

prakshapan

JANUARY-JUNE 2025



VISION

“To be one among the premier Business Schools in India, developing innovative leaders with character, competency and inclusive thought to serve the changing needs of industry and society.”

MISSION

- Provide students with the knowledge, skills, and research driven insights necessary to excel in their chosen path.
- Pursuing academic excellence - fostering a culture of innovation, collaboration, and continuous learning.
- Prepare students to become socially conscious leaders with equitable, diverse and inclusive approach.



VALUES

- To impart quality education and contribute towards character building.
- Delivery of contemporary courses that nurtures holistic development with professional integrity and social consciousness.
- Teaching will be based on continuously updated courses that inculcate the principle of entrepreneurship.
- Pedagogy will incorporate global best practices in management education.
- Research will be based on theoretical and evidence based practices, with integrity and frontier based approach.



Dr. Sachin Deshmukh
(Director)

DIRECTOR'S WORDS

It gives me immense pleasure to present our e-newsletter, "Prakshepan". I am confident that Prakshepan will prove to be a living document of VES Business School that will carry a mosaic of intellectual contributions from faculty members, students, alumni, and industry mentors in the form of articles on activities, seminars, guest lectures, and innovations. The introduction of this newsletter reflects the confidence, creativity, and innovation of our students and faculty members.

The digital world has opened up vistas of new opportunities and I am sure that students and faculty members will harness these in a big way through this newsletter.

I am also confident that this communication will establish a trend of acquaintance with our alumni who are doing wonders across the world.

I invite all of you to join us for this initiative. I would like to congratulate the entire team of Prakshepan and hope that this newsletter will be a milestone in the journey of VES Business School.



SELL ON ACTIVITY



SELL-ON ACTIVITY

Sell-On 2024: Marketing with Purpose – VBS Students Champion Social Selling

Vivekanand Education Society's Business School (VBS), Chembur, Mumbai, conducted the much-anticipated "Sell-On" activity on 13th December 2024. The initiative, organized by the Marketing Department, was designed to offer first-year post-graduate management students an enriching hands-on experience in marketing and social selling. The primary objective was to foster core managerial skills such as communication, persuasion, and teamwork while simultaneously inculcating a sense of societal responsibility.



The event was inaugurated with words of inspiration from Dr. Sandeep Bhardwaj, Dean of VBS Institute, who encouraged the students to actively participate in the activity and use the opportunity to learn beyond textbooks. Mrs. Meenal Mandlik, Director of Social Marketing at the **Self Esteem Foundation for Disabled**, addressed the students with heartfelt insights about cause marketing. She emphasized how the Sell-On activity allows students to not only apply their marketing skills but also uplift the lives of differently abled individuals by helping promote their handcrafted products. She remarked, “Sell-On... a very thoughtful and innovative project by Vivekanand Business School in collaboration with Self Esteem Foundation for Disabled to make the management students understand the value of cause marketing. It’s a mutually beneficial activity, where products made by differently abled individuals are marketed by students, thus generating income and spreading awareness regarding their capabilities, while also enhancing the marketing skills of the students.”



The Self Esteem Foundation equips its beneficiaries with skill training and life skills, the challenge lies in marketing and selling their handmade goods. This is where the VBS students stepped in — each one was assigned a kit comprising eco-friendly shopping bags, jute folders, and keychains sourced from the foundation. The value of each kit was calculated to be Rs. 5320. A total of **181 students** across all specializations — Marketing, HR, Finance, Operations, and Business Analytics — enthusiastically participated in the activity. This inclusive participation added diversity to the marketing approaches and brought unique perspectives to the initiative.

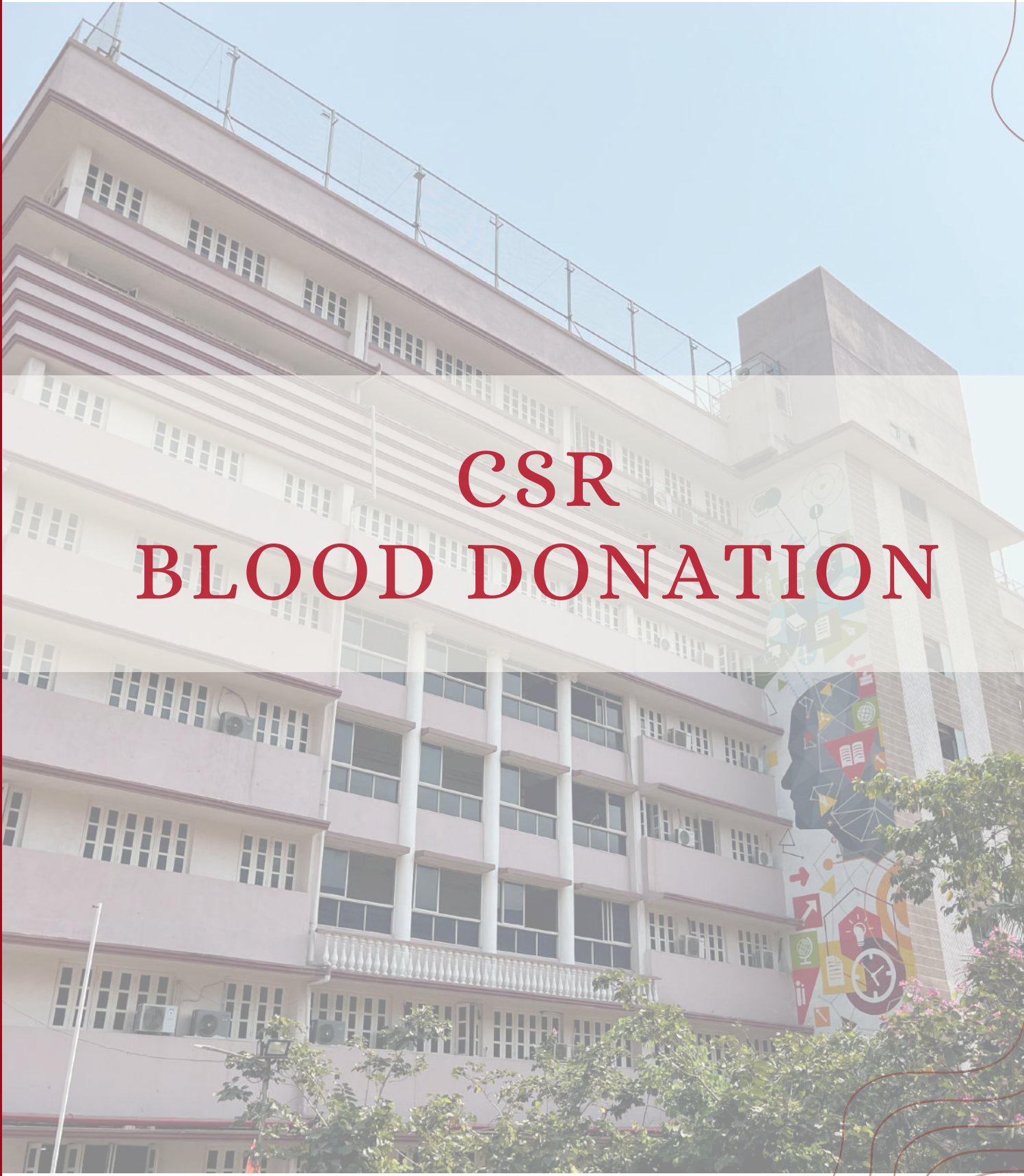


A major challenge faced by many participants was the need for support during the initial phase of selling, particularly in approaching strangers and building confidence. This struggle, however, became a vital learning curve that strengthened their interpersonal and problem-solving abilities. The final leg of the activity took place on 16th January 2025, with a grand collection drive organized at VBS. On this day, students who successfully achieved their target shared their experiences through presentations. The top-performing student was invited to give detailed feedback and share key strategies and learnings from their journey.

To recognize their efforts, all students who met their sales targets were felicitated with trophies and certificates. In a celebratory gesture of appreciation, a pizza party was arranged for the participants, marking a fun and fulfilling conclusion to a meaningful social initiative.

The Sell-On activity proved to be a brilliant fusion of classroom learning and field application. It was not just about numbers or sales — it was a valuable lesson in empathy, teamwork, and innovation. It empowered the students to make a difference while refining their own capabilities as future business leaders.



A photograph of a large, multi-story building with a pinkish-beige facade and many windows. The building has a modern architectural style with a flat roof and a glass railing on the top floor. The text "CSR BLOOD DONATION" is overlaid in a large, red, serif font. On the right side of the building, there is a colorful mural featuring a silhouette of a head and various icons like a lightbulb, a clock, and a book.

CSR BLOOD DONATION

BLOOD DONATION DRIVE

Date of Event: 7th January 2025

Venue: Auditorium, Vivekanand Business School

Organised by: CSR Cell, Vivekanand Business School

In Collaboration with: Samarpan Blood Bank and SWC Cell, Vivekanand Business School

Objective:

The primary objective of the “Rakta-daan” blood donation drive was to promote the spirit of social responsibility among students and staff, and to contribute towards saving lives by supporting blood banks in their noble cause.

Event Overview:

The CSR Cell of Vivekanand Business School, in association with Samarpan Blood Bank and in collaboration with the SWC Cell of VBS, successfully organized a blood donation camp titled “Rakta-daan” on 7th January 2025. The event was conducted in the auditorium of Vivekanand Business School.



BLOOD DONATION DRIVE

Setup and Arrangements:

The event setup included the installation of seven beds for blood donation. A team of 13 members from Samarpan Blood Bank managed the medical operations, including:

- 2 Doctors
- 3 Nurses
- 8 Volunteers and Supporting Staff

Additionally, a team of 20 student volunteers from Vivekanand Business School played a vital role in the logistical coordination, donor registration, donor assistance, and ensuring the seamless flow of the event.



Participation and Response:

The response to the blood donation drive was overwhelming. A total of 106 donors from among the students, faculty, and staff came forward to donate blood, reflecting the strong sense of social commitment and active participation within the VBS community. Each blood donor were presented with Blood Donation Certificates, Blood Donor Cards, and pens as tokens of appreciation for their act of kindness. The event commenced at 9:00 AM and concluded at 5:00 PM, a testament to the dedication and commitment of all involved.





YUVA FOR SEVA



YUVA FOR SEVA

Yuva for Seva: PGDM Students Step Up for Social Change

At Vivekanand Business School, education goes beyond classrooms and case studies—it extends into real-world experiences that shape socially responsible leaders. One such initiative is Yuva for Seva, a two-week community service program where PGDM students volunteer at various NGOs across Mumbai, contributing to meaningful social causes.

The program provides students with firsthand exposure to grassroots challenges in areas like child welfare, healthcare, education, elderly care, and community development. Students were placed across multiple NGOs, working with underprivileged children, cancer patients, elderly citizens, and marginalized communities, offering their support through educational activities, skill development workshops, healthcare assistance, and fundraising initiatives.

While the experience was deeply rewarding, it also came with its share of challenges. Language barriers, resource limitations, and emotional difficulties were common, but students learned to navigate these hurdles with patience, adaptability, and teamwork. The experience not only helped them make a tangible impact but also enhanced their leadership, problem-solving, and interpersonal skills—qualities essential for future business professionals.

Yuva for Seva is more than just a volunteering program; it is a transformative journey that fosters empathy, responsibility, and a deeper understanding of societal needs. As future leaders, the students walked away with a crucial realization—true success is not just about financial growth, but about creating a positive impact on the world around us.





HASHU ADVANI CENTENARY CELEBRATIONS



HACC : Celebrating a Century: VES Honors Shri Hashu Advani Ji's Legacy with Grand Celebrations

The Vivekanand Education Society (VES) commemorated the 100th birth anniversary of the visionary leader and social worker Shri Hashu Advani Ji with an inspiring celebration from, at its Chembur campus in Mumbai. The centenary tribute, themed "A Tribute to the Karmayogi," reflected VES's deep respect for Advani Ji's values and legacy, engaging the community through culture, music, food, health, and historical reflection.



Feb 22: Satyanarayan Pooja (Followed by Mahaprasad)

The centenary celebrations commenced on a spiritual note with a serene Satyanarayan Pooja, followed by Mahaprasad, invoking blessings, positivity, and divine grace for the events ahead.

Feb 23 : Hashu Advani Legacy Run (Marathon)

The Hashu Advani Legacy Run brought citizens of all ages together in a spirited marathon, honoring the inspiring legacy of Shri Hashu Advani while celebrating health, unity, and community pride.

Feb 24: Medical Camp (Blood-Donation Drive, Free Eye-Checkup)

The Medical Camp, featuring a Blood Donation Drive and Free Eye Check-up, served as a community-driven initiative that provided free consultations and quality healthcare services, fostering wellness and care for all.



HACC : Celebrating a Century: VES Honors Shri Hashu Advani Ji's Legacy with Grand Celebrations

Feb 25: VES TALKS (AI & Shaping the future of India)

VES Talks, themed AI & Shaping the Future of India, featured inspiring visionaries and achievers who shared thought-provoking insights on leadership, resilience, and social impact.



Feb 26: Sindhi's Got Talent Grand Finale & CM Visit

The festivities commenced with the Sindhi's Got Talent Grand Finale, a spectacular showcase of the artistic skills of Sindhi youth from across Mumbai. The event was a lively celebration of creativity, featuring singing, dancing, and stage performances that paid tribute to Sindhi cultural richness. Enthusiastic participation and vibrant energy set the tone for the days to follow.

A moment of great honor marked the celebrations as the Chief Minister graced the centenary event. In his address, he fondly recognized the enduring vision and legacy of Shri Hashu Advani, whose ideals continue to inspire generations. He also commended the remarkable role of Vivekanand Education Society (VES) in shaping young minds and making a lasting impact on education and society at large.

Feb 27: Musical Evening by Mohit Shewani

The second day featured a musical tribute by Mohit Shewani, captivating the audience with soul-stirring performances that celebrated the remarkable journey of Shri Hashu Advani Ji. The musical night was an emotional and artistic homage, blending nostalgia with musical elegance, leaving the audience inspired and reflective.

Feb 28: Cultural Extravaganza & Sindhi Food Festival

The final evening brought together the community for a cultural program featuring traditional folk dances, theatrical presentations, and contemporary acts. A highlight was the high-energy performance by Rock Star Neal, whose engaging stage presence kept spirits soaring. Simultaneously, the Sindhi Food Festival treated attendees to delicacies like Dal Pakwan, Sai Bhaji, and Sindhi Curry, offering a flavorful journey into Sindhi heritage.

In parallel with the cultural celebrations, VES also organized the Hashu Advani Legacy Run (Marathon) to promote physical well-being and community unity. The event included a flag-off ceremony, interactive engagement activities, and a short documentary screening detailing VES's 100-year journey.

Moreover, a Medical Camp underscored VES's commitment to social responsibility, offering free eye check-ups, blood donation drives, and awareness sessions by expert doctors. These initiatives promoted health and accessibility for all, extending the impact of the celebration beyond festivity.



Conclusion

The centenary celebration was not merely a tribute to a great leader but a multifaceted reflection of VES's core values—education, service, health, and culture. By engaging students, alumni, faculty, and the wider community, VES successfully honored Shri Hashu Advani Ji's enduring legacy, instilling pride and unity in all who participated.





BASIC+TiES 2025



BASIC+TiES 2025

BASIC+TiES 2025: An International Conference on Analytics & Innovation

Vivekanand Business School and Vivekanand Education Society's Institute of Management Studies and Research jointly organized BASIC 2025—The Business Analytics and Smart Innovation Conference—in collaboration with TiES (Technology, Inclusion, Entrepreneurship, and Sustainability). Held from 25th February to 1st March 2025, this international event witnessed participation from academia, industry experts, research scholars, and students to foster a data-driven and innovation-oriented mindset.

Day 1 & 2: 25–26 February 2025

Data Quezt – Hackathon

A 24-hour challenge where 562 teams (838 participants) registered to solve real-world business problems using Python, Tableau, and Excel. 68 teams advanced to the final round.

Winners:

1st: SPIT (₹20,000)

2nd: Vivekanand Business School (₹15,000)

3rd: SIMS Pune (₹10,000)

Pre-Conference Workshop: Meta-Analysis

Conducted by Dr. Dhaval Maheta, the workshop equipped 42 participants with tools in advanced research methodology, statistical software, and real-world application for academic publishing.

Day 3: 27 February 2025

International Research Conference

Focused on Business Analytics and Industry 4.0, the day featured keynotes by global experts:

Prof. Matej Makarovič (Slovenia): Introduction to Industry 4.0

Prof. Blaž Rodič (Slovenia): Self-organizing Manufacturing Systems

Prof. Giuseppe Catenazzo (Switzerland): Service Recovery in Products & Services

Research Paper Presentation Competition

With 120 participants, including faculty, research scholars, and students, the competition was split into six tracks.

Faculty Track Winners:

Dr. Jyoti Dixit – VBS (₹20,000)

Prof. Nikita Ramrakhiani & Yash Tambe – VBS (₹15,000)

Dr. Vikram Parekh – SIES (₹10,000)

Student Track Winners:

VBS, VESIMSR, and NMIMS teams secured top three prizes (₹15K, ₹10K, ₹5K respectively)

Day 4: 28 February 2025**Smart Innovation Challenge**

A high-energy event comprising startup pitch competitions, IPR talks, panel discussions, and model exhibitions with 96 team registrations across online and offline formats.

Key Highlights:

Startup Pitch Online & Offline: Showcased ventures from colleges and entrepreneurs across India.

Panel Discussion: “From Vision to Venture: Overcoming Challenges in Startup Fundraising” featured experts like Jovita Mascarenhas, Umesh Rathod, and others.

IPR Talk: Covered IP frameworks for academic innovation, led by Dnyaneshwar Kamble (TCS AIM Mentor).

Smart Innovation Exhibition: Demonstrated live models promoting creativity and sustainability.

Top Awards:

Startup Pitch Winners: Sustains, Adivirtus AI, Travello, Kheetii Bazaar

Exhibition Winners: Motor Sensors, Tech Tracers, Footstep Power Generator

Day 5: 1 March 2025

Mumbai Darshan – City Tour

The conference concluded with a networking-filled city tour to provide cultural exposure and informal engagement opportunities.







INTERNATIONAL IMMERSION



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International Immersion-Study Tour to Singapore

Exploring Business, Innovation, and Sustainability

VBS recently organized an enriching international immersion program to Singapore, offering students a firsthand experience of the country's vibrant business ecosystem, cultural heritage, and sustainability initiatives. The tour featured visits to Shimano Cycling World, Singapore Maritime Gallery, Singapore Art Gallery, Sustainable Singapore Center, and East Asia Institute of Management. Each destination provided unique insights into industry innovations and global trends, reinforcing the importance of adaptability and sustainability in today's business world.

Shimano Cycling World: Innovation in Mobility

Students had the opportunity to explore Shimano Cycling World, where they learned about the significance of cycling in urban sustainability. The visit highlighted Shimano's cutting-edge technology in bicycle gear, Singapore's commitment to eco-friendly transportation, and the integration of cycling into the city's urban landscape.



INTERNATIONAL IMMERSION



Singapore Maritime Gallery: The Global Trade Hub

At the Singapore Maritime Gallery, students delved into the nation's transformation into a leading global port. They explored state-of-the-art logistics, maritime digitalization, and sustainable port management practices, gaining valuable insights into the global trade network and Singapore's role in international commerce.

Singapore Art Gallery: Bridging Culture and Economy

A visit to the Singapore Art Gallery showcased the country's dynamic creative industry. Students observed how art and culture contribute to economic growth, tourism, and innovation. The gallery exhibited contemporary artworks reflecting Singapore's multicultural identity and global artistic influence.



INTERNATIONAL IMMERSION



Sustainable Singapore Center: A Green Future

At the Sustainable Singapore Center, students gained a deeper understanding of Singapore's sustainability initiatives. The center presented various green policies, including waste management strategies, water conservation efforts, and smart city planning, reinforcing the importance of corporate responsibility in environmental preservation.

East Asia Institute of Management: Academic and Industry Synergy

A key highlight of the tour was the academic exchange at the East Asia Institute of Management. Engaging discussions with faculty and students provided valuable insights into business education, leadership development, and industry-academia collaboration. The experience broadened students' perspectives on global business strategies and career development opportunities.





VES & INDIAN NAVY MOU



VES & INDIAN NAVY

Vivekanand Education Society Trust Joins Hands with Indian Navy to Empower Naval Civilians :

On January 28, 2025, the Vivekanand Education Society (VES) Trust and the Indian Navy marked a significant milestone by signing a Memorandum of Understanding (MoU) at the VES Business School, Mumbai. This forward-looking partnership is designed to enhance educational opportunities, skill development, and professional advancement for naval civilians and their families, reflecting a strong commitment to national progress through academia-defence collaboration.



Highlights of the MoU :

- **Purpose and Vision**

- a. The MoU places a spotlight on empowering naval civilians, offering access to top-tier educational resources and opportunities for skill upgradation.
- b. It acknowledges the vital contributions of naval civilian personnel to national security and development, aiming to invest in their personal and professional growth.

- **Key Provisions**

1. **Reserved Seats and Fee Concessions:** Naval civilians and their families will enjoy preferential access and financial concessions across VES Trust educational institutions, including the prestigious VES Business School.
2. **Structured Certification Programs:** Specialized certification programs will offer formal recognition of technical and managerial abilities, equipping naval civilians with credentials that enhance their career prospects.
3. **Tailored and Industry-Relevant Courses:** VES will design bespoke courses that address the unique and evolving needs of naval personnel, integrating elements of leadership, management, and technology.



Signatories and Dignitaries

- The MoU was officially signed by Cmde Saurabh Agrawal, Commodore (CP), on behalf of the Indian Navy, and Mr. Suresh Malkani, President of VES Trust.
- The event was graced by RAdm Aditya Hara, ACOP (AC), officers from the Headquarters Western Naval Command and Naval Dockyard, Mumbai, and distinguished VES faculty and staff, highlighting the significance of the occasion.

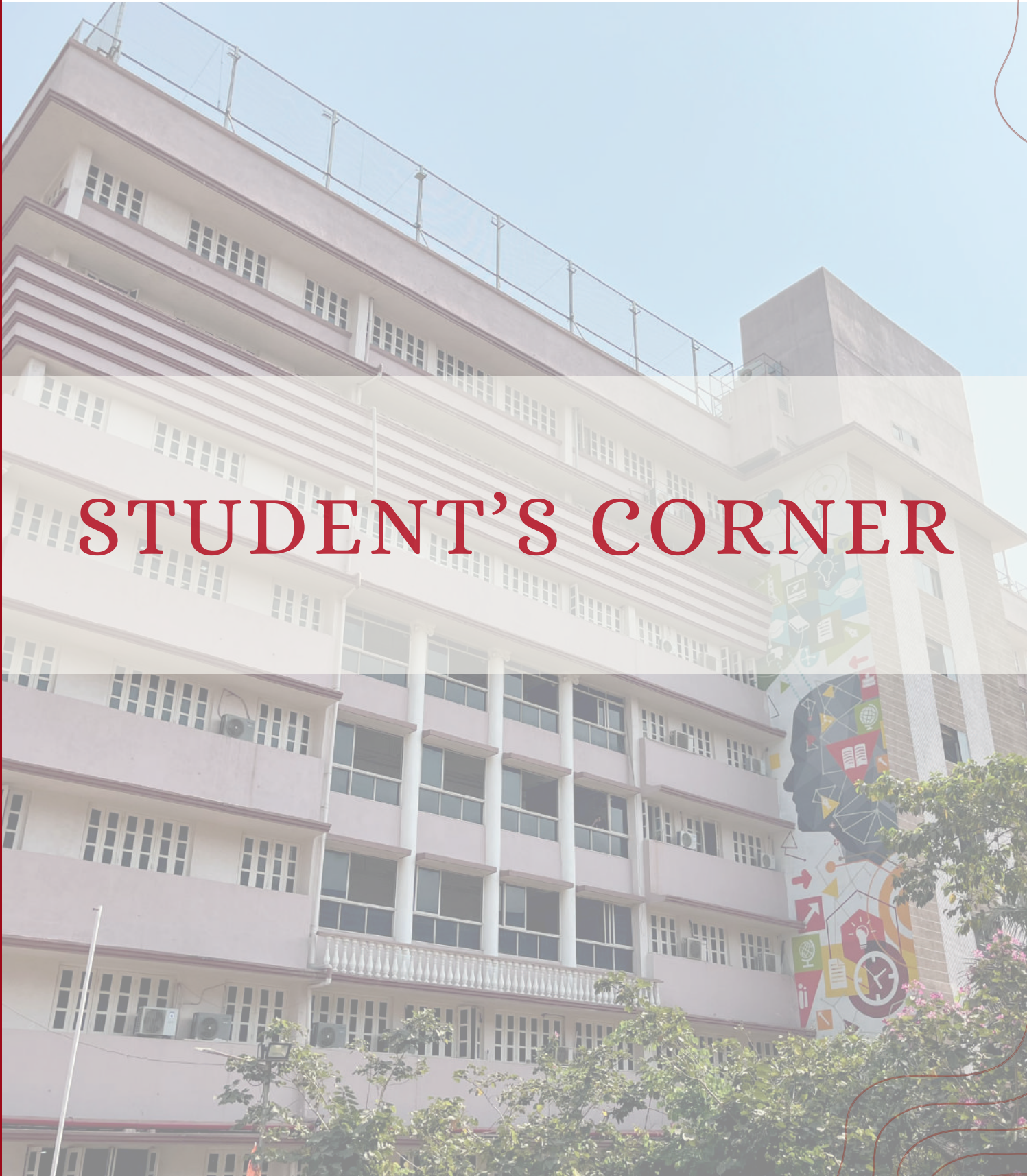
Broader Impact and Future Vision

- **Strengthening Academia-Defence Ties:** The partnership deepens the connection between academic excellence and service to the nation, paving the way for greater technological innovation, research, and holistic skill development.
- **Fostering Inclusive Growth:** By providing quality educational access to the families of naval civilians, VES reinforces its mission of inclusive growth and social responsibility.
- **Setting a Benchmark:** This initiative stands as a model for future collaborations between academic institutions and defence organizations, emphasizing the role of education in nation-building.

This collaboration is a proud moment for the VES and the Indian Navy, reflecting a shared vision to create empowered, future-ready professionals who will continue to contribute meaningfully to society and the nation.



STUDENT'S CORNER



Smart Marketing in the Age of AI: How Brands Read Your Mind

During one of my Digital Marketing lectures this semester, I was introduced to the fascinating conception of how Artificial Intelligence (AI) is changing the marketing world. What caught my attention the most was the conception of “AI- powered personalization” - a strategy that makes every client feel like the brand knows them personally. From apps like Netflix recommending your next binge- watch to Amazon suggesting products you didn’t know you needed, AI is still reshaping our online experience.

Netflix, 2025 – The King of Custom Content

Netflix is a great illustration of how AI personalization works. The platform studies your viewing habits - what you watch, how long you watch it, and indeed when you break. Grounded on this data, it recommends shows tailored to your interests. This not only saves time but also increases how long people stay on the platform. Netflix’s algorithms are constantly evolving to prognosticate what you’ll want coming - occasionally even before you know.



Amazon, 2025 – Shopping Made Smarter

Another brilliant use of AI is seen in Amazon’s personalized product recommendations. Every time you search for or buy commodity, Amazon learns a little more about your preferences. The result? A homepage that looks different for every user. Whether it’s dynamic pricing, targeted advertisements, or substantiated delivery options, Amazon uses AI to keep users engaged and spending further - without making it feel like marketing at all.

Spotify Wrapped – Data That Connects

One of the most viral exemplifications of AI marketing is Spotify Wrapped. At the end of every year, users admit a summary of their top songs, stripes, and artists. Behind this fun point lies deep data analysis. Spotify doesn’t just track your listening; it creates a story you’re proud to share. This has turned into a brilliant marketing move, as millions of users post their “Wrapped” summaries on social media, giving Spotify free, substantiated creation.



Balancing Personalization and Privacy

While AI personalization is exciting, it raises important concerns. How much data are we okay with sharing? When does personalization feel too intrusive? As AI becomes more powerful, the need for ethical and transparent use becomes critical. Brands must ensure they use data responsibly and give users control over their privacy.



Smart Marketing in the Age of AI: How Brands Read Your Mind

The Future: Predicting Before You Ask

Soon, marketing will move from reactive to predictive. Brands will know what you want—even before you search for it. AI chatbots, will assist customers in real time, offering suggestions, answering questions, and making shopping faster and smarter. The key challenge will be to make these experiences feel human-not robotic.

The rapid rise of AI in marketing is a perfect example of how technology can transform our daily experiences. As future business leaders, it is essential that we embrace innovation—but also use it wisely. Personalization should not only be smart but also empathetic, ethical, and inclusive.

By understanding the power of AI-driven marketing today, we prepare ourselves to become the marketers and innovators of tomorrow.

~ Ajit Kurup
PGDM Batch 2024-26

The Art of Storytelling in Branding: Where Culture Comes Alive and Brands Take a Heart

Today's branding is not merely about market share, logos, or color—today's branding is about soul. And storytelling is how that soul speaks.

Some brands don't just stay in our minds—they stay in our memories. That's because they're not merely recognized; they're felt. Viewed through a creative lens, stories become more than just marketing tools—they're canvases where each brushstroke of culture adds meaning. From a psychological viewpoint, stories hold more power than facts because they speak to how we process emotion and identity. And through a branding lens, the real magic lies in making commerce feel like culture.

When a brand tells a story rooted in shared emotion, it doesn't just market - it connects. It becomes part of dinner-table conversations, of memories passed down through generations, even part of revolutions. Think of how Paper Boat doesn't just sell beverages, it bottles the scent of summer afternoons and the sound of school bells. Or how FabIndia doesn't just offer apparel—it weaves the pulse of Indian artisans into every thread.

The best stories begin with truth. Often, it's a story of struggle of not fitting in, of standing up against odds, of daring to be different. And then comes hope - a solution, a spark, a promise. This arc from crisis to hope isn't just a clever narrative tool, it mirrors the rhythm of our lives. And when brands tap into that rhythm, they don't have to shout, they speak straight to the heart. Culture makes that connection even stronger. It brings familiarity, flavor, and identity. Culture isn't a trend - it's the truth. It's the diya that lights up an ad. It's the saree that flows in slow motion. When brands honor culture not as a costume but as a core, they gain something priceless: belonging.

Today, we live in a world where brands don't just tell stories—people do. We tweet them, reel them, remix and reimagine them. And in this age of participation, authenticity is everything. A brand's story is no longer what it says about itself—but what people feel about it, and choose to share.

As we step into the future—not just as marketers, but as wordsmiths of a new era—let's not forget the power we hold. A good campaign might sell a product. But a great story? That can spark a movement. That can move people. And once you connect with someone on an emotional level, you become unforgettable.

Because ultimately, branding isn't about being noticed—it's about being remembered.

~ Riya Thakur
PGDM Batch 2024-26



My Transformative Journey with Yuva for Seva: A Social Immersion Experience

As a participant in the Yuva for Seva Social Immersion Program at Vivekananda Business School, I had a truly transformative experience working alongside the Jayashree Foundation in Nerul from January 27th to February 10th, 2025. This three-week initiative pushed me beyond the confines of the classroom and immersed me in the realities of social challenges within our city.

Our team engaged in diverse activities, each offering unique insights and opportunities for meaningful contributions. We kicked off with a wellness program and nursery visit, bringing joy and support to young children. A community medical camp provided essential healthcare services to underserved populations.

One of the most impactful initiatives was educating young girls about menstruation and sustainable products, in collaboration with the Pagaria Welfare Foundation. This session not only provided vital information but also empowered these young women to make informed choices about their health and well-being.

We also collaborated with MGM Hospital in Sanpada, where we got an opportunity to learn about oral cancer. This experience highlighted the importance of preventative healthcare and early detection.

Finally, we volunteered at a 2-day carnival event held at Vashi's Sacred Hearts Ground. Our roles ranged from security to managing the games zone, ensuring a safe and enjoyable experience for the children.

This immersion program was more than just a series of activities; it was a journey of personal growth and social awareness. It instilled in me a deeper understanding of the challenges faced by our communities and the vital role NGOs play in addressing them. I am grateful for the opportunity to have contributed to the Jayashree Foundation's mission and to have witnessed the positive impact of collective action.

~ Saranya Sivaprasad Menon
PGDM Batch 2024-26



Impact of AI in Our Lives

As a student, I never imagined that something as advanced as Artificial Intelligence (AI) would become part of my daily life — yet here it is, helping me unlock my phone, organize my notes, and even choose what to watch or study next. AI is no longer the future — it's already here, quietly making life smarter and easier.

AI is basically when machines are able to think, learn, and make decisions like humans. What started with automating simple tasks has now grown into systems that diagnose diseases, drive cars, and even hold conversations.

In education, AI-powered platforms adjust to each student's learning style, making study sessions more effective. In healthcare, AI helps doctors detect illnesses earlier than ever. Even in farming, AI can predict crop diseases and improve yields.

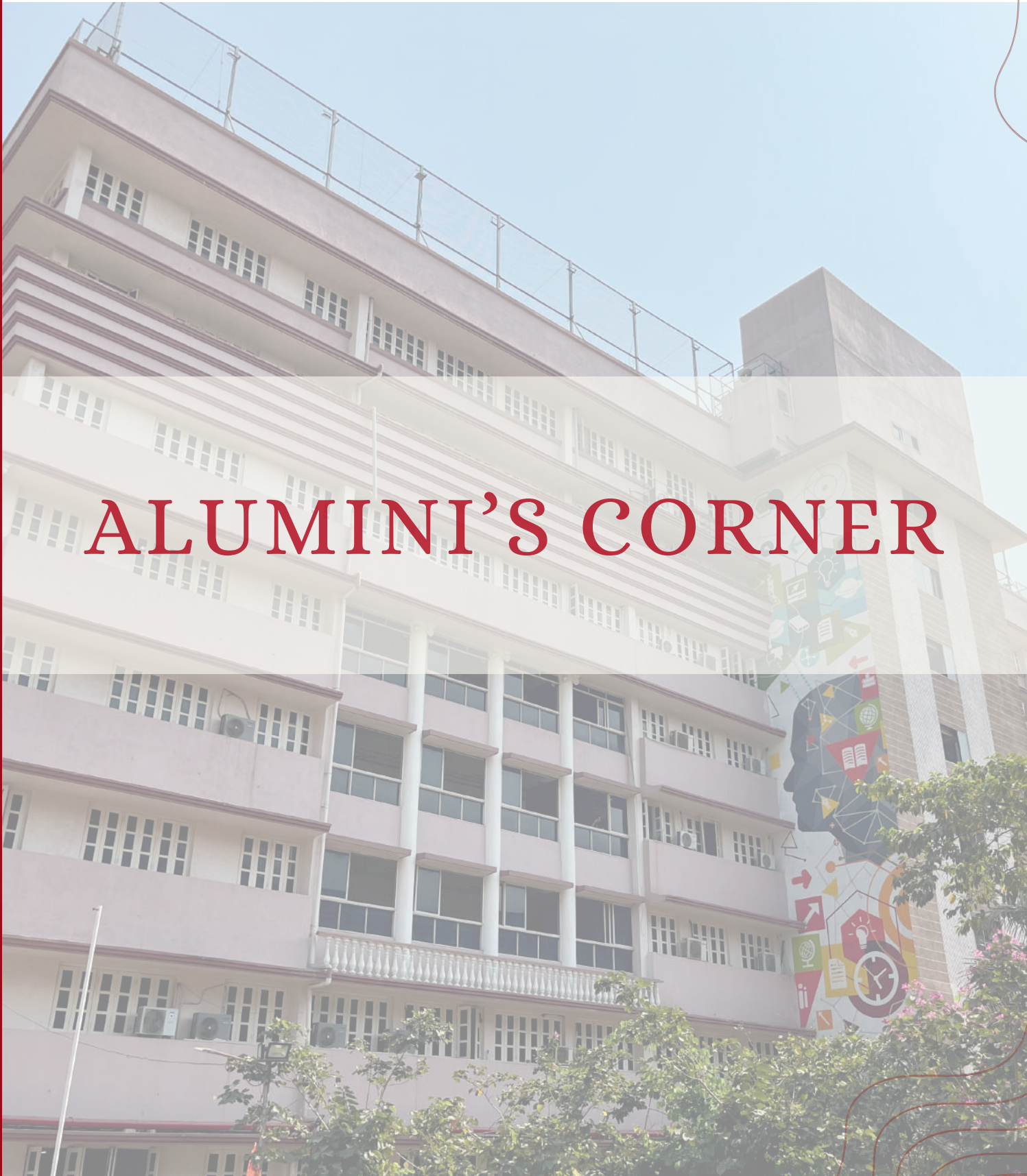
One quote I really like is from Fei-Fei Li: "AI is neither good nor evil. It's a tool. It's a technology for us to use." That's the point — AI itself isn't the problem; how we use it is what matters.

As students, we have a big role to play — not just in using AI, but in understanding it and shaping its future. Let's make sure this powerful tool works for the betterment of all, not just a few.

~ Varada Bapat
PGDM Batch 2024-26



ALUMINI'S CORNER



From MBA to Marketing Maven: Thriving in the Digital Era with Programmatic Expertise



I am Nikita Karmakar, an MBA postgraduate in Marketing from VES Business School, Mumbai 2020-2022. With 3+ years of professional experience in programmatic advertising, I currently hold the position of Associate Manager at Publicis Media, specializing in programmatic advertising.

My expertise spans the digital marketing landscape, including:

Programmatic Advertising: Utilizing data-driven methods to accurately target audiences and enhance campaign results.

Data Analytics and Measurement: Experienced in using analytical tools to evaluate campaign success and support informed decision-making.

Ad Tech and Martech: Knowledgeable about the latest advancements in advertising and marketing technologies, including DSPs, SSPs, and DMPs.

Industry Trends and Innovations: Staying informed about emerging trends, such as CTV, OTT, and voice-activated advertising technologies.

Why Digital Marketing is Important?

In today's fast-paced digital world, businesses increasingly use online platforms to connect with their audiences. Digital marketing has become a cornerstone of any marketing strategy, and here's why:

- Enhanced Online Presence:** As more consumers rely on the internet for research and purchases, maintaining a strong digital presence is vital to stay competitive.
- Precision Targeting:** Digital marketing allows businesses to reach specific audiences effectively, improving the efficiency of their campaigns.
- Actionable Insights:** It offers measurable outcomes, empowering businesses to assess campaign success and make informed, data-driven decisions.

MBA Experience and Career Development

My MBA program at VES Business School, Mumbai provided me with a comprehensive understanding of business management, including marketing, finance, and operations. This broad-based education has been invaluable in my career, as it has allowed me to:

- Develop a Business Mindset:** My MBA program taught me to think strategically and make informed decisions that drive business results.
- Understand Marketing Principles:** My marketing courses provided a solid foundation in marketing principles, including market research, segmentation, and targeting.
- Develop Leadership Skills:** My MBA program helped me develop leadership skills, including communication, teamwork, and problem-solving.



From MBA to Marketing Maven: Thriving in the Digital Era with Programmatic Expertise

Surviving and Thriving in the Corporate World:

To succeed in the corporate world, it's essential to have a combination of skills, knowledge, and experience. Here are a few tips that have helped me thrive in my career:

- 1. Stay Up to Date with Industry Trends:** The digital marketing landscape is constantly evolving, so it's essential to stay current with the latest trends and technologies.
- 2. Develop a Strong Network:** Building relationships with colleagues, mentors, and industry leaders can help you stay informed and open new opportunities.
- 3. Be Adaptable and Resilient:** The corporate world can be challenging, so it's essential to be adaptable and resilient in the face of change and uncertainty.

My key accomplishments include:

Campaign of the Month: Acknowledged for outstanding performance in programmatic advertising at GroupM and Dentsu Media agency, reflecting my skills in optimizing and executing campaigns effectively.

Featured in GroupM Nexus Newsletter: Recognized as a top performer with my contributions highlighted in the company's internal publication, showcasing my impact within the team and industry.

Awarded the VBS Legacy builder award 2024-2025

First Place in Sarvoday 2020: Secured first place in an online social entrepreneurship competition hosted by VES Business School, Mumbai.

Third Place in Mad Over Design: Achieved third place in the facility layout design competition organized by VES Business School in Mumbai.

Conclusion

In conclusion, digital marketing is a vital skillset in today's business landscape, and an MBA can provide a strong foundation for a successful career. By combining theoretical knowledge with practical experience, you can develop the skills and expertise needed to thrive in the corporate world. Having personally gained from an MBA program and digital marketing experience, I'm excited to share my insights and help others succeed in their careers.

~ Nikita Karmakar

VBS Alumnus, Batch 2020-2022



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