Best Colleges 2022- Zone wise Private Rankings (West) - Engineering
4	Kirit P Mehta School of Law, NMIMS (Deemed –to-be-University), Mumbai	Mumbai	4	Best Colleges 2022- Zone wise Private Rankings (West) - Law
5	Shobhaben Pratapbhai Patel School of Pharmacy & Technology Management, SVKM’S NMIMS (Deemed-to-be-University), Mumbai	Mumbai	1	Best Colleges 2022- Zone wise Private Rankings (West) / Maharashtra - Pharmacy
6	SVKM's NMIMS Anil Surendra Modi School of Commerce, Mumbai	Mumbai	2	Best Colleges 2022- Zone wise Private Rankings (West) / Maharashtra- BBA
7	SVKM’S NMIMS Mukesh Patel School of Technology Management & Engineering, Mumbai	Mumbai	5	Best Private Colleges 2022- Engineering - Maharashtra

<p style="text-align: center;"><b>THE WEEK</b></p> <p style="text-align: center;"><b>The Week – Hansa Research Survey 2022 – Best Colleges</b></p> <p style="text-align: center;"><b>AUGUST 2022</b></p>				
8	SVKM'S NMIMS Mukesh Patel School of Technology Management & Engineering, Mumbai	Mumbai	48	Best Engineering Colleges – All India
9	SVKM'S NMIMS Mukesh Patel School of Technology Management & Engineering, Mumbai	Mumbai	9	Best Private Engineering Colleges – West Zone
10	SVKM'S NMIMS Mukesh Patel School of Technology Management & Engineering, Mumbai	Mumbai	7	Best Private Engineering Colleges – Maharashtra
<p style="text-align: center;"><b>Outlook Magazine</b></p> <p style="text-align: center;"><b>Outlook – ICARE Rankings 2022</b></p> <p style="text-align: center;"><b>India's Best Universities</b></p> <p style="text-align: center;"><b>AUGUST 2022   VOLUME LXII, No. 32</b></p>				
11	SVKM'S NMIMS (Deemed – to – be – University)	Mumbai	25	Deemed-to-be-Universities – Top 40
<p style="text-align: center;"><b>Times of India, 16th JULY 2022</b></p> <p style="text-align: center;"><b>NIRF Rankings</b></p>				
12	NMIMS Shobhaben Pratapbhai Patel School of Pharmacy Technology Management (SPPSPTM)	Mumbai	11th	NIRF Rankings 2022
13	SVKM'S NMIMS (Deemed – to – be – University)	Mumbai	89 <sup>th</sup>	NIRF Rankings 2022 – Overall category
			51 <sup>st</sup>	NIRF Rankings 2022 – Universities Category
			25 <sup>th</sup>	NIRF Rankings 2022 – Management Category

## NMIMS UPDATES ON THE GO!

### ❖ Mumbai team win University of Auckland business case competition

A team from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, took first prize with a proposal to promote sustainable farming and conscious living through hydroponic farming.

*Read more at –*

[Mumbai team win University of Auckland business case competition - The University of Auckland](#)

### ❖ Inkspell, in partnership with NMIMS University - School of Branding and Advertising, brings an exclusive, in-person edition of the AdWorld Showdown 2022 - The Ultimate Battle of Branding & Advertising

Inkspell in partnership with the NMIMS University - School of Branding and Advertising (SOBA, NMIMS), is now taking this disruption one step ahead with the exclusive in-person edition of the AdWorld Showdown 2022 - The Ultimate Battle of Branding & Advertising and an engaging meeting place for many great marketing minds in person.

*Read more at –*

<https://www.prnewswire.com/in/news-releases/inkspell-in-partnership-with-nmims-university-school-of-branding-and-advertising-brings-an-exclusive-in-person-edition-of-the-adworld-showdown-2022-the-ultimate-battle-of-branding-amp-advertising-824046767.html>

### ❖ Admissions Open for MBA (Digital Transformation) Program at NMIMS School of Business Management (SBM)

*Read more at-*

<https://indiaeducationdiary.in/admissions-open-for-mba-digital-transformation-program-at-nmims-school-of-business-management-sbm/>

### ❖ SVKM's NMIMS School of Pharmacy & Technology Management, Shirpur Campus bags NBA Accreditation

The students enrolling for a four-year B Pharm degree course from the current academic year onwards will get an opportunity to complete one more year of education to get an NBA accredited certificate. This signifies that B Pharm degree students at NMIMS Shirpur Campus are accredited by the NBA. This accreditation means the campus follows certain norms as outlined by the regulator and provides a quality education in pharmacy.

*Read more at-*

<https://www.prnewswire.com/in/news-releases/svkm-s-nmims-school-of-pharmacy-amp-technology-management-shirpur-campus-bags-nba-accreditation-801124757.html>

### ❖ Atal Incubation Centre AIC NMIMS Inks MoU with Legalwiz.in

The incubatees at AIC NMIMS will be able to avail the services of Legalwiz.in at a preferential discounted price. Not to mention, they will get the opportunity to tap into Legalwiz.in's wide business network, both national and international, which will help expand the incubatees' own businesses, making fund raising a less daunting exercise

*Read more at –*

<https://www.theweek.in/wire-updates/business/2022/08/12/pwr4-aic-nmims.html>

### ❖ High-end equipment in NMIMS Pharma-Tech lab helps students start their company while completing their studies

The school has installed one-of-its-kind labs where the students exercise their theoretical knowledge along with the practical research. Based on which two of the NMIMS pharmacy students launched their own skincare product names "FABBUE" under the guidance of their faculty.

*Read more at –*

<http://businessnewsthisweek.com/business/high-end-equipment-in-nmims-pharma-tech-lab-helps-students-start-their-company-while-completing-their-studies/> ean of NMIMS' pharmacy and tech school Dr. Bala Prabhakar awarded the 'Top Most Global Healthcare Leaders Award'



### ❖ The best music education awaits, admission at NMIMS School of Performing Arts commences

*Read more at –*

[https://timesofindia.indiatimes.com/the-best-music-education-awaits-admission-at-nmims-school-of-performing-arts-commences/articleshow/92672085.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://timesofindia.indiatimes.com/the-best-music-education-awaits-admission-at-nmims-school-of-performing-arts-commences/articleshow/92672085.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

❖ **SVKM's NMIMS Indore Campus Hosts Taleem O Tarbiyat– An Education to Entrepreneurship Program**

SVKM's NMIMS Indore campus playing gracious hosts to Taleem O Tarbiyat: Education to Entrepreneurship Program, a unique initiative to provide opportunities to the youth and the underprivileged members of the society. The Chief Guest of the program was none other than famous actor, director and producer, Mr. Arbaz Khan. Taalim O Tarbiyat is an initiative by Zafar Sareshwala which focuses on education, character building, entrepreneurship and skill development for the youth and the underprivileged members of our nation.

Read more at –

<https://indiaeducationdiary.in/svkms-nmims-indore-campus-hosts-taleem-o-tarbiyat-an-education-to-entrepreneurship-program/>



❖ **SVKM'S NMIMS, MPSTME, Centre For Textile Functions (CTF) Announces Admission For Diploma In Textile Technology (DTT) Course**

Centre for Textile Functions started in 2007 as an integral part of Shirpur Textile Industry with the great vision of Shri Amrish R Patel, Chancellor, SVKM's NMIMS – Deemed-to-be-University. Centre for Textile Functions is the only institute in India where the “See & Learn, Work & Learn” pedagogy is adopted for giving holistic development in the learning process for the students.

Read more at –

<https://indiaeducationdiary.in/svkms-nmims-mpstme-centre-for-textile-functions-ctf-announces-admission-for-diploma-in-textile-technology-dtt-course/>

❖ **NMIMS university launches BTech programs in computer engineering and data science**

According to an official statement, the programs aim to help prepare the youth in Telangana for the latest and fast-emerging technology jobs. The admission process for the programs has begun.

Read more at –

<https://www.financialexpress.com/education-2/nmims-university-launches-btech-programmes-in-computer-engineering-and-data-science/2613723/>

❖ **NMIMS Centre for International Studies (CIS), Mumbai Offers an International Dual Degree Program For BBA Aspirants**

The Centre for International Studies (CIS) Dual Degree Program is meticulously tailored for students to gain international exposure aligning with key aspects of business, including finance, marketing, economics, strategic processes, and people management. The program also includes various national and international industrial visits as well as internships to help students in developing business administration skills.

These certificate programs will only add salient skills to the students taking them one step ahead.

Read more at –

<https://indiaeducationdiary.in/nmims-centre-for-international-studies-cis-mumbai-offers-an-international-dual-degree-program-for-bba-aspirants/>

❖ **BBA law grads bring smart-tech experience to NMIMS Navi Mumbai: Launch of EV charging station & charging management system**



The two young and bright students of SVKM's NMIMS Navi Mumbai –School of Law decided to build an affordable and accessible EV charging ecosystem.

Priyesh Joshi and Harsh Virk, had an ambitious concept for 'Zerovolt Electric.' It is a high-power electric vehicle charging station network for long-distance travel across India.

Read more at –

<https://spandan.nmims.edu/2022/07/21/bba-law-grads-bring-smart-tech-experience-to-nmims-navi-mumbai-launch-of-ev-charging-station-charging-management-system/>

❖ **SVKM's NMIMS signs an MoU with HTWG Konstanz, Germany, for short study and research**

The MoU includes opportunities for students related to research, internships, and short study programs; faculty exchange for activities like lectures, training, joint supervision of industry projects; offering mutually beneficial academic programs

Read more at –

<https://www.freepressjournal.in/corporate-gallery/svkms-nmims-signs-an-mou-with-htwg-konstanz-germany-for-short-study-and-research>

## EYE ON COMPETITORS!

### ❖ SPJIMR joins hands with Capacity Building Commission as a knowledge partner

The partnership would include several short-and long-term programs based on learning resource creation, curriculum design and delivery and program impact assessments.

Read more at –

<https://www.prnewswire.com/in/news-releases/spjimr-to-be-a-knowledge-partner-to-government-of-india-s-capacity-building-commission-835630146.html>

### ❖ IIM Ahmedabad inks pact with Suzuki Motor Japan

The IIMA-SMC partnership will start with a research project led by IIMA faculty to advise SMC on their future business diversification strategy in India and globally

Read more at –

<https://bloncampus.thehindubusinessline.com/b-school-corner/iim-ahmedabad-inks-pact-with-suzuki-motor-japan/article65866837.ece>

### ❖ ISB inks student exchange pact with ESMT Berlin

The student exchange agreement provides a general framework for the exchange of students between the “Home Institution” and “Host Institution”.

Read more at –

<https://bloncampus.thehindubusinessline.com/b-school-corner/isb-inks-student-exchange-pact-with-esmt-berlin/article65886218.ece>

### ❖ MIT xPRO launches postgraduate certificate in technology leadership in India

Read more at –

<https://www.financialexpress.com/education-2/mit-xpro-launches-postgraduate-certificate-in-technology-leadership-in-india/2660658/>

### ❖ IIM Ahmedabad sets up Kamla Chowdhry Communications Hub

Read more at -

<https://bloncampus.thehindubusinessline.com/b-school-corner/iima-sets-up-kamla-chowdhry-communications-hub-in-honour-of-first-faculty-member/article65852956.ece>

### ❖ IIM Udaipur to gamify MBA degree with a new elective

Read more at –

<https://bloncampus.thehindubusinessline.com/b-school-corner/iim-udaipur-to-gamify-mba-degree-with-a-new-elective/article65635649.ece>

### ❖ No Surprise: Swiss School Tops FT's 2022 Master In Management Ranking Again

For the last 12 years, one school has dominated the premier — and now only — ranking of global Master in Management programs. Once again in 2022, the University of St. Gallen, in Switzerland, offer's the world's top MiM according to *The Financial Times*.

Read more at –

<https://poetsandquants.com/2022/09/12/no-surprise-swiss-school-tops-fts-2022-master-in-management-ranking-again/>

### ❖ Dr. Digambar Tukaram Shirke becomes the new Vice-Chancellor of Mumbai University

Read more at –

<https://www.freepressjournal.in/education/dr-digambar-tukaram-shirke-becomes-the-new-vice-chancellor-of-mumbai-university>

### ❖ After failing to get 'National Importance' status, NCERT vies for 'deemed university' tag

Read more at –

<https://indianexpress.com/article/education/ncert-approaches-ugc-for-deemed-university-status-8145395/>

### ❖ Pros seek new experiences from IIM Bangalore's MBA

Read more at –

<https://bloncampus.thehindubusinessline.com/b-school-corner/pros-seek-new-experiences-from-iim-bangalores-mba/article65813684.ece>

### ❖ IIM Bangalore and King's College London profs conduct joint research

Read more at –

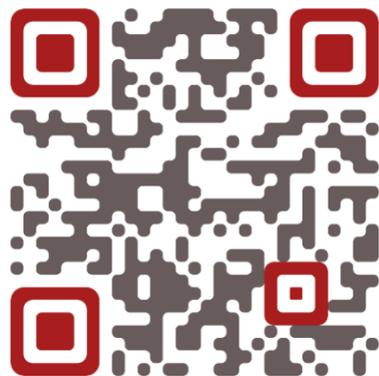
<https://bloncampus.thehindubusinessline.com/b-school-corner/iim-bangalore-and-kings-college-london-profs-conduct-joint-research/article65841114.ece>

### ❖ ISB Executive Education in partnership with Emeritus launches online programme in product management

Read more at –

<https://www.financialexpress.com/education-2/isb-executive-education-in-partnership-with-emeritus-launches-online-programme-in-product-management/2641926/>

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Review Journal



Library Orientation on  
usage of e-resources

Team Library – NMIMS

For More Information, Contact-

SVKM's NMIMS (Deemed to be University)

Prof. Y. K. Bhushan Information and Knowledge Resource Centre, Mumbai

V. L, Pherozeshah Mehta Rd, Vile Parle West, Mumbai, Maharashtra 400056



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