



APRIL, 2022

# VIBHUTHI

## 21<sup>ST</sup>

# EDITION

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GOA INSTITUTE OF MANAGEMENT,  
ALUMNI NEWSLETTER



# Director's Address

Dear Alumni,

Greetings from your Alma Mater!

You will be happy to know that the first batch of PGDM-BIFS successfully graduates from the GIM campus this year. There was a resounding acceptance for the program from the sector which showed up in the feedback of leading recruiters on the value that the students bring to the table. This is also the year where we will increase our intake of the PGDM program to 300 seats as well as expand the reach of the PGDM Part-Time program by launching it in a Hybrid mode.

We saw an upward trend in the salary packages across all the batches with the highest salary package in PGDM (27.83 lakhs), PGDM-HCM (26 Lakhs), PGDM-BDA (30.2 Lakhs) and PGDM-BIFS (17.2 Lakhs).

You will also be happy to note that we have a new Executive Committee with Jaideep Kumar at its helm. It is our endeavor to support them and I would request the broader alumni to support them as well as when they reach out to you for your support.

Starting this year, we also have initiated a new step in having elected Alumni Presidents and Vice Presidents from each batch, starting with the graduating batch of 2020-2022. The aim is to have points of contact for students of each batch with the Institute at large to maintain continuous communication and help in the alumni-institute activities. The same concept will be rolled out to the preceding batches as well and they will work closely with the Executive Committee.

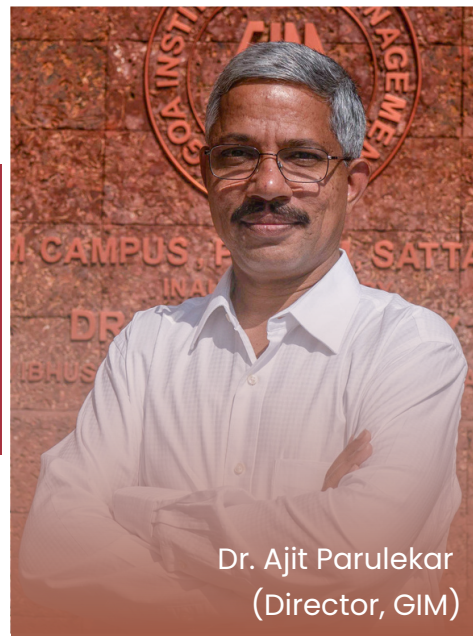
As we get back to normality, let's connect together as we kickstart some of the flagship platforms of summer meets, grand alumni meet, etc and initiate newer forms of engagement. Given the easing of travel restrictions, I hope to connect with some of you as I travel to various parts of the country as well as to Europe and Singapore this summer. Several GIM faculty will be traveling to the US, Europe and parts of Asia during this summer to attend conferences, training programs and to teach. SARC will coordinate with respective Alumni chapters and let us try to organize GIM Alumni get-togethers across major cities of the world to make up for the 2 years lost due to Covid.

Let me also take this opportunity to reach out to each and every one of you to help in Institute building in any way possible, by way of experience sharing with students, course design and delivery, mentorships, management development programs, placements, consulting and any other way possible.

You continue to be our strongest asset.

Stay Safe!

Dr. Ajit Parulekar  
Director, GIM



# GIMAA President's Message



Dear Alumni,

Greetings from the newly formed Executive Council (EC) of the GIM Alumni Association.

We trust and hope that all of you, your family and friends are staying safe and healthy.

I would like to take this opportunity to highlight some of the key initiatives the EC is looking to drive over the immediate 3 to 6 months.

While we, the 9 EC members "know what we know", we want to start with hearing from you - about yourself, what are your expectations from the various stakeholders (Alumni Association, College, Students) and what can you contribute to the college by way of your time, expertise or in any other way so that we could continue to effectively support and build GIM as a leader in management education. By the time you read this note, a survey would have reached you and we would urge you to participate and share the good, bad and the ugly to help us focus our efforts.

Alumni engagement has been key point that the previous EC, SARC teams, Dr. Ajit & our faculty have been tirelessly pursuing. Your active participation in City Chapter[1] Whatsapp Groups and coming together in trying times showcased that an engaged alumni network can really make a positive mark. However, what we need is a wider (across batches) & deeper (within batches) participation - which is the real challenge. We would love to hear from you through the survey and highly encourage you to participate in all the forthcoming alumni events.

Finally, as an alumnus, it is in our interest to see that the current and future GIM students get mentored, gain from our experience & expertise, and get an opportunity to be placed in top organizations who typically may not consider GIM in their priority hiring list. Dr. Ajit, Prof. Shawnn and the college administration has been very welcoming for the alumni to step in as mentors, visiting faculty and champions of brand GIM in the corporate space.

While we are only a 25+ years young institute, yet we have demonstrated to the world that despite starting its operations from the premises of a former medical college or being based in a state strongly associated with leisure, GIM churns out some of the best and brightest managers. Now with a state-of-the-art campus, top-class faculty and a strong alumni base the stage is set for the next level.

A key driver for any institution to move from "good to great" is the success and contribution of their alumni. So, let's come together & contribute to in this journey towards greatness.

Best Wishes

Jaideep Kumar  
(Batch of 2000)

# Alumni Chair's Message



Prof. Shawnn Coutinho  
(Alumni Chair, GIM)

Dear Fellow Alumni,

New year and new tidings always bring a joy and a hope of new beginnings. The year 2022 has that expectation to it. With the waning of the COVID-19 virus, there is a semblance of normalcy returning to our lives.

Life at GIM too started to get back to normal with students returning back to campus for offline classes. The year 2022 saw a new Executive Committee being elected for the GIM alumni association. The new council is now tasked with a vision 2030 of what they would expect GIM to be and how the alumni can contribute to GIM and visa-versa. This year is a first where we have started to hold elections for batch representatives of the graduating batch (Batch President and Batch Vice President). The aim is to have a focal point for the batch around which the batch can be mobilized for activation of any alumni related activities. They would also double up as points of contact for both the batchmates as well as the Institute. The aim is to roll out the same concept to the previous batches as well. The Election Officer, Steve will reach out the immediate pass-out batches this month.

The Student-Alumni Relations Cell (SARC) was instrumental in helping out in the process in seeking nominations as well as in facilitating the election process. The SARC team continued tirelessly in their efforts to help alumni in the career journey through facilitating job hiring and referrals (196 career advancements job postings between September 2021 and March 2022) and worked behind the scenes in helping in COVID19 support. In a first, through the referral of an alumnus we were able to roll out a GIM branded credit card to our alumni and have received several positive notes from those who availed the facility.

As we continue to engage with the alumni, this is shout out to the fellow alumni to connect back to the Institute and collaborate in any way possible, be it facilitating Management Development Programs, Research, Student Connect, Admissions, Course Teaching etc. Please feel free to drop me a note.

This edition of Vibhuthi has a special report on some of the research being done at the Institute. Happy Reading!!

Shawnn Coutinho  
(Chair Alumni Relations)

# Introducing the New Executive Committee – GIMAA

- 1) **Mr. Jaideep Kumar**  
Class of 2000 (President)
- 2) **Mr. Aman Jaggi**  
Class of 2008 (Vice President)
- 3) **Mr. Rockenjit Sinha**  
Class of 2012 (Secretary)
- 4) **Mr. Vishal Agarwal**  
Class of 2009 (Treasurer)
- 5) **Mr. Salil Kumar**  
Class of 2003
- 6) **Mr. Hardik Sojitra**  
Class of 2014
- 7) **Mr. Mohit Gupta**  
Class of 2016
- 8) **Mr. Gavin Dsouza**  
Class of 2017
- 9) **Mr. Abhinuj Handa**  
Class of 2017

## GIMAA EC 2022-25



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# Recently Published Research Papers authored by **GIM Faculty**

**1) Faculty Name:** Alekh Gour, Associate Professor, Healthcare Management & Shikha Aggarwal, Associate Professor, Information Technology and Operations Management

**Paper Name:** Lending Ears to Unheard Voices: An Empirical Analysis of User Generated Content on Social Media in Production & Operations Management.

**Journal Name:** Production and Operations Management. FT50, ABDC 'A\*'

**Summary:** Our study attempts to fill the gap mentioned above by investigating the relationship between the activity on social media and the quantum of the outbreak and further use content analytics to construct a model for segregating tweets. We use the case example of the COVID-19 outbreak. The pandemic has advantages in contributing to the generalizability of results and facilitating the model's validation through data from multiple waves. The findings show that social media activity reflects the outbreak situation on the ground. In particular, we find that negative tweets posted by people during a crisis outbreak concur with the quantum of a disease outbreak. Further, we find a positive association between this relationship and increased information sharing through retweets.

**2) Faculty Name:** Allan Bird, Sr. Professor, Organizational Behaviour & Human Resource Management

**Paper Name:** Opportunism and trust in cross-national lateral collaboration: the Renault-Nissan Alliance and a theory of equity-trust.

**Journal Name:** Journal of World Business. ABDC 'A\*'

**Summary:** Post-merger integration governance and management mechanisms facilitating lateral collaboration remain opaque. In an analysis of the Renault-Nissan Alliance, we abduce a theory of equity-trust by drawing on microfoundations theory and four types of organizational justice. We identify five practices that motivate distributive, procedural, informational, and interactional justice, and find that these practices discourage opportunistic behavior and foster trust thereby influencing alliance performance in two ways: sum of the parts and learning and synergies. Our findings contribute to understanding cross-national lateral collaboration in the form of symbiotic post-merger integration in strategic alliances.

**3) Faculty Name:** Avik Sinha, Associate Professor, General Management and Economics

**Paper Name:** Examining the temporal impact of stock market development on carbon intensity: Evidence from South Asian countries.

**Journal Name:** Journal of Environmental Management. ABDC 'A'

**Summary:** In the present study, we assessed the impacts of stock market development, per capita income, trade expansion, renewable energy solutions, and technological innovations on carbon intensity in the four South Asia countries from 1990 to 2016. The empirical results based on the CS-ARDL approach revealed that stock market development, per capita income, and trade expansion invigorated carbon intensity in the South Asian countries. On the contrary, the increased usage of renewable energy solutions and technological advancement helped in reducing the energy-led carbon intensity.

# Recently Published Research Papers authored by **GIM Faculty**

## **4) Faculty Name: Avik Sinha, Associate Professor, General Management and Economics**

**Paper Name:** Financial development, renewable energy and CO2 emission in G7 countries: New evidence from non-linear and asymmetric analysis.

**Journal Name:** Energy Economics. ABDC 'A'

**Summary:** The G7 countries have not yet been able to make a discernible impact in achieving the Sustainable Development Goal (SDG) 13 and 7. This situation could be ascribed to the underlying financialization issue in these countries, along with the implementation issues with renewable energy generation. The contribution of the present study is an emphasis on the environmental policy issues of the G7 countries, and the accompanying recommendation of this SDG-oriented policy framework.

## **5) Faculty Name: Yukti Sharma, Assistant Professor, Marketing**

**Paper Name:** From pandemic to Prada: examining online luxury-brand self-narratives.

**Journal Name:** Marketing Intelligence & Planning. ABDC 'A'

**Summary:** Amidst the exponential spread of the COVID-19 pandemic, this study aims to explore the evolving dynamics underlying consumers' narratives about luxury-brands over social media. In contrast to the conventional wisdom of NVM, the results suggest a positive influence of not only perceived benefits but also perceived risks on intention to engage in OLBSN and brand advocacy during the ongoing pandemic.

## **6) Faculty Name: Ranjan Dasgupta, Associate Professor, Finance and Accounting**

**Paper Name:** Financial performance shortfall, ESG controversies, and ESG performance: Evidence from firms around the world.

**Journal Name:** Finance Research Letters. ABDC 'A'

**Summary:** : This study examines whether financial performance shortfalls motivate firms to undertake improved ESG practices, possibly to maintain future legitimacy. It also investigates whether ESG controversies mediate firms' ESG decisions in such situations. It finds a strong positive influence of financial performance shortfall on firm's ESG performance. However, when such firms are constrained by high levels of ESG controversies, they are less likely to engage in higher ESG practices, although such controversies have positive mediating impact on the relationship between financial performance shortfalls and ESG performance.

# Recently Published Research Papers authored by **GIM Faculty**

## **7) Faculty Name: Ranjan Dasgupta, Associate Professor, Finance and Accounting**

**Paper Name:** Role of educational, regional and religious attributes of CEOs in performance of Indian family firms.

**Journal Name:** International Journal of Managerial Finance. ABDC 'A'

**Summary:** The authors investigate whether community-based CEO's attributes, particularly educational attainment, regional and religious affiliation, are direct antecedents of performance in family-controlled Indian firms. The results reveal that firms with post-graduate CEOs in business and firms with doctorate CEOs, significantly outperform peer firms. The authors also find that CEOs from northern India outperform peer CEOs consistently which emanates from the risk-taking differentials of CEO's across regions.

## **8) Faculty Name: Chinmaya Behera, Assistant Professor, General Management and Economics**

**Paper Name:** Mathematical modelling for tourism supply chain considering sustainable effort.

**Journal Name:** Information Systems and Operational Research. ABDC 'B'

**Summary:** Tourism Supply chain (TSC) refers to techniques aimed at facilitating the sustainable development of tourist destinations through purchasing policies and practices. Sustainability is of particular importance to tour operators because their products are dependent on local operators, including accommodations, transportation, and activities. The results of this study show that the tourism supply chain generate more profit in without cost-sharing compare to with cost-sharing. The results of our study also indicate that the total profit is higher when the local operator performs the sustainability and a portion of the cost of the ecotourism effort is shared by the tour operator.

## **9) Faculty Name: Purvendu Sharma, Assistant Professor, Marketing**

**Paper Name:** Understanding destination evangelism: a social media viewpoint.

**Journal Name:** Marketing Intelligence & Planning. ABDC 'A'

**Summary:** The present research aims to introduce and understand the promising nature of destination evangelism in the context of social media-based tourism communities (SMTCs). Further, factors that influence evangelism and information-seeking behaviors on SMTCs are examined. The research findings indicate that destination distinctiveness and information-seeking positively lead to destination evangelism. Information-seeking is found to mediate the relationship between (1) destination evangelism and travel commitment and (2) destination evangelism and distinctiveness.

# Recently Published Research Papers authored by **GIM Faculty**

**10) Faculty Name:** Anamika Sinha, Associate Professor, Organisational Behaviour & Human Resource Management

**Paper Name:** Determinants of medical tourism: application of Fuzzy Analytical Hierarchical Process.

**Journal Name:** International Journal of Emerging Markets

**Summary:** The study aims to facilitate the medical tourists visiting emerging countries for various kinds of ailments by ranking the possible destinations to avail medical treatments. India is a preferred emerging market location due to the low cost and high medical staff quality. India offers value for money, whereas Singapore and Thailand are preferred destinations for quality and technology.

PS: GIM faculty members have published 68 peer reviewed papers in current academic year so far, out of which 1 in FT50, 4 in A\*, 19 in A, 13 in B, 8 in C & others.

# GIM UPDATES



## PIR Ranking bagged by GIM:

Goa Institute of Management has been rated among the top 4 best B-Schools of the world in the Positive Impact Rating 2021. The 2021 PIR report highlights the potential for business schools to transform the way they teach and implement business sustainability. It is for the first time that a level-5 ranking has been attained by B-Schools, GIM being one of them. The institute has been constantly working in the direction of enhancing sustainability and student engagement through all its initiatives. GIM commits to creating transformative leaders focused on responsible, ethical, and sustainable business practices. As a committed member of UN PRME, UN SDSN, and GBSN, GIM contributes actively through teaching, research and outreach activities to bring about transformative change and contribute towards meeting the SDGs locally. The culture at the institute sets a belief in a continuous process of learning. It provides students, faculty, and staff members with the conditions to broaden their knowledge about sustainability-related issues and practices, responsible production and consumption within and beyond GIM.

## New Cafeteria

The fast-paced life of an MBA student requires a lot of energy and the best way to make sure all students are full of life is to provide them with nutritional and delicious food. We are elated to announce the opening of our spacious and exciting new cafeteria. The cafeteria would be able to accommodate 250+ people at a time, thereby spreading out the dining area which would ensure plenty of space for every individual. The cafeteria is host to one of the most scenic views on campus and to help people fully appreciate the view, there are tables located outside the cafeteria so that students and faculty can enjoy the scenery while they have a bite to eat. At the request of students, the new cafeteria would be serving a continental cuisine which would include delicious treats like burgers, sandwiches, soups and various other dishes from around the globe.



# GIM UPDATES

## DSDE

Goa Institute of Management hosted the inaugural ceremony of the Training Programme for the Directorate of Skill Development & Entrepreneurship (DSDE), with the aim to provide vocational training to the principals, group instructors and non-teaching staff of the state of Goa. The ceremony was initiated with harmonious lighting of traditional lamp performed by Mr. Vishwajit P. Rane, Hon'ble Minister for Health & Skill Development, Mr. C. R. Garg, IAS, Secretary (SD&E), Shri. Dipak Desai, Director, Directorate of Skill Development and Entrepreneurship, and Dr. Ajit Parulekar, Director, GIM. It is expected that this alliance with the Government of Goa will encourage and uplift the youth of Goa and turn them into valuable assets for the nation. We look forward to organizing such events in the near future.



## Society for Public Policy



The Society for Public Policy was inceptioned in the year 2020 to allow the student fraternity of GIM to peel back the covers and learn more about how India's public policy is formulated and how it affects the lives of our population. It facilitates students to contact government authorities, participate in live government projects, and take advantage of internship opportunities offered by the centre along with providing a thorough grasp of economic activities and the development of regulations that facilitate cross-national trade. It is a valuable addition at GIM as it involves students in policy development projects involving public and private entities, taking policy issues beyond the classroom.

# GIM UPDATES

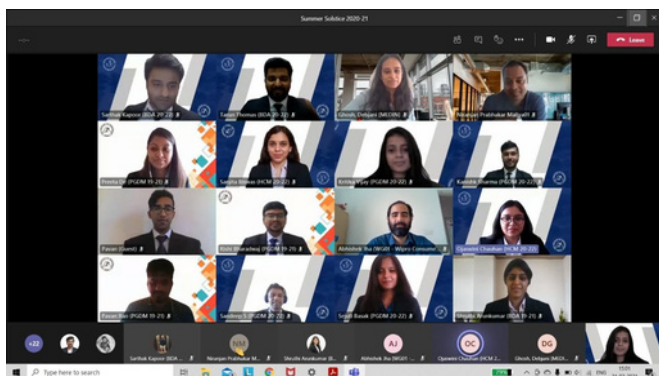
## SC, ST, Diversity & Inclusion Committee

The SC, ST, Diversity & Inclusion Committee came into the formulation in October 2021. It strives to promote equality in the truest form via recognition and inclusion of the SC, ST, and Diversity, thus keeping the spirit of GIM as a truly inclusive institute alive. The committee will work actively for creating awareness about SC, ST, and Diversity by providing a platform for the expression of views and promoting inclusivity.





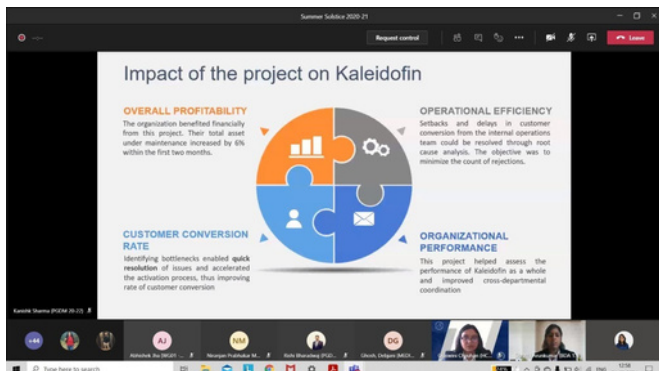
## Summer Solstice 2021 by S.A.R.C.



Summer Solstice is an annual competition where students of GIM are given an opportunity to showcase their summer internship projects to industry experts from various domains and get insightful feedback from the brightest minds in the industry. The competition features students from all of the courses offered by GIM, namely PGDM, BDA, BIFS and HCM. The event was held in a virtual capacity this year, but that did not deter the students from giving their best and fully utilising the opportunity given to them.

Ms. Shruthi Arunkumar from BDA won the gold medal for the best summer internship project with Ms. Preeta De and Mr. Kunal Pramanik from PGDM bagging the 1st and 2nd runners up positions respectively. The pool of 300+ participants was assessed by 3 of our very own esteemed Alumni – Mr. Niranjana Mallya, Mr. Abhishek Jha and Ms. Debjani Ghosh.

We are grateful to them for taking out time from their schedules and helping make the event a great success.



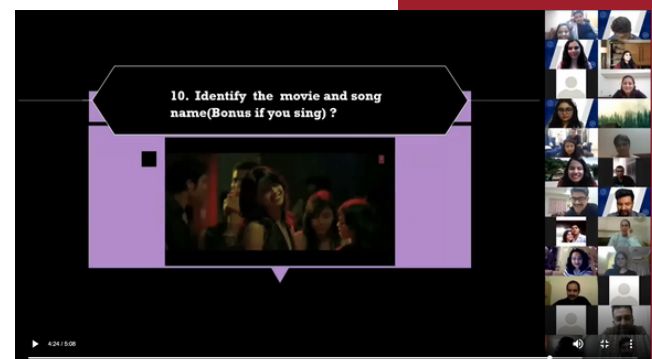
# EVENTS AT GIM

## 10 Year Reunion – Class of 2010 by S.A.R.C.

10 Year Reunion – Class of 2010, Reunite. Revisit. Relive. was conducted on the 13th of December 2020 in online mode on the Zoom platform. Alumni from various cities and countries joined the event. This was the first '10 Year Reunion' in S.A.R.C.'s history to go completely online. Taking advantage of the digital platform in these testing times, 10 Year Reunion – Class of 2010, enabled the batch to relive moments with fellow GIMites irrespective of their residing city.

The event kickstarted with Hangouts - Student Alumni Interaction #AskMeAnything where the current batch of GIM was invited to interact with the esteemed alumni who were kind enough to grace the occasion. About 60+ students joined the event and over 20 alumni from different parts of the world cutting across different time zones joined the elite panel. The interaction included questions from a mixed bag of genres ranging from life at GIM to career choices and challenges. Following this, Alumni from the Class of 2010 were addressed by the director and alumni chair. Numerous faculty members also graced the occasion and interacted with their old students. Alumni were treated to a host of segments such as Wall of Fame, Rangmanch – Alumni Unplugged, Samaa – OxyGIM performace, Gamecon and Bollywood Night.

This first of its kind virtual 10 Year Reunion for the Class of 2010 was very well received by the alumni who with their engaging participation made it a grand success



# EVENTS AT GIM

## Alumni Intern Mentorship (A.I.M) and Alumni Recruit Connect (A.R.C)

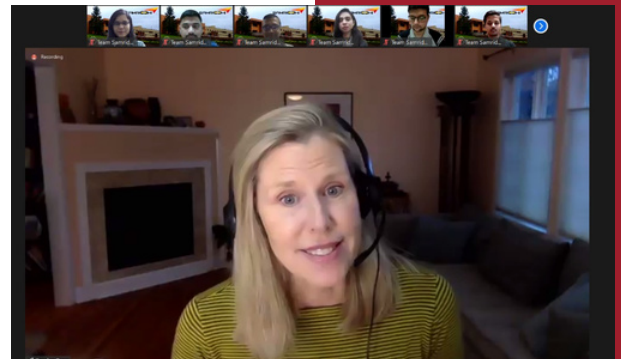
Alumni Intern Mentorship is an initiative wherein we connect our first-year students with alumni based in the organizations where they have secured their summer internships. The initiative helps our first-year students to gain familiarity with the organization where they going to intern. It acts as a perfect bridge between the students and the alumni. The initiative also helps the students get important insights about the working of the organization. The initiative helps solve the various doubts and queries of the first-year summer intern students. It provides a great opportunity for the interns to get to know more about the organization. It also provides a great learning experience to the interns as they get to learn a lot from the mentor they have been assigned

Alumni Recruit Connect is an initiative wherein we connect our fresh graduates to our alumni base in the organizations where they are placed, hence it helps in strengthening the bond between our alumni and our alma mater. It's a perfect platform for our fresh graduates to network with the industry leaders. The initiative helps our fresh graduates overcome their early jitters in the corporate arena. It also provides the graduates with the proper guidance required when starting their corporate journey. The initiative also helps the new joiners get familiar with the work of the organization. The initiative also helps deepen the bond between our alumni and our alma mater.

# EVENTS AT GIM

## Business Symposium 2020 by Samriddhi

Samriddhi is the annual international business symposium and the flagship event of Goa Institute of Management that carries a legacy of 14 years. For the year 2020, Samriddhi was conducted at an international level. With all the changes that the year had brought, Samriddhi was redesigned to provide a virtual platform for individuals to reinvent strategies at an international level. Along with hosting eminent speakers- Mr. Anil Swarup, Dr. Paul Matthysens, Ms. Carolyn Parrs, Major Vandana Sharma and Dr. C J Palmer, who shared their inspiring thoughts on different dimensions, we collaborated with different clubs and societies of GIM to hold national-level competitions that witnessed participation from top b-schools across the country.



## Basanti Cup 2021 by Prayas



Basanti Cup, a fun-filled ten-over cricket tournament, is Prayas' flagship event. It began on February 5, 2021, with seven teams competing for the title. Tagore Tigers, led by Jigar Singhal, won the competition in the men's category, and D'Lions, led by Samarth Patel, finished second. Team Mastaani Gang led by Tanya Arora defeated Ayushi Agarwal's Pitch Pe Basantis in the women's finals. Samarth Patel was named Man of the Series, and Tanya Arora was named Woman of the Series. Mital Sharma & Pranali Kanavaje were crowned the Best Batsmen in the men's and women's categories, respectively, while Hriday Ranade & Shubhangi Joshi took home the Best Bowler bragging rights in men's and women's categories, respectively.

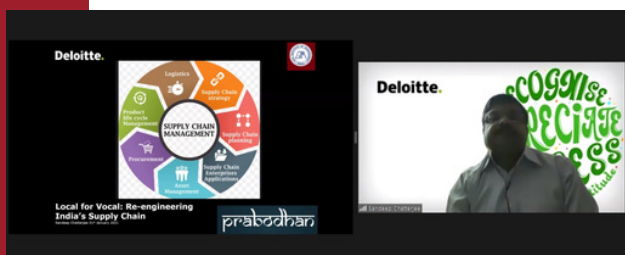
# EVENTS AT GIM

## Literati 2021 by Kshitiz



Literati'21 is the flagship event of Kshitiz, The Creativity and Literary Club of GIM. Literati is an amalgamation of 4 events spanning across 2 consecutive days in the month of January. Literature and creativity are merged with an element of fun thus enabling participants to enjoy and display their talent. The events organized this year as part of Literati included Coveraza, Scene Kya Hai, DoReMi and Global Tiff. Coveraza was a cover page designed around the theme of horror, Scene Kya Hai? required participants to create a fun scene out of movie scenes and in DoReMi they had to guess the songs played in a mashup. The final event that was part of Literati was Global Tiff which is the flagship event of Literati every year. An event where participants debate about two opposite things using everything global and no actual facts.

## Prabodhan 2021 by SCOPES



Prabodhan-flagship event of SCOPES is a 2-day national level supply chain and operations conclave. Prabodhan 2021 was conducted on 30th - 31st January. It witnessed the participation of 800+ students from B-schools across the nation. Prabodhan aims at acquainting students with the current industry trends and challenges. The conclave kick-started by unveiling of 'SAMHITA 6.0', the annual supply chain and operations newsletter, comprising articles from industry leaders and students from different B-schools. Day 2 started with 'Tantra'- an interactive session with industry experts. 'Continuum V7.0', a national level case study competition based on Farmer empowerment in India, where the country's top 8 teams presented their solutions. A simulation game 'Beer Game' based on supply chain management was organized to test the participants' supply chain's domain acumen. With overwhelming participation, the event was a grand success.

# EVENTS AT GIM

## Anveshan 2021 by HRiday

Anveshan is one of the largest National Level HR Business Symposiums conducted by any B-School in the country. It is a 2-day event organized by HRiday – the HR Club of Goa Institute of Management. 'Anveshan – 2021 – Kindling Agility, the ninth iteration of Anveshan was held on the 20th and 21st of February 2021. Over the course of two days, various events were held which included – Gyaanodaya, Samiksha, Margdarshan, Yukti and InQuizitive. Anveshan 2021 saw collaboration with big names in the industry such as HDFC Bank, HR Strategizer MBAtrek, The Soul Travelling, BLive, Human Capital, 92.7 Big FM and Sai Soul Curry.



## Inception 2021 by Inception

Inception is the decade-old performing arts society that organizes the annual cultural, music, and food festival of Goa Institute of Management, with a footfall of 1000+ each day. The two-day festival hosts live artists, soul-moving musical performances, inter-college cultural competitions, and food festivals on the campus itself. Over the years, Inception has been providing a stage for famous artists and bands like Rahul Subramaniam, Black in White Goa, Neeraj Arya's Kabir Café, Samar Mehdi, Pritish Narula, Abhishek Upamanyu, and more. People, Talent, Platform, and Expression are the four pillars that Inception thrives upon to build a home in the celebration of art, culture, and flair. Furthermore, stalls of popular finger-licking eateries and brands are instituted as a point of attraction to relish. Inception becomes a perfect blend of dance, music, comedy, drama, and amusement, warming everyone to their bones with utmost exhilaration.



# EVENTS AT GIM

## Utsav 2021 by E-Cell

The E-Cell's Flagship event, "UTSAV," strives to embed and develop entrepreneurship on campus. This one-day event is for students who are ready to get in, act, and deal with the inevitable challenges that come with owning their own business. We can only appreciate and acknowledge the innovative ideas and excitement each team exhibited in UTSAV as we glance back in 2021. To make the day extraordinary, 400 people, including faculty and students, gathered together. Students were given the opportunity to unlock their full potential by forming teams, working together and earning profits. The event was a big success, with 15 student-run stalls serving various products & services such as Food, Drinks, Card Games, Carnival Games, Instant Photo booths etc. In addition to all that, a collaboration with GIM's very own band - OxyGIM helped the evening to bask in timeless melodies and leave people with wonderful memories.



## Wine Tasting 2021 by Ribandar Talks

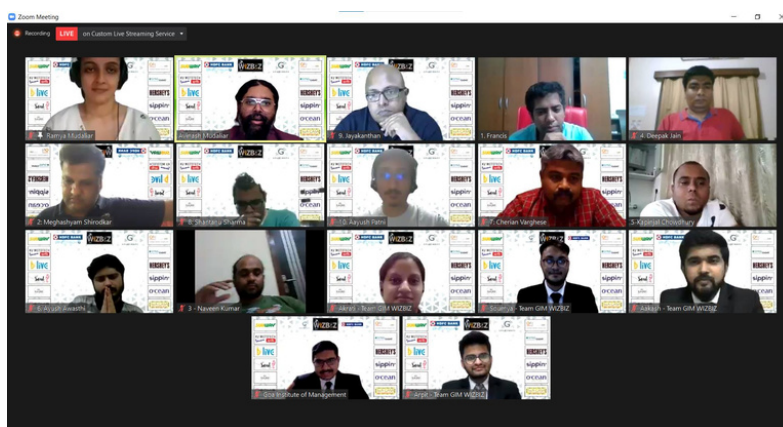


Wine Tasting Etiquette is the annual flagship event of Ribandar Talks. The session teaches the students about the basics of wine tasting, which includes a diverse range of wines along with appropriate hors d'oeuvres like cheese, chocolates, canapés, etc. Wine is a major part of every corporate party, lunch or dinner. Hence, it is essential that our students who would be promising future managers, acquire the skills and learn the fine art of wine etiquette. Here, WTE acts as the perfect aid and gives an experience with finesse. This annual event always proves to be one of its kind with students showing keen interest in learning. Every year, it witnesses our students take active participation to inculcate the social graces that keep them at par with their corporate circle.

# EVENTS AT GIM

## WizBiz 2021 by MECCA

GIM WIZBIZ is India's largest and most recognized student-organized corporate quiz event which sees participation from all over the country. On March 7, 2021, the 21st edition of GIM WIZBIZ powered by HDFC Bank and GRANDMARK, Co-Sponsored by Subway was conducted in a hybrid mode for the very first time in history and it turned out to be a big success. We got 53 Sponsors for our event including big brands like Hershey's, Big FM, Ocean Energy drink. It saw participation from companies like RBI, Deloitte, Cognizant, TCS, Sai Mitra, Viacom 18, SBI, HP, Oracle and many more, extending the reach to PAN India. The audience comprising of students and the corporate fraternity was hosted by one of the most renowned Quizmasters of the country Mr. Avinash Mudaliar. He has conducted over 1500 quizzes in the last two decades and has won over 800 quizzes, and continuing his relationship with GIM for the 19th year, was a humdinger of the event. The total prize money for the event was a whopping Rs. 2.5 lakhs.



# Letter from S.A.R.C.

Dear Alumni,

We are grateful to have the privilege of playing the pivotal role of keeping you, our illustrious alumni connected with your alma mater and with your fellow alumni. It has been an honour for us to keep working towards forging a stronger and enduring alumni network that will enable the whole GIM community to excel in today's business environment.

With our alumni community growing to over 5500+ members, we are excited to have embarked on new endeavours to strengthen our engagement with you by leveraging every available channel. We extend our deepest gratitude for your commitment and participation in the same.

To the parting Executive Committee, we express our heartfelt gratitude for all their endeavours towards the best interest of the institute, and extend our warmest welcome to the newly elected Executive Committee with whom we look forward to collaborating to strengthen ties with our alumni base as well as work on ways to further develop the prominence of the Institute.

Earnestly, we would also like to thank Dr. Ajit Parulekar (Director, GIM), Prof. Shawnn Coutinho (Alumni Chair, GIM), Ms. Priya Salgaonkar (Alumni Relations Office, GIM), and Ms. Sania Jalmi (Alumni Relations Office, GIM) for their unwavering support and profound guidance.

We strive to continue working towards the amelioration of the GIM alumni community with ever-increasing zeal and look to do so by inviting suggestions and valuable inputs from our beloved alumni.

Regards,

S.A.R.C.

# STUDENT ALUMNI RELATIONS CELL (BATCH OF 2020-22)



Top (L-R): **Sandeep S, Kanishk Sharma, Sarthak Kapoor, Sharad Agarwal, Tarun Thomas**  
Bottom (L-R): **Ojaswini Chauhan, Sanjita Biswas, Kritika Vijay, Sejuti Basak.**

# STUDENT ALUMNI RELATIONS CELL (BATCH OF 2021-23)



From (L-R): **Abhishek Srivastava, Maitri Aswal, Aakash Wadhawan, Akshay Gaba, Aman Gandhi, Somya Sharma, Aastha Gaur, Kris Mendonsa, Adarsh Menon.**



APRIL, 2022

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