# BUILDING A PERSONAL BRAND

Newsletter

SVKM'S
**NMIMS**
Deemed to be UNIVERSITY

This Newsletter is brought to you

by

## Prof. Y. K. Bhushan Information and Knowledge Resource Centre

Libraries are known as gateways to Knowledge. This 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 proving excellent information services and a collection of literature. We are presenting the Volume 3 Issue 4 of our Library Newsletter, "**NMIMS Knowledge Trendsetters**," wherein this quarter's theme is "**Building A Personal Brand**."

This issue will provide an in-depth guide to personal branding for students. It will cover the significance of developing a strong personal brand, highlight the key components of an effective brand, and offer strategies for students to position themselves uniquely to stand out in their academic and professional pursuits. This issue also includes FAQs about the Library, a tutorial to utilizing one of the databases, and much more interesting news.

*Happy reading!*

Thanking you all for your active support,

*Stay Tuned*

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| GUIDE HOW TO ACCESS E-RESOURCES | RANKINGS | NEWS UPDATES |

# Building a Personal Brand as a Student



In the present competitive scenario, building a Personal Brand is no longer just a strategy for workers and entrepreneurs-its fundamental for students willing to be different and achieve their desired future in the job market. A personal brand, basically, is the way you show yourself to the world and how you are perceived by others. Building a personal brand in college can be leverage for you and can consequently be the stepping stone for you to make a successful career.

## SIGNIFICANCE OF PERSONAL BRANDING: -

### ➢ Becoming Unique in a Market full of Competitors:

The competition for jobs is on the rise and standing out is a must. A personal brand that is really created helps you to stand out among others. It is a mirror of your personal strengths, talents, and beliefs that keep your mind on the memories of companies that want to hire you, your internship coordinators, and networking contacts.



### ➢ Career Clarity and Focus:



Developing your own personal brand is a practice of taking a step back and determining your course of action. It helps if you focus on your gifts, interests, and future career goals. Then, you can deal without any confusion about your career path. This concentrated attention enables you to customize your educational path and extracurricular activities to be consistent with your future ambitions.

➢ **Building Relationships and Networking:**



Branding awareness through a personal image makes your networking ventures easier. With a personal brand, you can be easily identified as a person who is good at some skills, has accomplished some things, and represents certain values. Then, it will be easy to build meaningful relationships. These links can lead to you getting the desired mentorships, internships, jobs, and even developing your career.
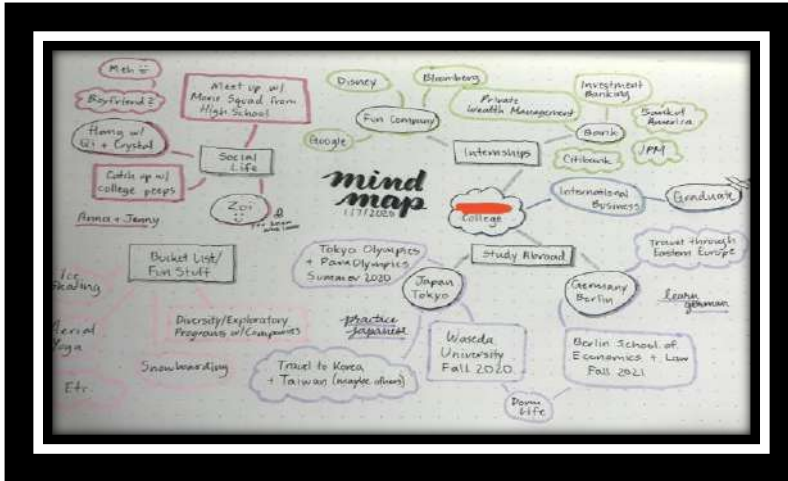
➢ **Confidence and Self-Presentation:**



A personal brand is a way to improve self-confidence. By understanding your unique selling points and being able to articulate them, you can perfectly present yourself during interviews, networking events, or in public speaking situations.

## STRATEGIES FOR BUILDING A PERSONAL BRAND: -

➢ **Self-Assessment and Definition:**



First, write down the things you enjoy doing, your ideas and principles, and your ambitions. Concentrate on the things that make you different from others and the way you want to be viewed. Instruments like personality tests and comments from colleagues and mentors can help you better understand your self-image. Make a personal mission statement that explains your vision and core principles.
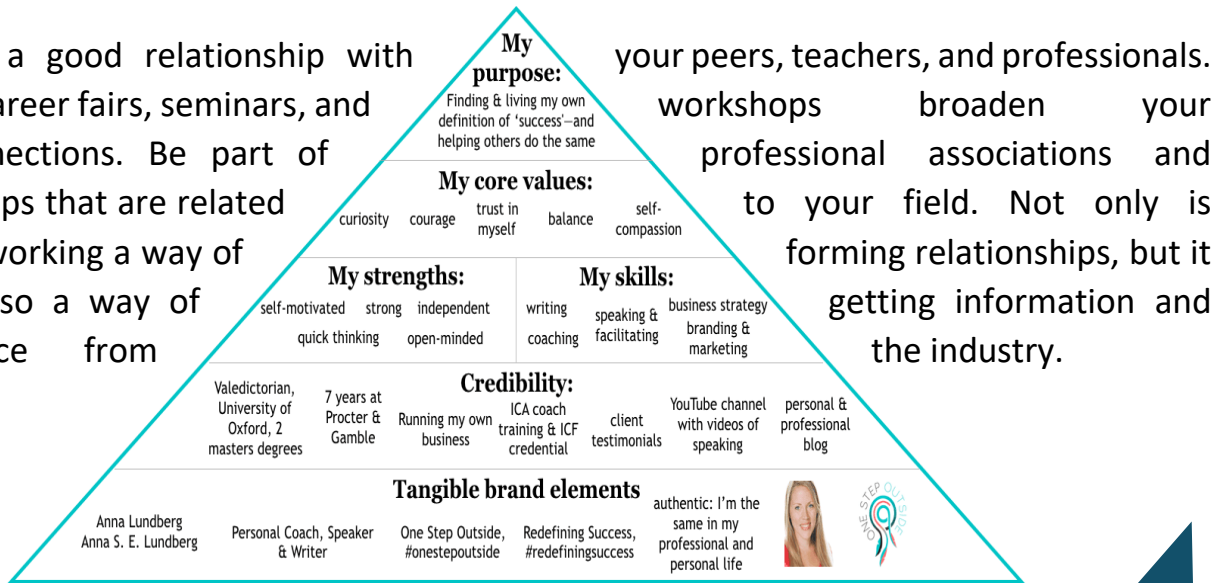
➢ **Crafting Your Brand Identity:**



Ensure that your brand image is the same on all channels. This includes your resume, LinkedIn profile, personal website, and Facebook page. Select a business profile picture, keep the same style and tone in all your communications. Your online presence should convey the image you want to be associated with, whether you are a competent and trustworthy professional or a creative and innovative thinker.

➢ **Creating and Sharing Content:**

Use your knowledge as a thought leader by sharing content related to your field. Write blogs, make videos, or share articles that demonstrate your background and proficiency in the subject. Joining discussions and forums related to the topic can also help make new contacts and find similarly interested people.

## Building a Professional Network:

Get a good relationship with your peers, teachers, and professionals. At career fairs, seminars, and workshops broaden your connections. Be part of professional associations and groups that are related to your field. Not only is networking a way of forming relationships, but it is also a way of getting information and advice from the industry.



**My purpose:** Finding & living my own definition of 'success'—and helping others do the same

**My core values:** curiosity, courage, trust in myself, balance, self-compassion

**My strengths:** self-motivated, strong, independent, quick thinking, open-minded

**My skills:** writing, coaching, speaking & facilitating, business strategy, branding & marketing

**Credibility:** Valedictorian, University of Oxford, 2 masters degrees; 7 years at Procter & Gamble; Running my own business; ICA coach training & ICF credential; client testimonials; YouTube channel with videos of speaking; personal & professional blog

**Tangible brand elements:** Anna Lundberg, Anna S. E. Lundberg; Personal Coach, Speaker & Writer; One Step Outside, #onestepoutside; Redefining Success, #redefiningsuccess; authentic: I'm the same in my professional and personal life

➢ **Seeking Feedback and Continuous Improvement:**

Make it a point to get feedback from mentors, peers, and senior regularly. This feedback should then be used to improve your personal brand and address any improvement areas. Personal branding is a continuously changing process, and being willingly to grow and change is essential.

*By:*

*Dr. Molly Chaturvedi*

*Assistant Professor*

*SOC, NMIMS HYDERABAD*

# The Pioneers of Personal Branding in India: People possessing powerful personal brands.

Personal Branding is a new trend. Gone are the days when only companies needed to have a good brand. You have to create your own brand. You have to be the CEO of the 'Brand You.' We will see the pioneers of Personal Branding in India, i.e., people possessing powerful personal brands. Creating a strong personal brand brings many benefits, such as boosting your confidence, earning trust, and increasing your credibility and authenticity.

## Ratan Tata



Ratan Tata is a highly successful Indian businessman with a powerful personal brand marked by conviction, hard work, and visionary thinking. His dream of affordable cars for Indian families won widespread admiration. Known for his humbleness, Tata's recent donation of Rs. 500 Cr. to aid the nation during a crisis highlights his commitment. His exemplary personal brand has earned him the 'real Kohinoor of India' title on social media.

## Sachin Tendulkar



Sachin Tendulkar's strong personal brand is evident in his title as the "God of Cricket." He is highly respected for his positive attitude and cricket skills. Having overcome many challenges, he exemplifies remarkable resilience. Overall, he is a prime example of effective personal branding.

## Anand Mahindra



Anand Mahindra is the Chairman of the Mahindra Group, a major conglomerate in India. He is known for his active presence on social media, where he shares his thoughts, experiences, and opinions. He has built a strong personal brand that displays his expertise, leadership, and vision.

## Neil Patel

Neil Patel is an astounding proficient who brings the majority of the abilities and skills in digital marketing to the board. Renowned for his detailed and well-researched online marketing blogs, he has built a strong personal brand and maintains a robust social media presence. He is a prime example of effective personal branding in marketing.

## Byju Raveendran

Raveendran's personal brand grew into a $22 billion ed-tech startup. He started by teaching friends and then moved on to teaching large groups of students in auditoriums and remotely.

## Nithin Kamath

The founder of Zerodha, Nithin Kamath, uses his personal brand to help the average Indian understand investing and trading. He shares insights and updates about the company and industry trends through his blog posts, interviews, and social media presence.

## Richa Kar

Richa Kar pursued her MBA degree from SBM, NMIMS, and belongs to the 2007 batch. She is the founder of Zivame, the leading online lingerie shopping platform. Through her bold initiative, she was keen to make the shopping experience for intimate clothing easy and succeeded at it. She is among the most influential women in India today and an inspiration to many.

## Anupam Mittal

Anupam Mittal is an Indian entrepreneur, business executive, and angel investor. He is the founder and CEO of People Group and Shaadi.com. He uses social media to share his entrepreneurial journey, industry insights, and personal values, greatly enhancing his personal brand. Apart from starting Shaadi.com, an Indian online wedding service, he has also been a prominent investor in Shark Tank Season 1, 2, and 3, investing in over 250 companies.

## Building A Personal Brand

### Deepinder Goyal



Deepinder Goyal is the Co-founder and CEO of Zomato, which he launched in 2010 as a restaurant review platform. Under his leadership, Zomato has expanded into a major public company, serving over 1,000 cities in India. The company is known for its strong execution, innovative products, and engaging marketing strategies, including memorable memes.

### Vineeta Singh



Vineeta Singh's journey from a middle-class upbringing in Gujarat to founding a successful cosmetics brand, all while pursuing athletics, is truly inspirational. Sugar Cosmetics CEO and co-founder Vineeta Singh says there is no option but to have a personal brand if it helps the business.

### Masaba Gupta



Masaba Gupta is an Indian fashion designer and actress with her own House of Masaba label. She also launched her own cosmetics line, Love Child. Masaba's decision to own her narrative is an inspiration to everyone. Over the years, she has built a strong personal brand story for herself - of a woman who is multi-talented, smart, strong, bold, courageous, yet true to herself.



*By:*

*Mrs. Meghana Koli*

*Library Assistant*

*NMIMS MUMBAI*

# Crafting Your Elevator Pitch



You never know when you're going to meet your possible mentor or your recruiter, so it's always important to be able to present yourself in a positive light and leave a lasting impression. In a world where nobody has the time to listen to others, an elevator pitch is the only way to leave your mark. An elevator pitch is your secret weapon to highlight who you are, what you do, and what makes you unique all within 30 seconds

## Here are a few pointers on how to construct a compelling pitch:



### A Confident Introduction:

A crisp handshake and a clear intro is the way to start. A handshake gives this person a sense of social solidarity and mutual worth which will make him/her a little inclined to listen to what you have to say. Introduce yourself with confidence, give a brief about who you are, academic background and relevant internships and projects if any. Confidence is key, but so is humility. You're selling yourself, but you don't want to come across as arrogant. Smile, maintain eye contact, and use a friendly tone.

## Building A Personal Brand
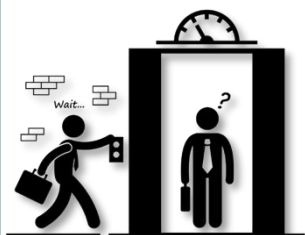
## Unique Value Proposition:

This is the most important part of the pitch. What are the abilities that make you stand apart? Talk about skills, experiences, or achievements that puts you on a pedestal. But tie them in with your field and make them relevant to the person you're talking to.

## State your current position:

What you are doing now. This could be about your studies or projects that you are involved in, as well as other relevant work experiences. Keep it brief but always include something that the listener wants to hear

## Communicate your intent:

End your pitch by communicating what you want-to get. This could just be a simple connection or a job or an internship. Clearly communicate your intentions but leave it open for further conversation.

## Keep it Conversational:

The pitch needs to flow like a natural speech rather than something you've memorized. Keep practicing your pitch, but avoid memorizing it word for word. Adapt to the situation and the person you are speaking to.

## Pause and Listen:

Once you have delivered your pitch, allow some time for the other person to respond. An elevator pitch starts a conversation, not a one-way presentation. Demonstrate interest in their opinion or experience and follow up with questions.

### Note:

A good elevator pitch can make you stand out in a competitive environment. Whether it's a career fair or networking event, or even in casual conversation, your pitch must speak about your uniqueness in a few seconds. Be brief, focused, and sure to tailor the message to your audience and, of course, practice delivery with confidence!

*By:*

*Ms. Divya T*

*1st Year MBA*

*NMIMS HYDERABAD*

# Why Personal Branding is Important



In today's competitive world, building a personal brand is more than just a trend, it is a necessity since creating a strong and distinctive identity helps shape a student's future career opportunities, bolsters credibility, and stands out in both academic and professional arenas. Personal branding starts from self-awareness as it allows students to identify early their strengths, passions, and even their core values. Once they know who they are and what they hope to achieve, whether an internship or scholarship, or even industry recognition, much of the foundation for success in the future can be laid. It also gives full direction in connecting with long-term aspirations through regular daily activities and choices. One of the critical ways to showcase your competencies is through a well-curated portfolio consisting of academic achievements, projects, and extracurricular activities that differentiate you from your peers.

Showcasing one's work will help establish credibility and reveals, within a visual context, strengths as a student in possibly any creative endeavour, business, or the sciences. One other prominent way is networking related to personal branding. Such connections with the professional and peers that occur due to direct interaction while attending workshops, seminars, and networking events, which provide valuable connections with insights, mentorship, and opportunities in one's career, are also available for the students. They can participate in student organizations or professional groups, making them relate to alumni and industry experts, who usually guide them and open doors to new prospects.

Personal branding also requires the development of skills. Technical skills are indispensable, So are the soft skills. It consists of communication, leadership, and teamwork. These skills foster professional career development and support a flexible, safe, and a performing personal brand. Students can take advantage of libraries and online resources to get updated on new trends, build further knowledge, and become experts. Personal branding is not a one-time thing, it is indeed an ongoing effort. Continuous interaction with fellow peers, mentors, or professionals can help advance the brand. Being open to constructive criticism and, in response, changing strategy will make you fresh and effective in your branding.

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**By:**

**Mr. Aman Singh**

**1st Year MBA**

**NMIMS HYDERABAD**

# Networking for Success: How to Build Relationships that Enhance Your Brand

Building a personal brand as a student is not just about excelling in academics or mastering your field of study—it is also about the connections you cultivate. Networking plays a pivotal role in shaping your personal brand, enabling you to create meaningful relationships that can open doors to opportunities, insights, and career growth.



Here is how you can get those relationships that enhance your personal brand as a student:



## ➢ Be Authentic and Intentional

A crisp handshake and a clear intro is the way to start. A handshake gives this person a sense of social solidarity and mutual worth which will make him/her a little inclined to listen to what you have to say. Introduce yourself with confidence, give a brief about who you are, academic background and relevant internships and projects if any. Confidence is key, but so is humility. You're selling yourself, but you don't want to come across as arrogant. Smile, maintain eye contact, and use a friendly tone.

### ➢ Using Social Media to Expand Professional Contacts

You can make connections with peers, mentors, and industry professionals by using social media sites like Instagram, Twitter, and LinkedIn. Participate in conversations, offer your opinions, and interact with material that is relevant to your field. This will improve your visibility by keeping you informed and giving you a voice in pertinent areas.



### ➢ Attend Industry Events and Webinars

Attending conferences, seminars, Webinars and Workshops relevant to your area should be a priority. These events give you the opportunity to network with like-minded peers, mentors and industry professionals. Never be afraid to strike up a conversation and introduce yourself. Be ready to share contact details for upcoming follow-ups and pose intelligent queries.



*"Tip: To foster a stronger relationship, send a personalized message to the individuals you met after the event highlighting a significant discussion."*

### ➢ Get Involvement with Student Organizations and Clubs



Engaging in club, society or academic group activities as a student is a great opportunity to meet people who share your interests. Joining a marketing club, an entrepreneurship group or a community service organisation at your institution gives you the chance to work. together on projects, hone your leadership abilities and form deep connections.

*"Tip: Assume leadership positions in these groups to increase your exposure and highlight your abilities."*

### ➢ Developing Professor and Mentor Relationships



Your academic counsellors and instructors are helpful people. They can connect you with their professional networks, give advice, and make recommendations. Never be afraid to seek their opinion or guidance on projects or career goals. Developing trusting bonds with mentors might help you receive career support and direction for a long time.

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*"Tip: Arrange casual get-togethers or office hour visits with instructors to solicit their opinions or views on subjects that are close to your heart."*

## ➢ Projects and Internships Work



Working together is an effective approach to establish rapport and prove your worth. Engage in collaborative initiatives, internships, and side gigs to gain experience working with others. Along with gaining experience, you might meet people that you can add to your professional network.

*"Tip: Be sure to speak clearly and have a good outlook when working together. Future opportunities and referrals may result from these encounters."*

## ➢ Follow Through and Nurture Your Contacts



After you have connected with someone, networking does not end; maintaining ties over time is crucial. To check in, offer updates, or just to say thank you for their time, send follow-up emails or messages. Having regular interactions can help you remember your personal brand for prospects.

## ➢ Volunteer and Give Back



In addition to receiving, networking also involves giving. Giving back to causes you care about with your time, talents, or resources demonstrates your commitment to the welfare of others. Your personal brand may be further enhanced by these unforeseen connections and opportunities that arise from your kindness.

*"Tip: Seek out opportunities to assist peers, mentors, or organizations, whether it's by lending a hand when necessary or sharing your knowledge."*

Your personal brand is a dynamic, ever-evolving depiction of your identity, and networking is essential to its development. Students may create a network of support that not only strengthens their brand but also provides a wealth of chances for both professional and personal development by viewing networking as a means of cultivating real relationships. Begin expanding your network right now; by participating in every discussion, gathering, and social media exchange, you're setting the stage for long-term success.

*By:*

*Ms. Divya T*

*1st Year MBA*

*NMIMS HYDERABAD*

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# "Becoming Your Brand: How to Build your Branding"

In today's highly competitive academic and professional landscape, creating a personal brand as a student is crucial for distinguishing yourself and reaching the career impression you give and how others view you based on your abilities, experiences, and principles. To develop a compelling personal brand, articulate your unique value proposition. Recognize your strengths, passions, and what sets you apart from your classmates. This may encompass a mix of your academic accomplishments, extracurricular pursuits, and personal hobbies. Formulate a concise and clear personal brand statement that encapsulates who you are, what you do, and what you strive to accomplish. This statement should be aspirations. A personal brand represents the evidence in your resume, LinkedIn profile, and any other professional documentation.

**Authentic Personal Branding**
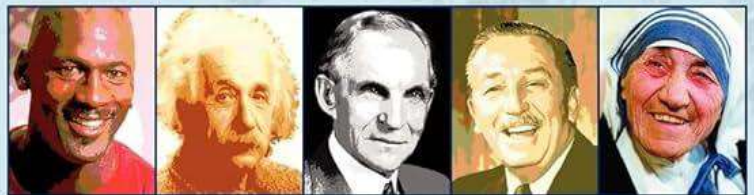
*A new blueprint for building and aligning a powerful leadership brand*

**Hubert K. Rampersad**

Foreword by Marshall Goldsmith and Afterword by Dave Ulrich

By:

Mrs. Nishigandha Barve

Assistant Librarian

NMIMS MUMBAI

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# *TURNITIN USAGE OF THE QUARTER*

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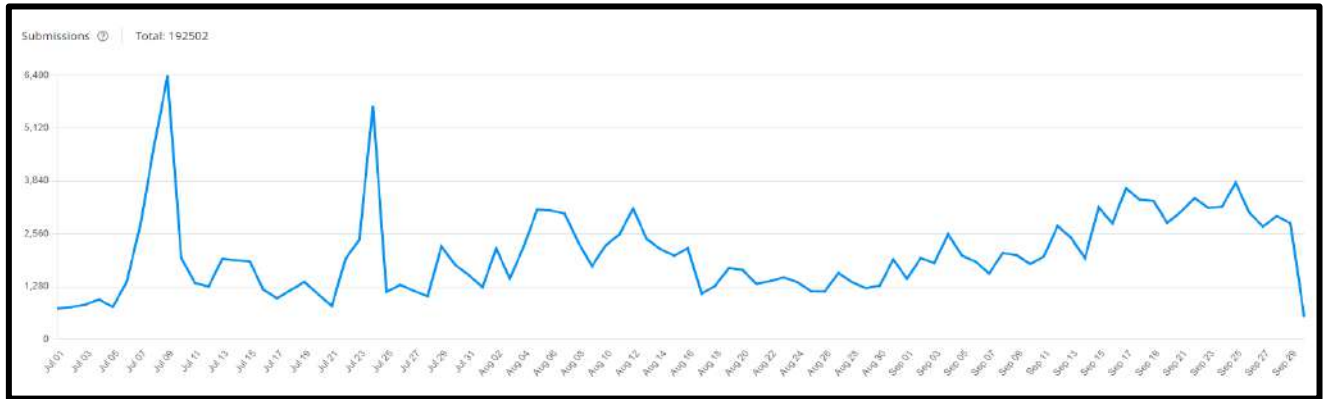


**The below report shows an average percentage of plagiarism checks retrieved during the plag check is done**
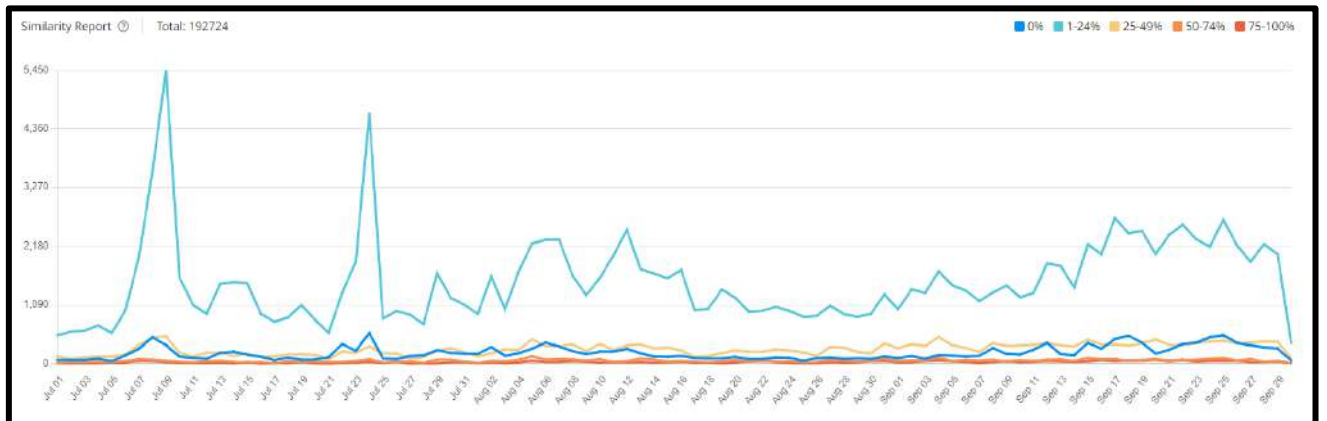


**The below report shows the overall usage activity (Active users) of Turnitin**
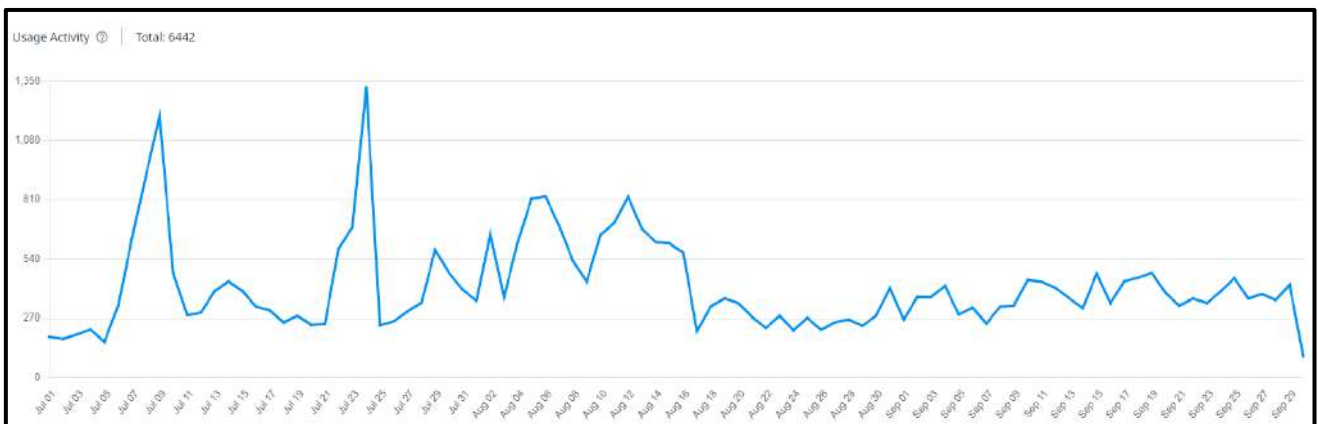
ACCESSING RESOURCES MADE EASY

# GUIDE TO USE THE INDIASTAT DATABASE

## About Indiastat:

Indiastat.com is an authentic storehouse for socio-economic statistics about India. Over half-a-million pages of statistical data have been qualitatively analyzed, condensed, and presented in a user-friendly format. Data has been classified into more than 35 categories and further subdivided into various sub-categories.

Access it from the Remote access link: https://svkm.mapmyaccess.com/
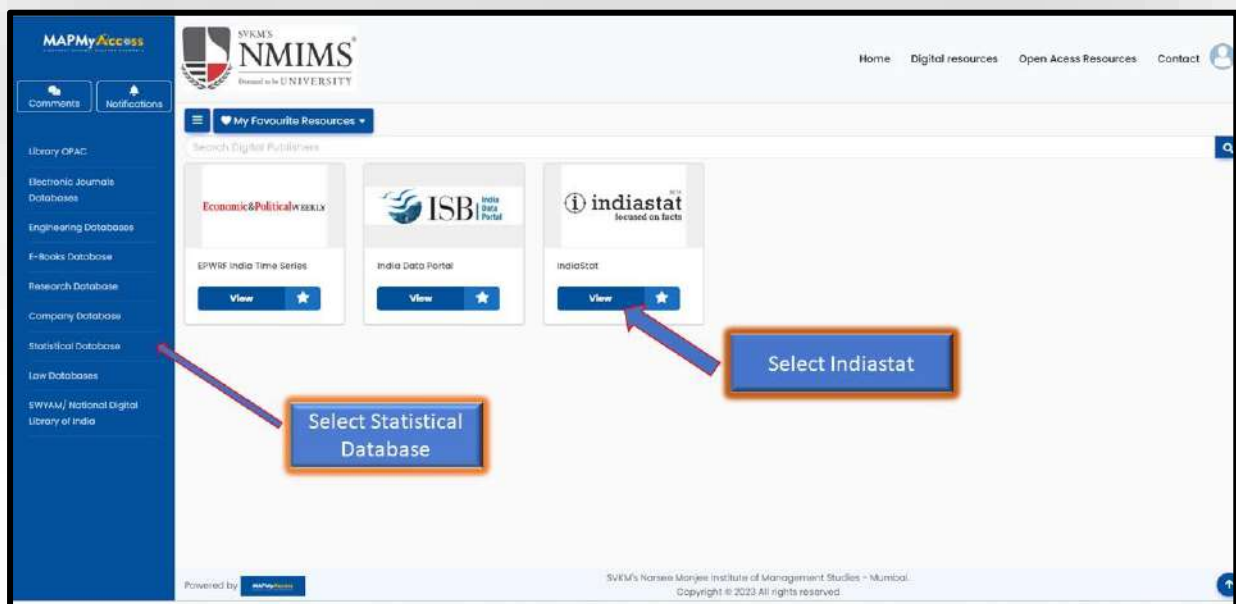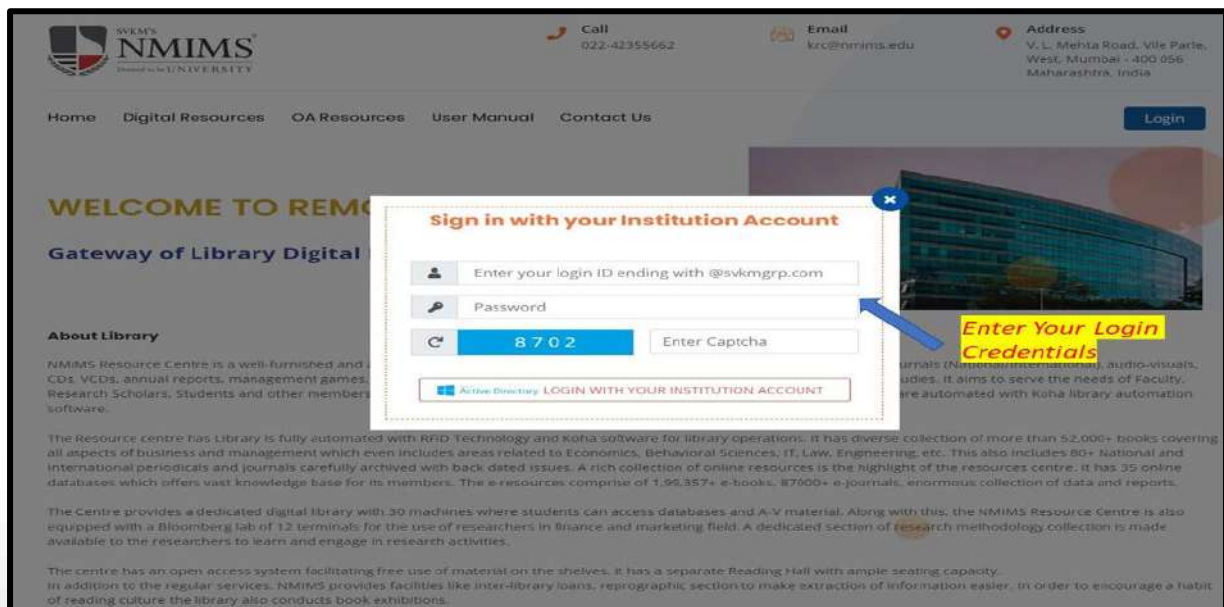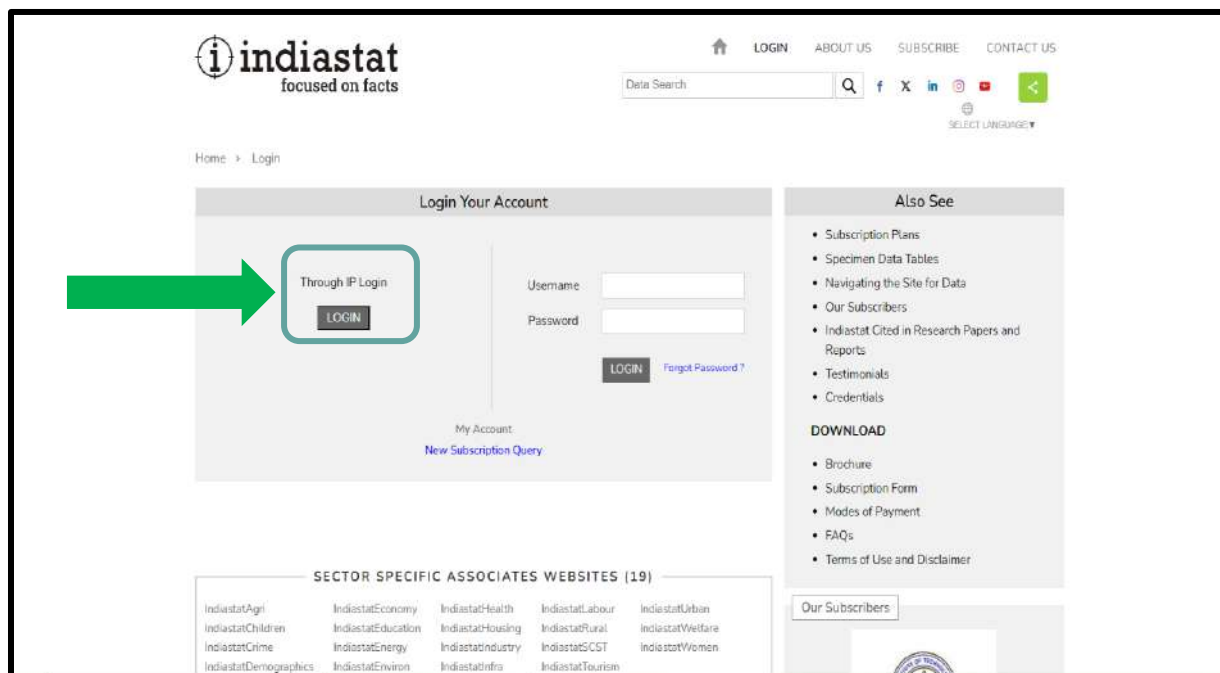
Note: Users need to Click on Through IP Login, and once the desired information Is retrieved, Please Do Not Forget to LOGOUT as the institution has subscribed for limited licenses

## SOCIO-ECONOMIC STATISTICAL INFORMATION ABOUT INDIA
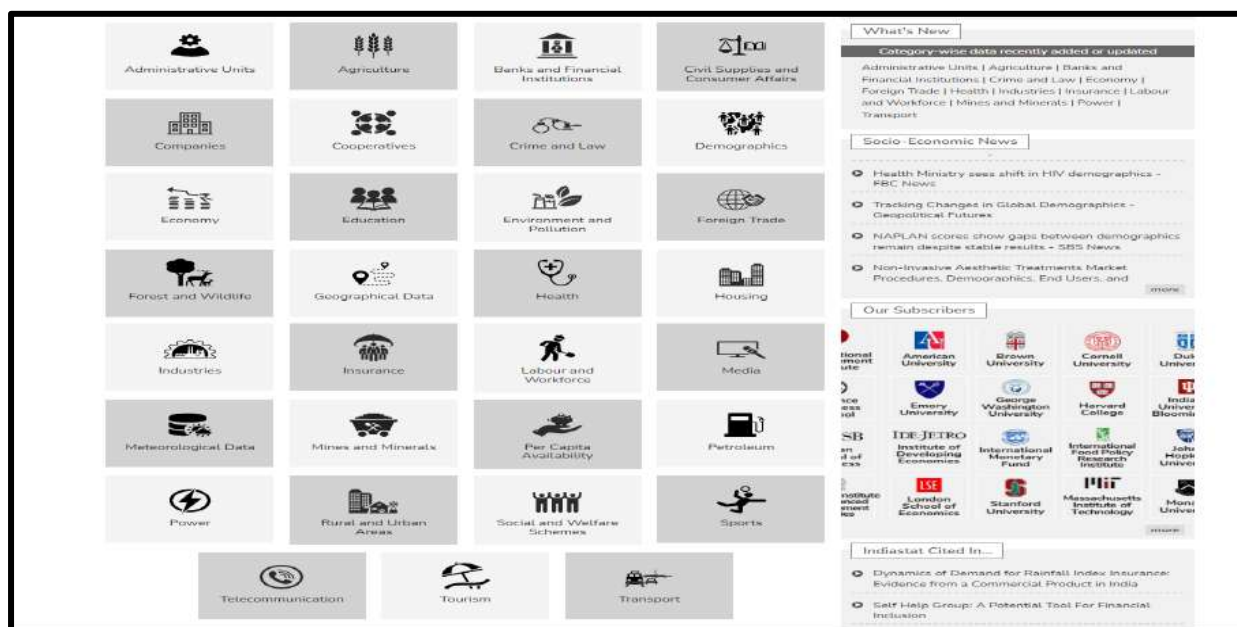


A Fine collection of Socio-Economic statistical data is necessary for informed decision-making on policy issues, The Effective development of social policy, and the evaluation of the impact of social and economic policies indiastat.com provides the socio-economic stats, which include a vast array of data on the below categories.

Agriculture land refers to the share of land used or suitable for growing crops. This section has covered the complete statistical information regarding areas under crops by social groups, Areas under food crops, Areas under Non-Food crops, cropping intensity/pattern, land use classification, and normal and sown areas under crops in India.

Building A Personal Brand



**(i) indiastat** — focused on facts

We can get the data that we have selected

SELECT LANGUAGE ▼

Home > India - Agriculture > Agricultural Stocks > Movement/Despatches of Foodgrains > 2024

STATISTICAL INFORMATION

Download : MS Excel | MS Word | HTML | Print

Different formats for downloading the data

Selected State-wise Monthly Movement of Foodgrains by Rail and Road in India (As on 01.08.2024)

(In '000 Tonne)

| States/UTs | Opening Stock with Food Corporation of India | | Opening Stocks with State Agencies | | Total | | Requirement of Stocks for Two Months (Allocation) | | Shortage/ Excess of Stocks | | Movement by Rail and Road (for July, 2024) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | Ex. North | | | Other than North | | | Grand Total | | |
| | Wheat | Rice | Wheat | Rice | Wheat | Rice | Wheat | Rice | Wheat | Rice | Wheat | Rice | Total | Wheat | Rice | Total | Wheat | Rice | Total |
| Andhra Pradesh | 73 | 868 | 0 | 721 | 73 | 1589 | 6 | 318 | -67 | -1271 | 0 | 0 | 0 | 0 | 5 | 5 | 0 | 5 | 5 |
| Assam | 103 | 505 | 0 | 0 | 103 | 505 | 22 | 426 | -81 | -79 | 12 | 210 | 222 | 0 | 0 | 0 | 12 | 210 | 222 |
| Bihar | 470 | 423 | 2 | 210 | 472 | 633 | 184 | 782 | -288 | 149 | 95 | 11 | 106 | 0 | 265 | 265 | 95 | 276 | 371 |
| Chhattisgarh | 8 | 1554 | 0 | 809 | 8 | 2363 | 2 | 240 | -6 | -2123 | 0 | 0 | 0 | 8 | 0 | 8 | 8 | 0 | 8 |
| Delhi | 245 | 43 | 0 | 0 | 245 | 43 | 46 | 32 | -199 | -11 | 22 | 3 | 25 | 0 | 0 | 0 | 22 | 3 | 25 |
| Gujarat | 487 | 208 | 0 | 6 | 487 | 314 | 176 | 210 | -311 | -104 | 81 | 50 | 131 | 5 | 50 | 55 | 86 | 100 | 186 |
| Himachal Pradesh | 68 | 25 | 0 | 0 | 68 | 25 | 54 | 32 | -14 | 7 | 26 | 17 | 43 | 0 | 0 | 0 | 26 | 17 | 43 |
| Jammu & Kashmir | 108 | 119 | 0 | 0 | 108 | 119 | 38 | 92 | -70 | -27 | 16 | 69 | 85 | 0 | 0 | 0 | 16 | 69 | 85 |
| Jharkhand | 107 | 253 | 0 | 0 | 107 | 253 | 60 | 244 | -47 | -9 | 24 | 3 | 27 | 0 | 114 | 114 | 24 | 117 | 141 |
| Karnataka | 123 | 702 | 0 | 0 | 123 | 702 | 6 | 448 | -117 | -254 | 0 | 0 | 0 | 5 | 170 | 175 | 5 | 170 | 175 |
| Kerala | 57 | 479 | 0 | 0 | 57 | 479 | 34 | 214 | -23 | -265 | 0 | 0 | 0 | 8 | 75 | 83 | 8 | 75 | 83 |
| Madhya Pradesh | 179 | 831 | 5858 | 1020 | 6037 | 1851 | 252 | 360 | -5785 | -1491 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Maharashtra | 644 | 779 | 0 | 226 | 644 | 1005 | 292 | 532 | -352 | -473 | 61 | 16 | 77 | 104 | 246 | 350 | 165 | 262 | 427 |
| Odisha | 55 | 346 | 0 | 276 | 55 | 622 | 6 | 394 | -49 | -228 | 2 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 |
| Rajasthan | 1505 | 25 | 0 | 0 | 1505 | 25 | 480 | 8 | 1025 | 17 | 203 | 9 | 212 | 18 | 0 | 18 | 221 | 9 | 230 |
| Tamil Nadu | 185 | 950 | 0 | 704 | 185 | 1654 | 22 | 606 | -163 | -1048 | 0 | 0 | 0 | 8 | 139 | 147 | 8 | 139 | 147 |
| Telangana | 10 | 1597 | 0 | 245 | 10 | 1842 | 8 | 230 | -2 | -1612 | 0 | 0 | 0 | 8 | 0 | 8 | 8 | 0 | 8 |
| Uttar Pradesh | 2106 | 1853 | 0 | 0 | 2106 | 1853 | 694 | 1028 | 1412 | 825 | 462 | 238 | 700 | 0 | 4 | 4 | 462 | 242 | 704 |
| Uttarakhand | 65 | 100 | 0 | 95 | 65 | 195 | 26 | 60 | -39 | -135 | 13 | 0 | 13 | 0 | 0 | 0 | 13 | 0 | 13 |
| West Bengal | 455 | 325 | 0 | 606 | 455 | 931 | 266 | 452 | -189 | -479 | 100 | 3 | 103 | 0 | 128 | 128 | 100 | 131 | 231 |
| India | | | | | | | | | | | 1117 | 629 | 1746 | 164 | 1196 | 1360 | 1281 | 1825 | 3106 |

# *RANKINGS INDICATOR OF THE QUARTER*

| Sr. No. | Name of the Institute | Stream | School | Campus | Rank |
|---|---|---|---|---|---|
| **Financial Times (News Paper) 9th September 2024** | | | | | |
| 1 | NMIMS Mumbai, School of Business Management | School of Business Management | NMIMS Mumbai, School of Business Management | Mumbai | 94 |
| **Readers Digest July 2024** | | | | | |
| 2 | Mukhesh Patel School of Technology Management & Engineering, NMIMS Deemed University, Mumbai | Engineering | Mukhesh Patel School of Technology Management & Engineering, NMIMS | Mumbai | 17 |
| **Outlook July 2024** | | | | | |
| 3 | Anil Surendra Modi School of Commerce, NMIMS Deemed University, Mumbai | BBA | Anil Surendra Modi School of Commerce, NMIMS Deemed University, Mumbai | Mumbai | 2 |
| **India Today June 2024** | | | | | |
| 4 | Anil Surendra Modi School of Commerce, NMIMS Deemed University, Mumbai | BBA | Anil Surendra Modi School of Commerce, NMIMS Deemed University, Mumbai | Mumbai | 2 |

| 5 | Mukhesh Patel School of Technology Management & Engineering, NMIMS Deemed University, Mumbai | Engineering | Mukhesh Patel School of Technology Management & Engineering, NMIMS Deemed University, Mumbai | Mumbai | 17 |
| 6 | Anil Surendra Modi School of Commerce, NMIMS Deemed University, Mumbai | BBA/BMS | Anil Surendra Modi School of Commerce, NMIMS Deemed University, Mumbai | Mumbai | 2 |
| 7 | Mukhesh Patel School of Technology Management & Engineering, NMIMS Deemed University, Mumbai | Engineering | Mukhesh Patel School of Technology Management & Engineering, NMIMS Deemed University, Mumbai | Mumbai | 4 |

# NMIMS News Updates to Go

## Hon'ble Minister Sh. Bhupender Yadav Kicks-off "Yuva Shakti for Viksit Bharat" Maharashtra chapter at NMIMS University, Mumbai campus

The esteemed NMIMS University Mumbai hosted a ground-breaking event, 'Yuva Shakti for Viksit Bharat' at its sprawling Mumbai campus. This momentous event, graced by the Hon'ble Union Minister for Environment, Forest, and Climate Change, Shri Bhupender Yadav, as Chief Guest, brought together young women achievers from NMIMS, renowned YouTube influencers and animated students for an inspiring session on Yuva Shakti, Green Initiative, Climate Change and India's vision for the future. Read More



## NMIMS Mumbai Organises Women Safety Awareness Program to Empower Women and Communities



NMIMS took a pivotal step towards enhancing the safety and well-being of women. The Women's Safety Awareness Program aimed to understand the environment concerning the tragic incidents against women. It was a significant move to introduce female students, faculty members, and dignitaries to the support and resources available for developing safer communities. The important program was honored by the presence of **Shri Paramjit Singh Dahiya**, Additional Commissioner of Police, West Region Mumbai; **Shri Raj Tilak Roshan**, Deputy Commissioner of Police, Bandra, Mumbai; and **Sunil Jadhav**, Senior Police Inspector, Juhu, Mumbai. Read More

## Convocation 2024 of School of Pharmacy Technology Management and School of Agricultural Sciences and Technology at SVKM's NMIMS, Mukesh Patel Technology Park, Shirpur Campus.



SVKM's NMIMS, Mukesh Patel Technology Park, Shirpur Campus organised a Convocation Ceremony 2024 on 31st August 2024. The event celebrated the remarkable journey of graduating students of the School of Pharmacy and Technology Management and the School of Agricultural Sciences and Technology. The convocation 2024 was appreciated by Dr Sachin Bhagwat, Chief Scientific Officer, Drug Discovery Research, Wokhardt, Chhatrapati Sambhajinagar as the Chief Guest, Hon'ble Chancellor's Nominee and Mentor of Shirpur Campus Shri Rajgopal Bhandari, Hon'ble Vice Chancellor Dr. Ramesh Bhat, nominee of Registrar Controller of Examination Mr. Ashish Apte, Dr. Sunita Patil, Director, Shirpur Campus. Read More

## NMIMS and Northeastern University, USA Sign MoU to Transform Learning Experiences, Mumbai.

NMIMS and Northeastern University, USA, have entered into a ground-breaking partnership by signing a Memorandum of Understanding (MoU) that will redefine the landscape of global education and research. This alliance is more than just an agreement; it is a strategic collaboration aimed at creating unparalleled opportunities for students and faculty across both institutions. The partnership brings together NMIMS, a leader in innovation and academic excellence in India, and Northeastern University, renowned for its pioneering educational programs and global outreach. This MoU underscores a mutual commitment to fostering global academic excellence, innovation, and experiential learning aligned with industry demands. Read More

## NMIMS MPSTME and Oakland University Sign MoU to Strengthen Academic and Research Collaboration, Mumbai.



NMIMS Mukesh Patel School of Technology Management & Engineering (MPSTME) has partnered significantly with Oakland University, USA, by signing a Memorandum of Understanding (MoU) on 13th August 2024 to nurture collaboration in various academic and research areas. The MoU signing ceremony commenced with an address by **Dr. Anne Koteswararao**, Dean of MPSTME, highlighting this collaboration's practical benefits: Our focus is on creating real opportunities for MBA Tech students, especially in fields like AI, data science, and computing engineering. Read More

## NMIMS and UPG Join Forces with to Revolutionize Media Education, Mumbai.

SVKM's NMIMS SOBA (School of Branding & Advertising) and SVKM's (Usha Pravin Gandhi College) signed an MoU (Memorandum of Understanding) with NYFA (New York Film Academy) on August 2, 2024. This significant collaboration aims to provide excellent opportunities with industry-leading practices in film and media. NMIMS, with its distinctive teaching and meticulous courses, constantly makes efforts to create a transformative learning environment. Read More

# Eye on competitors

### ⊹ <u>SPJIMR signs MoU with Lund University to enhance cooperation</u>

SPJIMR has signed a Memorandum of Understanding (MoU) with Lund University School of Economics and Management, a public research university in Sweden and one of Northern Europe's oldest universities, to promote cooperation in academic education and research. The agreement was signed on September 5, 2024 in Lund, Sweden, between Prof. Joakin Gullstrand, Dean, School of Economics and Management, Lund University and Prof. Varun Nagaraj, Dean, SPJIMR. Read More

### ⊹ <u>IIM Sambalpur to introduce AI in classrooms, announcement made at 10th Foundation Day celebrations</u>

The Indian Institute of Management (IIM) Sambalpur is set to introduce artificial intelligence in classrooms to transform the way students learn and gather knowledge. This announcement was made on the 10th foundation day of the institute on Monday, September 23, 2024. Read More

### ⊹ <u>IIM Ahmedabad introduces reservation policy for PhD admissions</u>

Indian Institute of Management (IIM) Ahmedabad will now apply the government-mandated reservation policy in its PhD admissions. This marks the first time the prestigious business school will include quotas for Scheduled Castes (SCs), Scheduled Tribes (STs), Other Backward Classes (OBCs), and persons with disabilities in its doctoral program, which began in 1971. Read more

### ⊹ <u>Fourteen Indian MBA Programmes feature in QS Global MBA Rankings 2025</u>

Fourteen Indian full-time MBA programs, including four in the top 100, figure in the QS Global MBA Rankings 2025, an annual suite of rankings identifying the world's top study destinations for aspiring business leaders. IIM Bangalore (ranked 53rd) is on top of the India list, followed by IIM Ahmedabad (60), IIM Calcutta (65th) and the Indian School of Business (86) respectively. Read more

Building A Personal Brand

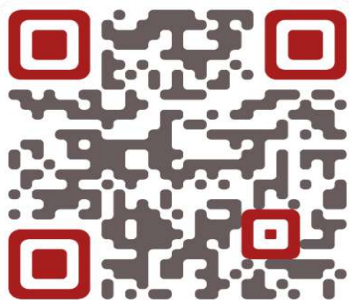# NMIMS Library on social media
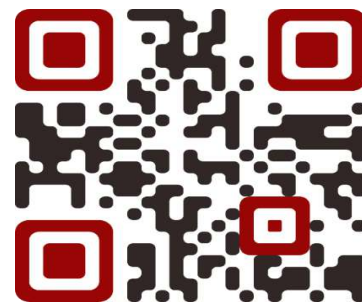


NMIMS LinkedIn



NMIMS Library Insta Page

# Access to Library Resources on a Click

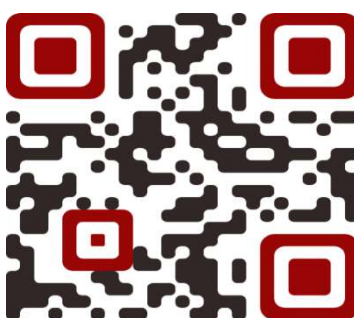Previous Years' Question

Papers through LMS Portal

Library Resources through LMS Portal

Library OPAC

E-LIBRARY Through Mapmyaaccess

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

Harvard Business Review Journal

Library Orientation on usage of e-resources

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