

Our Theme for this month is "COMIENZO NUEVO" which means, 'A New Beginning', and with this thought, we present to you, the Autumn Edition of SIMS Express!



INDEPENDENCE DAY

The morning began with everyone assembling in front of the dome for the flag hoisting. At 0800hrs sharp the flag was hoisted by the Director, immediately followed by the national anthem. The Director then spoke about the various achievements of SIMS and the various cells and clubs so far. The Director's speech was followed by the handing over ceremony, wherein the new President Kartik Vyas and Vice President Vrishti Joshi, took over responsibilities from Smriti Pandalai and Ankit Batra respectively. The ceremony ended with the new President giving the vote of thanks and expressing his hopes and wishes of being able to perform his duties well.

VIBHA SRIKANT
(MBA2016-18)

N-BUZZ

N-Buzz, a News Panel debate was organised by the Academic Cell. The competition had two rounds. The issue discussed in the final round was "JNUSU President Kanhaiya Kumar Sedition Case- Victimising an individual or Anti-national sentiments". The event was a grand success and all participants played emulated the personalities they were given with conviction. Riddhima from the junior MBA batch backed the first position, followed by Ragabeshwar Ghosh who won first runner up. The second runner up prize was shared by Gayathri S and Anurag Singh.

SONAKSHI BISWAS
(MBA 2016-18)



MARKET BEAT

The mission of Entrepreneurship Cell, SIMS is to instil entrepreneurial thinking in the student managers and to create a community of business professionals. In line with this mission, the cell organizes various events including their flagship event called MARKET BEAT. Market Beat 2016 was no less than a carnival that saw an overwhelming response from student managers with 16 stalls trying to prove their mettle on the deciding day. With a feast for the taste buds and music on the go, along with helpful services, the event proved to be a grand success that witnessed an overall collection of Rs76500, an all-time high in the history of Market Beat.



INGENIO

Ingenio is a series of guest lecture conducted by Alumni cell wherein they invite illustrious corporates that are working across the various fields globally to share their experiences and make student managers aware of the emerging trends. This year, we were joined by Alumnus of 1996 batch, Mr. Rajeev Kar as well as Alumnus of 2002 batch, Mrs. Shveta Suri Kohli, for the guest lecture series. While Mr. Rajeev Kar, Senior Director and Global Client Partner at Cognizant Technology, laid emphasis on the importance of Big data and predictive analysis, Mrs. Shveta Puri Kohli, who is currently based out of London and was previously the Associate VP, Damco Solutions, gave an insight about career in Sales.

ADITI ARORA
(MBA 2016-18)

OTHER HIGHLIGHTS

- To help the student managers gain an insight into startups and their functioning, the Academic Cell organized a guest lecture on "Business Startup Strategy". The Chief Guest was, Mr Agam Garg, Marketing Manager – Zoomcar, Pune.
- Raksha Bandhan was celebrated by the Women's Cell at SIMS on 18th August 2016 by tying rakhees to the Security, Cleaning and Mess staff of the campus to appreciate & recognise the efforts they silently put in to make our lives easier and comfortable.
- On the occasion of our country's 70th Independence Day, Team Pranay invited 120 children from Tara Mobile Crèche to our campus. The kids eagerly participated in a drawing competition, explored their creative side and won exciting prizes.

COMING UP IN THE
NEXT
EDITION, A FULL COV-
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NANDAL DESHPANDE
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