SIIB

An SIIB Publication

REKINDLE

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CONTENTS

WORD OF THE MONTH
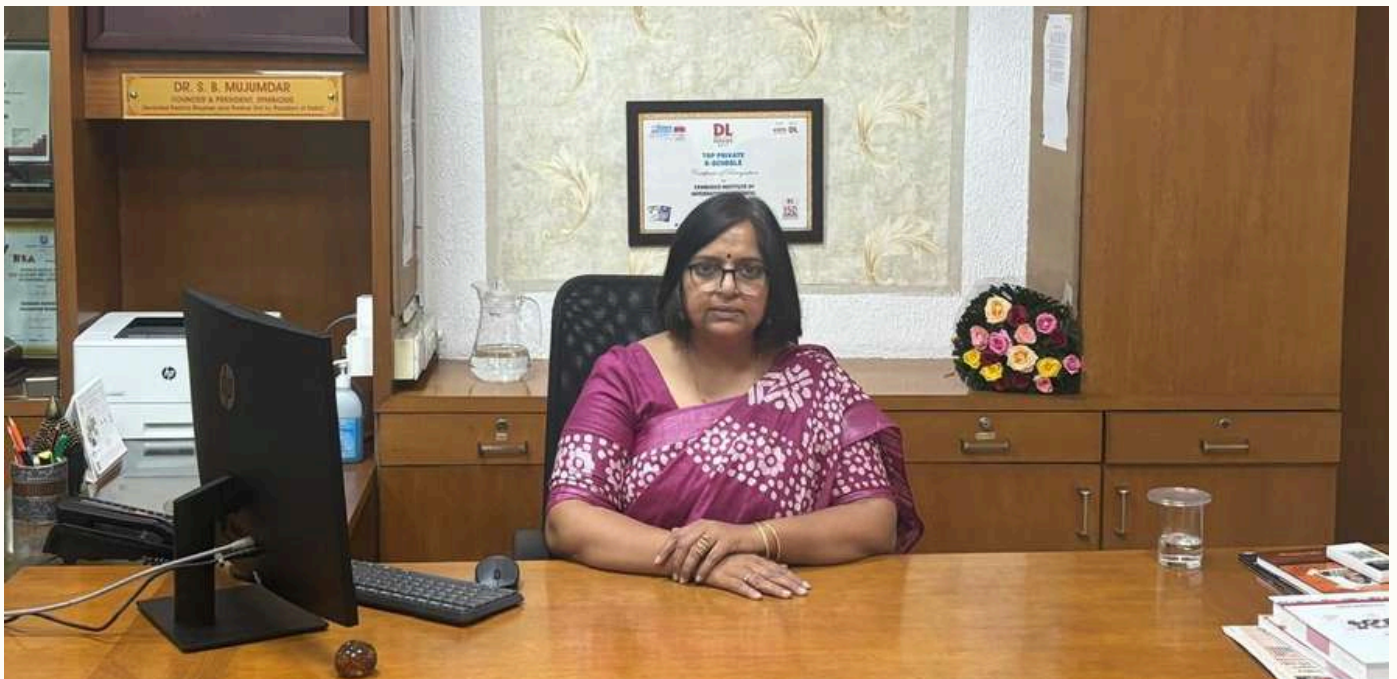
" Quiescence "

"Stillness or dormancy, state of being quiet"

Leadership Transition at SIIB

We are honored to announce the appointment of Prof. (Dr.) Alka Maurya as the new Director & Professor of Symbiosis Institute of International Business, Pune.

Dr. Maurya brings 28 years of esteemed experience in teaching, research, and consulting. She holds a PhD in International Business from Jiwaji University and a Master's in International Business from IIFT, New Delhi. Her distinguished career includes pivotal roles at the Plastics Export Promotion Council, National Centre for Trade Information, as well as numerous accolades for her contributions to research and teaching.

Her expertise and vision will guide SIIB towards greater academic excellence and innovation. We warmly welcome Dr. Alka Maurya as she begins her journey with the Symbiosis family.

Induction Ceremony Batch 2024-2026

On June 12th, 2024, the Symbiosis Institute of International Business (SIIB) welcomed its new MBA Batch 2024-2026 with an induction programme. Dr. Dharmesh K. Mishra, Professor, SIIB opened the event, followed by an inspiring speech by Dr. Prakash Rao, Officiating Director. Dr. Ramakrishnan Raman, Vice Chancellor, SIU, highlighted the achievements of SIU and encouraged active engagement. Dr. Vidya Yeravdekar, Pro Chancellor, SIU, emphasized networking and representing the Symbiosis brand with pride.

The programme concluded with a motivational address by Mr. Aditya Bhagat, CEO of Affinsys AI, who shared his experience at SIIB as a transformative and enriching journey. He reflected on the profound impact SIIB had on his career, emphasizing the continued relevance of the knowledge and skills he gained. The insightful speeches by distinguished guests and alumni underscored the significance of continuous learning, networking, and leveraging the opportunities at SIIB for both personal and professional growth.

Orientation Programme - 2024

The orientation programme for the Batch 2024–2026 began on 3rd June - 15th June, 22nd June, 24th June and ended on 25th June 2024 that marked the beginning of a 15 day's journey filled with valuable insights and guidance. Esteemed guests and alumni were cordially invited to share their invaluable expertise and experiences with the incoming batch. The students had the privilege to engage in enriching interactions with instructors, fellow students, and accomplished professionals from various industries. This was made possible through a diverse range of lectures, workshops, and networking events, facilitating the exchange of knowledge and fostering valuable connections. The sessions conducted for the orientation programme were:

June 3rd:

Briefing by the Head of the Department on Finance, Marketing, HR, IT, International Business, and SCM - The session featured Dr. Jeevan Nagarkar, Assistant Professor; Dr. Suchita Jha, Assistant Professor; Dr. Dharmesh K. Mishra, Professor; Dr. Viraja Bhat, Associate Professor; Dr. Sandip Solanki, Associate Professor; and Dr. Chetan Prabhu, faculty member from the Department of Supply Chain Management, who introduced their departments and faculty to students. Each head provided valuable insights into their fields, discussing current trends, challenges, and career opportunities in Finance, Marketing, HR, IT, International Business, and SCM. Topics covered included financial strategies, market dynamics, HR management, technological innovations, global business trends, and supply chain management. The session included interactive Q&A segments where students could delve deeper into specific areas of interest. Furthermore, students were informed about various clubs tailored to each department, offering opportunities for hands-on experience and professional networking.

Library Session - The library session provided comprehensive information on student access to resources, including the issuance of library cards and procedures for borrowing and returning books. Discussions covered the number of books, magazines, and eBooks available for student use, along with access to databases and e-learning resources. Detailed library timings for weekends and weekdays were outlined to facilitate convenient access. Additionally, the session addressed the consequences of book damage or loss by students, emphasizing responsible use of library materials.

Orientation Programme - 2024

June 4th:

Briefing by the Head of the Department on MBA - Agri Business and MBA - Energy & Environment – Dr. Nisha Bharti, Assistance Professor & Head of Department of MBA- Agri Business and Dr. Prakash Rao, Officiating Director & Head of Department of MBA- Energy and Environment addressed the new batch and gave valuable insight about the course and curriculum that is well designed to equip students with knowledge of respective courses along with core managerial skills. They highlighted the outcomes of the course through practice of value-based learning by understanding & demonstrating ethical practices through sustained efforts.

Session on Gender Sensitization by Ms. Renuka Mukadam, **POSH and DEI Consultant and Trainer**- Ms. Renuka Mukadam a renowned POSH (Prevention of Sexual Harassment) and DEI (Diversity, Equity, and Inclusion) Consultant and Trainer, conducted a session on gender sensitization. She explained POSH comprehensively, discussed various forms of sexual harassment, and emphasized the importance of consent. She also addressed biases that should be discouraged in any setting, empowering students to create a respectful work environment.

Session on MH Connect, an e-learning platform, by Ms. Mansi Negi, Product Expert from McGraw Hill and Dr. CA Madhura Ranade, Assistant Professor, SIIB – Ms. Manasi Negi introduced the students to the MH Connect platform through an online session. Ms. Negi highlighted the e-learning platform's benefits, while Dr. Ranade guided students through the Financial and Accounting course. MH Connect offers features like smart view assignments, task tracking, e-books, interactive quizzes, and automatic grading, facilitating effective student-instructor interaction in a seamless learning environment.

Session on Bloomberg Terminal by Ms. Juhi Chowdhri, Equity Product Specialist at Bloomberg- Ms Juhi Chowdhri delivered a session on the Bloomberg Terminal, covering aspects such as navigating Bloomberg, accessing real-time data, utilizing analysis tools, and managing portfolios. She explained the functionalities of the color-coded keyboard, providing students with valuable skills for data-driven decision-making and staying updated with global financial news.

Orientation Programme - 2024

Address by Ms. Sujata Kolekar, Managing Director, Accenture Ltd. Japan on Japanese Language- Ms Sujata Kolekar conducted a session on the Japanese language, emphasizing its importance for securing job opportunities in Japan. She highlighted the benefits of knowing Japanese for competitive compensation and noted the language's similarities to Indian languages. Ms. Kolekar discussed Japan's safety, its growing Indian population, and the industrial success of its unique culture. She also talked about the post-COVID focus on self-reliance, leading to Japanese Industrial Townships in India. The session concluded with an overview of certification courses and a Q&A segment.

June 5th:
Briefing by Col. S.K. Mishra, Campus Administrator at SIC - Col. S.K. Mishra addressed the batch by informing them about the rules, regulations, and code of conduct that are to be followed in the Symbiosis Infotech Campus. He made the students aware of his roles and responsibilities as the campus administrator and concluded by advising the students to maintain decorum and behave in a professionally sound manner on campus.

Address by Dr. Prakash Rao, Officiating Director- Dr. Prakash Rao provided insights on balancing rigorous academics with fast-evolving industry requirements. He emphasized the significance of International Business, Agribusiness, and Energy and Environment, highlighting SIIB's modern curriculum. Dr. Rao discussed the distribution of credits, pedagogical methods, and resources like the Knowledge Resources Center. He stressed the importance of certifications, international collaborations, and active participation in committees, concluding with a Q&A segment.

Session on Internationalization by Ms. Mansi Joshi, Senior Officer at Symbiosis Centre for International Education (SCIE)- Ms Mansi Joshi conducted an enlightening session on internationalization, showcasing SIU's excellent rankings and global perspective. She explained SCIE's role in promoting international activities and detailed the Global Immersion Program (GIP) and partnerships with over 81 universities. Ms. Joshi highlighted benefits like cultural experiences and enhanced career opportunities, covering semester exchange selection, dual degree options, and expanded scholarship opportunities.

Orientation Programme - 2024

Session on "Mind Tap" by the team from Cengage publication house- The team of Cengage publication House, Ms Ameesha Shanker, Digital Product Specialist and Mr Onkar Dudhane, Assistant Area Manager - Higher Education, introduced the students to Mind Tap which is online learning platform. Cengage Learning is a provider of learning and research solutions for the academic, professional, and library markets. MINDTAP from Cengage Learning exhibits a novel approach to a highly personalized, online learning platform.

Interaction with Mr. Rajib Kar, SIIB Student at Berlin School of Economics and Law under the Student Exchange Programme- led an interactive session on the exchange programme with the Berlin School of Economics and Law (BSEL), Germany. He detailed the application process, eligibility criteria, and benefits of the dual degree programme, explaining the academic curriculum, financial expenses, and visa application process. Mr. Kar shared firsthand experiences and discussed the opportunities and exposure available to students in this exchange programme, concluding with a Q&A session.

June 6th:
Alumni Session by Mr. Yatin Sonkusare from Yantra Inc.- Mr. Yatin Sonkusare, conducted a session on resume and CV building, sharing his professional journey and discussing the importance of well-crafted resumes and CVs. He explained the differences between hard and soft skills, stressing the need to tailor resumes to match job descriptions and build profiles accordingly. The session concluded with an interactive Q&A segment.

Committee Briefing on Sports and Sparsh- The briefing started with a video introduction of the committee. The graphical representation helped the students understand the vision and mission of the committee. After the video, the core committee members introduced themselves and their roles to the students. They then provided an elaborate and detailed description of the activities and events held by the committee, such as regular quizzes and competitions. The briefing concluded with the team mailing out the interest forms to the students.

Orientation Programme - 2024

June 7th & 8th:

Outbound Session- SIIB held an outbound session for the Batch 2024-26 at Surya Shibir. Students eagerly gathered at the SIC campus early in the morning and enjoyed music and dancing on their way to the venue. The day featured, a Zumba session, yoga, and various group activities, including a creative egg drop challenge. The evening ended with a lively DJ night. The next morning, students completed a challenging six-kilometer trek and participated in a fashion show. This two-day event fostered engagement, creativity, and teamwork, setting a positive tone for their MBA journey, emphasized by insightful speeches from guests and alumni on continuous learning and growth, marking the beginning of a promising academic journey for the new students.

June 10th:
Session on Heartfulness by Ms. Pooja Sinha, Peace Faculty at MIT-WPU, Pune- Ms. Pooja Sinha led a session on heartfulness meditation, explaining this simple, globally practiced method for fostering self-connection. The session, part of a three-part series, focused on relaxation and meditation, highlighting the power of intention. Participants reflected on their aspirations to align goals with actions, and the session ended with an interactive Q&A segment.

June 11th:
Session on Basics of Yoga by Ms. Abhishri Rajput, Sports Officer from DSRW – Ms. Abhishri Rajput conducted a chair yoga session in which she showcased and helped the students learn yoga poses they can perform in their everyday life, even while attending classes. After a very relaxing chair yoga session, she concluded by urging the students to perform and participate in physical activities like yoga to maintain good health and posture.

Orientation Programme - 2024

June 12th:

Session by Mr. Aditya Bhagat, CEO & Co-Founder at Affinsys AI during the Induction Programme- Mr. Aditya Bhagat shared his professional journey since graduating from SIIB. He described his SIIB experience as transformative, emphasizing the continued relevance of his education. Reflecting on SIIB's role in producing numerous CEOs, he encouraged students to embrace uncertainties and network actively. He discussed the importance of continuous learning in the rapidly changing business world and the success of his entrepreneurial venture, inspiring students to build a durable foundation for future success.

Alumni Session by Mr. Ajay Mishra (APM), Transformational Communication Coach and Trainer- Mr. Ajay Prakash Mishra, emphasized the importance of planning, networking, and communication skills in his session, sharing his journey from a vernacular school student to a senior position at Adobe. He inspired students to overcome challenges with perseverance, stressing the importance of gratitude, adapting to change, and setting clear goals. He encouraged students to track progress monthly and value differing opinions, highlighting meaningful networking over mere LinkedIn connections.

Committee Briefing by Placecom, Alcom, PR & Media – The online briefing provided a comprehensive introduction to the operations and responsibilities of the three core committees at SIIB. Students were encouraged to actively participate in the selection processes for these committees. The session highlighted the significant professional growth and development opportunities that come with committee involvement, emphasizing how such engagement can distinguish an SIIB student from a typical MBA graduate. It was made clear that being part of these committees not only enhances one's leadership and teamwork skills but also provides a unique platform to apply theoretical knowledge in practical scenarios, thereby enriching the overall MBA experience.

Orientation Programme - 2024

June 14th:

Alumni Session by Mr. Prabhash Chaudhary, Founder and CEO of Magistral Consulting- Mr. Prabhash Chaudhary shared his professional journey, emphasizing the importance of prioritizing learning over money in one's 30s for long-term success. Starting as an average student with the lowest CTC in his batch, he went on to found his own company. Using humor and anecdotes, he explained strategy consulting and encouraged grassroots-level career beginnings. Mr. Chaudhary actively engaged the students and expressed interest in hiring from the college, concluding with a vibrant Q&A session.

Alumni Session by Mr. Vivek Khatri, Associate Director at LTI Mindtree- Mr. Vivek Khatri shared insights on the dynamic IT landscape, emphasizing the importance of upskilling in IT and highlighting IT-Enabled Services (ITES). He discussed the critical role of robust IT infrastructure and agile software solutions, stressing continuous learning and innovation for organizational growth. Mr. Khatri underscored secure communication networks for global collaboration and concluded with AI's transformative impact on software capabilities and the resilience of the IT industry.

Committee Briefing by E-Cell and Kshitij- ISR Committee – The online briefing provided an in-depth overview of the committee dedicated to enhancing entrepreneurial skills among MBA graduates, equipping them for success in the corporate world. The Kshitij committee, is highly regarded for its emphasis on nurturing the human aspect within individuals. During the session, students were thoroughly briefed on the various initiatives and campaigns that the Kshitij committee has successfully implemented. It emphasized how each student, regardless of whether they are an official member of the committee, can actively participate and contribute to these meaningful endeavors, fostering a sense of community and shared purpose.

Orientation Programme - 2024

June 22nd:

Symbiosis International University Main Campus Induction Tour- SIIB organized a comprehensive tour of the Symbiosis International University, Lavale Campus, for the MBA Batch of 2024-26. They explored various institutes like SIMC, SIBM Pune, SIDTM, and SSBF, each offering unique programs and state-of-the-art facilities. Highlights included SIMC's advanced audio studio and visits to the Symbiosis University Hospital and Research Centre and the Symbiosis Institute of Technology (SIT). The visit ended, leaving the students enriched by the experience and inspired by the diverse educational opportunities offered by Symbiosis.

June 24th:

Session by the SymbiCare Team– The team from following departments had visited SIIB to brief the students about the support, services and facilities available through SIU Department of Student Welfare, SIU – DSW

- Symbiosis Centre for Health Care – SCHC
- Symbiosis Centre of Emotional Wellbeing – SCEW
- Department of Sports Recreation and Wellness - DSRW
- Symbiosis University Hospital and Research Centre – SUHRC

June 25th:

Session on Coursera by Mr. Siddharth Nagar, Customer Success Manager at Coursera- Mr. Siddharth Nagar started by introducing himself to the batch and his position in the Coursera team. He provided a complete analysis and overview of all the functions of Coursera to the students and also enlightened them about the benefits of the certification courses offered by the platform. He explained in detail the structure of the courses and the learnings they provide. He concluded his session by encouraging students to make the utmost use of this opportunity and upskill themselves through Coursera.

The orientation programme concluded with enlightening and enriching experiences for all the students of batch 2024-2026. Sessions delivered by distinguished speakers, industry experts, and esteemed alumni imparted valuable knowledge and skills, preparing the students to be future-ready.

Gender Sensitization

On June 4th, Ms. Renuka Mukadam, POSH Consultant & Trainer conducted a session on 'Gender Sensitization' for Batch 2024-26 as part of the induction training programme, aiming to raise awareness about sexual harassment and introduce the role of the Internal Committee of SIU. The interactive session included active student participation and discussions on various case studies. It began with a brief screening of the video clip 'Purl,' which highlighted the importance of inclusivity and embracing diverse viewpoints in the workplace. The session covered real-life scenarios of sexual harassment, emphasizing that the impact of actions often outweighs intent, and stressed the importance of professionalism and respecting boundaries. Key laws, such as the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013, were discussed, and students were informed about the SIU Internal Committee's composition and responsibilities. The session concluded with a Q&A segment, offering students further clarification. Overall, it was an informative and empowering experience, equipping students with knowledge and resources to ensure a safe and respectful work environment.

On June 20th, 2024, faculty and staff attended a live Zoom session titled "Don't Cross the Line: Awareness Session on Prevention of Sexual Harassment at the Workplace (POSH)," conducted by Ms. Renuka Mukadam. Ms. Mukadam, a Management and Business Consultant, emphasized understanding and preventing sexual harassment at work. She covered the POSH Act, employee and employer responsibilities, and procedures for reporting and addressing harassment incidents. The session aimed to foster a safe and respectful work environment, promoting awareness and proactive measures to ensure a positive and inclusive workplace culture. SIIB highlighted the importance of the POSH initiative in maintaining workplace safety and respect.

Battle of the Stars (BOTS) Batch 2024-26

Battle of the Stars (BOTS) is a highly appreciated event organized by Symbiosis Institute of International Business (SIIB), Pune, designed to provide a platform for students to test and enhance their communication, logic, teamwork, strategy, and execution skills. The man behind conceptualizing and curating the whole tournament is SIIB Alum Mr. Amit Aggarwal, Founder of Webshorts Casting and Corporate Trainer. The tournament is played across 12 different teams based on the zodiac signs, with the primary objective of fostering managerial skills and creating a competitive environment that encourages participants to strive for excellence.

Event Highlights:
Day 1: Kick of BOTS- 3rd June 2024
Day one began with a session called "Kick Off BOTS," where Mr. Amit Aggarwal introduced the thrilling Battle of Stars tournament to the students. He walked them through the details and rules of the tournament, and gave them an idea that the tournament will spotlight different themes focusing on execution, logic, communication, strategy, and teamwork. Thus, the Kick Off BOTS 2024 tournament was officially announced open by Dr. Prakash Rao, the Officiating Director of SIIB.

Day 2: Quizzit – 5th June 2024
The event kicked off with Quizzit, an online quiz round where each team had three participants. This competitive start tested the teams' general knowledge, rapid thinking, sharp decision-making, and intellectual acumen.

Day 3: Logo Wars -6th June 2024
Logo Wars challenged each team to design a logo, create a war cry, and justify their choice, showcasing their creativity and teamwork.

Day 4: WWL – 10th June 2024
WWL was akin to a treasure hunt, resembling a puzzle-solving activity where participants needed to unlock mysteries using their problem-solving skills.

Day 5: Mad-Ads- 11th June 2024

Battle of the Stars (BOTS) Batch 2024-26

Day 5: featured Mad-Ads, assigning unique products to each clan where the participants presented their ideas with Originality, Entertainment, Coordination, conviction and special effects. The Objective of the game was to use their creativity to produce an engaging advertisement.

Day 6: Goose Chase – 13th June 2024
Goose Chase was very interesting; the objective of this game is to complete certain tasks allotted to the students, making it a fun activity.

Day 7: Stratosphere Event- 14th June 2024
Students were actively involved in creative discussions aimed at solving a challenging business problem, generating valuable insights and actionable solutions. The event proved to be a thought-provoking experience in tackling business challenges at the Stratosphere level.

Day 8: SIIB's Got Talent and Theme of BOTS – 15th June 2024
The final day allowed students to showcase their exceptional talents in SIIB's Got Talent, judged by eminent personalities like Ms Aparna Jha, Actor and Model; Ms. Madhura Akkalkotkar, CA at UBS Group and Sangeet Visharad in Hindustani Classical Music and Mr. Amit Aggarwal, Founder of Webshorts Casting and Corporate Trainer. The event culminated with the Theme of BOTS, where teams created captivating short videos celebrating their achievements and emotional connections.

The overall experience of BOTS celebrated the accomplishments of all the clans and fostered a deep sense of connection among the students. It was a memorable and inspiring journey, leaving participants with lifelong memories and a shared hope for a lasting legacy.

International Day of Yoga Celebration

On June 21st, 2024, SIIB celebrated the 10th International Day of Yoga (IDY) with an innovative session organized by the Department of Sports Recreation and Wellness (DSRW) and Symbiosis Centre for Yoga (SCY). Faculty, staff, and students actively participated in an online session via Zoom and YouTube. The session included yoga benefits, breathing exercises, stretches for various body parts, and relaxation exercises, encouraging daily practice. The event was well-received, offering a refreshing and beneficial break for the SIIB community.

ROLE OF AI IN CARBON ACCOUNTING

Anand Lathi (Member of E-Cell)

The adage "You cannot manage what you cannot measure" also applies to climate change. Measuring the effects of climate change is the first step toward comprehending it. Measuring and quantifying industries' and organizations' environmental consequences is crucial. Due to restrictions and to enhance their investor relations, larger organizations are the ones that quantify emissions the most. Conversely, smaller businesses are not required by law or investor pressure to assess their environmental impact.

While most environmentally conscious organizations don't measure their impacts, a small number do. Numerous factors, including the difficulties in gathering data and a lack of technical expertise, may be to blame for this.

The main obstacles to measuring emissions are a lack of technical expertise and the absence of a committed resource whose main duty is to focus on sustainability. It is frequently a very difficult task requiring thorough data gathering, comprehension of climate reporting systems, and familiarity with carbon accounting procedures. AI is a useful tool for collecting data, filling in data gaps through modeling and trend analysis, which is the greatest substitute for data gaps. Organizations will have better accuracy and greater data coverage as systems develop over time. Even so, by filling in the data gaps and examining past patterns, artificial intelligence may significantly improve data accuracy.

ROLE OF AI IN CARBON ACCOUNTING

Anand Lathi (Member of E-Cell)

Validating data is another area where AI might be useful. It can spot anomalies in the data gathered, which may be the result of mistakes made by the methodology or by humans. It may also spot inefficiencies and strengthen and streamline the data collection process.

In order to win over stakeholders, we are moving toward a more open system with lots of checks and balances. Businesses and organizations must have greater environmental responsibility than just environmental consciousness. AI is going to play a major part in improving data quality and producing the much-needed transparency in an organization's climate journey.

One of the biggest obstacles smaller and medium-sized organizations face when attempting to quantify their emissions is gaps in data gathering. They frequently lack data access or have frameworks in place to gather the necessary data. These difficulties and complications related to carbon accounting can be greatly reduced as AI develops.

KOO (Mobile Application)

Ayan Guha Roy (Member of E-Cell)

The Indian social media landscape recently witnessed a significant change as KOO, the homegrown microblogging platform that was often touted as a Twitter alternative, announced its closure in India. This unexpected development has left many users and industry observers speculating about the reasons behind the shutdown and its implications.

The Rise of KOO

Launched in March 2020 by Aprameya Radhakrishna and Mayank Bidawatka, KOO quickly gained popularity, especially amidst the geopolitical tensions between India and China, and the subsequent push for self-reliance in the tech sector. The app's appeal was bolstered by its user-friendly interface and support for multiple Indian languages, which resonated with users across the country. During its peak, KOO saw a significant surge in user engagement, partly due to the controversies surrounding Twitter's content policies and compliance issues with Indian regulatory authorities.

Challenges Faced by KOO

Despite its initial success, KOO faced several challenges that hindered its long-term sustainability. One of the major hurdles was the intense competition from established global platforms like Twitter and Facebook, which have a more extensive user base and resources. Additionally, KOO struggled with monetization, which is crucial for the survival and growth of any social media platform. The app also faced technical issues and occasional outages, leading to frustration among its users.

KOO (Mobile Application)
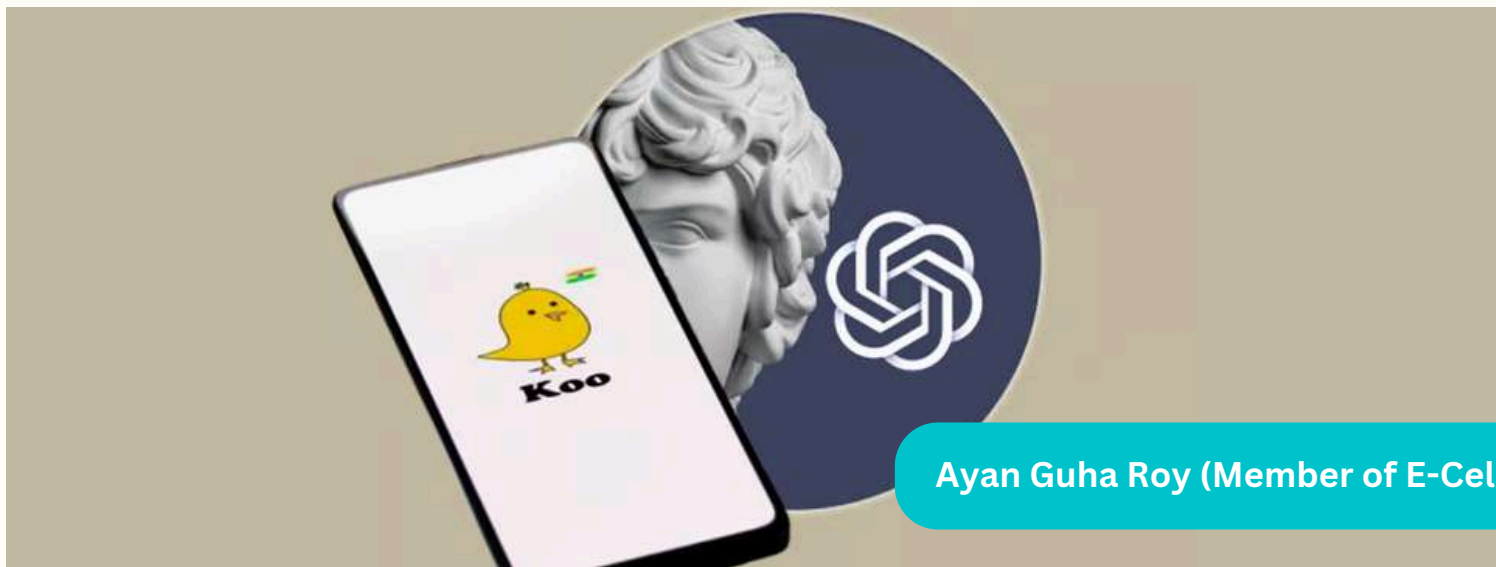
Ayan Guha Roy (Member of E-Cell)

Regulatory and Compliance Issues

The stringent regulatory environment in India further complicated KOO's operations. Compliance with new IT rules introduced by the government required significant resources and adjustments, which put additional strain on the platform. The scrutiny and pressure from authorities regarding content moderation and data privacy also posed significant challenges for the relatively new and smaller platform.

The Impact of KOO's Closure

The closure of KOO in India marks the end of a significant chapter in the country's digital and social media journey. For many users, KOO was more than just an app; it was a symbol of India's capability to create and sustain its own tech platforms. The shutdown has raised questions about the viability of indigenous tech solutions in the face of global competition.

Looking Forward

While the closure of KOO is undoubtedly a setback, it also serves as a crucial learning experience for the Indian tech ecosystem. It highlights the need for robust business models, technological resilience, and the importance of navigating regulatory landscapes effectively. For users and developers alike, the hope is that this experience will pave the way for future innovations that are not only successful locally but also competitive on a global scale.

In conclusion, KOO's journey, although short-lived, has left an indelible mark on the Indian social media scene. As the digital landscape continues to evolve, the lessons learned from KOO's rise and fall will likely influence future endeavors in the tech space, reinforcing the importance of resilience, adaptability, and innovation.

FACULTY ACHIEVEMENTS

We are delighted to congratulate our respected Head of Finance Department Dr. Jeevan Nagarkar, Head of Department of Agri-business, Dr. Nisha Bharti, Faculty of Agri-business Mr. Sushant Malik and MBA Student Rik Bose for authoring a research paper published in "Cogent Finance and Economics". This outstanding work has been recognized and indexed by Scopus.

The study explores the relationship between Nifty indices and Ethereum cryptocurrency. Bi-directional relationships between Nifty 50, Nifty 200, and Nifty Next 50 with Ethereum are observed.

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