



MKES IMSR ODYSSEY

2025 - 2026

Approved by AICTE, DTE, Govt of Maharashtra. ISO 14001 : 2015 & ISO 21001 : 2018 Certified Institute



**"BEYOND THE CLASSROOM : A YEAR OF LEARNING,
LEADERSHIP & LIFE AT MKES"**

Our Vision:
To contribute to national progress
through creation of knowledge based
society

**Will you just stop
at dreaming big
or live your dream?**



TABLE OF CONTENTS

4	MESSAGE FROM THE GROUP DIRECTOR
5	MESSAGE FROM THE FACULTY
6	MESSAGE FROM THE CHIEF EDITOR
7	STUDENT EDITORIAL TEAM MEMBERS
8	INDUCTION WEEK
10	OUTBOUND & FRESHERS PARTY
11	TREE PLANTATION & INDEPENDENCE DAY
12	CONVOCATION
13	TEACHERS' DAY
14	INTERNATIONAL IMMERSION – MALAYSIA
16	RURAL IMMERSION
17	MASTER CLASSES
18	SOCIALLY-AWARE HUMANITARIAN ACTION FOR RESPONSIBLE ENTERPRISE (SHARE)
19	MPL 2025
22	FACULTY DEVELOPMENT PROGRAM
23	MARKETING CONCLAVE
24	FINANCE CONCLAVE
25	CONVERGE 2026

TABLE OF CONTENTS

26	WHY MBA?
27	INDUSTRY TOUR – SILVASSA
29	INTER COLLEGE TOURNAMENT
30	CRICKET TOURNAMENT
31	CLASSROOM ACTIVITIES – SIMULATION
32	KEY MEMORIES
33	ENTREPRENEURIAL CORNER
34	STUDENT'S VOICES
35	ADVERTISEMENT

Message from the Group Director

It gives me immense pleasure to connect with you through this edition of the newsletter, which reflects the vibrancy, commitment, and evolving academic ethos of MKES IMSR.

Since its inception in 1942, the MKES Group has remained steadfast in its mission of nation-building through education. Guided by the timeless principle “Knowledge Alone Liberates,” we have continuously evolved to create an ecosystem that nurtures intellectual curiosity, ethical values, and societal responsibility.

Today, our Bhavishya Bharat Campus stands as a symbol of this legacy, offering a seamless academic journey from foundational learning to doctoral studies across diverse disciplines.

In this context, the initiatives showcased in this newsletter—ranging from academic projects and industry engagements to cultural, sports, and experiential learning activities, are not isolated efforts but reflections of our larger vision: to create a knowledge-based society driven by innovation, inclusivity, and purpose.

Our AICTE-approved PGDM program at MKES IMSR further strengthens our commitment to delivering progressive and industry-relevant education. At MKES IMSR, we strive to go beyond conventional pedagogy by fostering critical thinking, creativity, and adaptability. These qualities are essential for navigating an increasingly complex and dynamic global environment.

I commend our faculty and staff for their unwavering dedication, and our students for their enthusiasm and pursuit of excellence. Together, you are shaping not just careers, but responsible and future-ready individuals.

Let us continue to learn, innovate, and contribute meaningfully to society.
My best wishes to all for continued success



Prof. Dr. Moushumi Datta

Group Director

Prof. Dr. Moushumi Datta
Group Director, MKES Group

Message from the Faculty



Dr. Charmi Shah
Academic Head

At IMSR, we believe education is an ongoing journey of learning, unlearning, and growth. Our focus remains on empowering students through rigorous academics, industry engagement, and experiential learning, enabling them to thrive in an ever-changing professional landscape.

IMSR Odyssey serves as a dynamic platform to capture these efforts—highlighting achievements, sharing experiences, and celebrating milestones of our students.

I appreciate the efforts of the editorial team and contributors in bringing this edition to life.

Warm regards,
Academic Head, MKES IMSR

Message from the Chief Editor

Editor's Note

Welcome to IMSR Odyssey—a renewed identity that marks our evolution from IMSR AI to a more expansive vision of exploration, learning, and transformation. This change reflects not just a rebranding, but a deeper commitment to capturing the dynamic journeys of our students, faculty, and alumni.

In today's rapidly shifting landscape—shaped by technological disruption, global uncertainties, and evolving industry expectations—higher education stands at a critical crossroads. It must move beyond conventional pedagogy to cultivate adaptability, critical thinking, and purpose-driven leadership. IMSR Odyssey stands as a platform where ideas, experiences, and innovation converge.

A cornerstone of this journey is experiential learning—through social and international immersion, simulations, and industry visits—complemented by vibrant festivals, annual day celebrations, and sports activities that together reflect the institute's commitment to all-round development.

This edition is also a celebration of collective effort. Our student editorial team has been instrumental in curating and shaping this newsletter, bringing fresh perspectives, creativity, and ownership to every page. We also take pride in the legacy of our alumni, whose achievements continue to inspire and set benchmarks for excellence.

As we turn these pages, we invite you to reflect, engage, and contribute—because every odyssey is enriched by the voices that shape it.

Happy Reading

Dr. Indrila Goswami Varma
Faculty Editor
IMSR Odyssey



Dr. Indrila Goswami Varma

Chief Editor

The Editorial Team



Induction Week

July 2025

20+ Industry Speakers

Media, IT , Hospitality , Pharma, FinTech, Banking , Brand Consulting



Mr. Himanshu Bhagat, Co-Founder & MD, PluginLive – “From MBA to Market—Finance is your passport to opportunity.”



Mr. Pranay Shah, Vice President, UBS
“Diversity drives innovation—equity and inclusion are the new workplace currency.”



Dr. Parag Kulkarni, Founder, Ashirwad Hospital
“Time teaches wisdom—small moments shape big lives.”



Mr. Gaurav Ghelani, Regional Head, TCS Talent Acquisition – “Corporate culture molds careers—mindset is your greatest asset.”



Ms. Mala Mody, Founder Director, AURAA Brand Consultants
“Stories sell—branding is psychology in action.”



Mr. Aashish Somaiya, CEO, WhiteOak Capital
NAME LEFT – “Wealth planning begins early—personal finance is your lifelong partner.”

Induction Week

July 2025

20+ Industry Speakers

Media, IT , Hospitality , Pharma, FinTech, Banking , Brand Consulting



Mr. Rajendra Laad, Global VP, SmartBear (USA)

"Big Data in action—analytics is the new corporate compass."



Mr. Chetan Shah, Head, Indusind Bank

"AI reshapes work—future-ready MBAs embrace intelligence."



Mr. Sunil Sawarkar, Sr. VP, Citi Bank

"Fintech fuels transformation—digital finance is tomorrow's frontier."



Ms. Amrita Shetty, People Director, Jellyfish

"Leadership is personal—your brand is your legacy."



Dr. Arloph John Vieira, Sr. VP, Bajaj Healthcare

"Pharma careers thrive—MBAs bridge science and strategy."



Mr. Rajesh Devasia, Founder & CEO, Clevermind Technologies

"AI needs storytellers—non-tech MBAs drive meaning from data."

Outbound

August 2025

"Building bonds beyond books—IMSR starts with connection, not just curriculum."



The outbound activity turned strangers into a team from day one.

❖ ❖ Freshers' Party ❖ ❖

"It didn't start with introductions—it started with connections."



Tree Plantation Drive

August 2025



“What we plant today shapes the world we live in tomorrow.”

IMSR went beyond plantation—students pledged to nurture every sapling they planted. Because responsibility doesn't end with action, it begins there.

15th August 2025



Honoring our past, embracing our present, and building a brighter future together.

Convocation – 23rd Aug 2025

Batch of 2023-2025

“Our first convocation at MKES IMSR wasn’t just a ceremony, it was a celebration of journeys, hard work, and transformation.

Landmark Event – First convocation at IMSR marked the culmination of dedication, perseverance, and academic excellence ! Congratulations to the Batch – 2023- 2025 !



Teacher's Day

5th September

"They don't just teach—they transform."

"At IMSR, Teacher's Day celebrated the minds behind every mindset."



Poetry

Friends

Walking along the path of life,
I hoped to make some good friends,
Met so many people, we laughed and talked,
Within few years, the bond just seems to
end.

Met so many people along the way,
The laughs and smiles we exchanged,
It hurts each time, but a truth to say,
The best of friends fade away, only
memories remain.

Am grateful to the people who have been
with me,
For supporting me for some time,
As I look forward to make friends that stay,
Not forgetting the ones, I left behind.

-Aaryan Golandaz

Alice in Wonderland

I am just a wanderer wandering and
wondering,
It's gonna cost me some bit of pondering,
Travelling the meadows, transcending the
highlands,
Dreaming to build my own personal brand.
Sometimes the road ahead feels strange,
In changing times, we learn to change,
Explore your horizons, it's good to be curious,
Be sincere and don't be serious.

And just like the world has seven wonders,
We won't learn unless we do blunders,
Living in a beautiful wonderland,
I wish to be the Alice of my own
wonderland.

-Aaryan Golandaz



—MALAYSIA— International Immersion

October 2025

Batch 2025-2027

Global Learning in Action: Industry, Innovation, and Insight

Global learning came alive in Malaysia—where industry giants, innovation labs, and academic excellence transformed classroom concepts into real-world impact.

At our institute, such immersive experiences shape curious minds into future-ready leaders, blending insight, creativity, and global exposure into one powerful learning journey.



Rural Immersion

GOVARDHAN ECO - VILLAGE, WADA

October 2025

"The rural immersion revealed key insights into rural markets and consumer behavior, highlighting the need for empathy and context-driven strategies."

Villages Visited- Gohra, Nanhe and Hamrapur in Wada Taluka



The Rural Immersion visit exposed students to real-world rural markets and communities.



Batch 2024-26



Gram Panchāyat Office - Gohra



A talk with the Sarpanch of Gohra



Master Classes

November 2026

"Engaging masterclasses led by industry experts redefining success across sectors. Bridging academic learning with real-world business impact."



Mr. Shreyas Oke

From shaping mindsets to building organizations, & inspires future leaders to lead with purpose, empathy, and impact



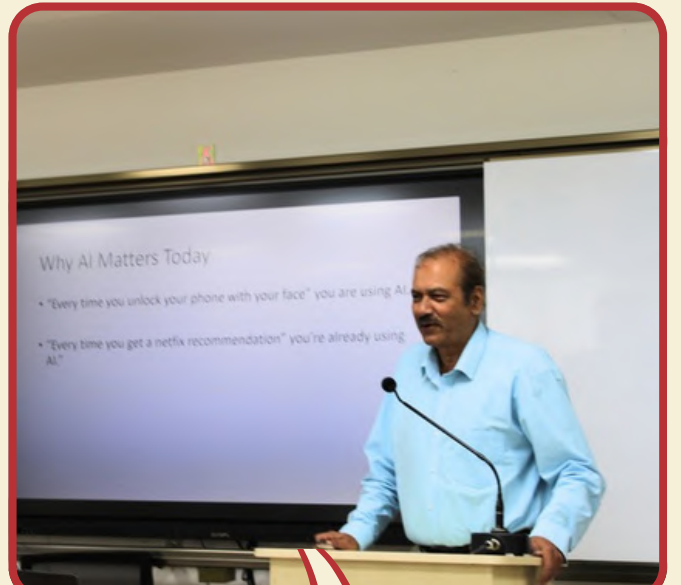
Mr. AMIT SAKSENA

Distilled complex markets into sharp, actionable insight



Dr. Deepak R. Khemani

Investor Psychology: Mastering the Mind Behind Money



Mr. Nitin Sarangdhar

AI as a Tool, Not a Master: Rethinking the Future

– SHARE –

SOCIALLY-AWARE HUMANITARIAN ACTION FOR A RESPONSIBLE ENTERPRISE

December 2025

A truly immersive rural experience—driving financial literacy, spreading HIV/AIDS awareness, enabling self-defence, and engaging with tribal communities to identify and address real challenges.



Applying management skills in social sector, building social responsibility, develop leadership and empathy



Management Premier League

December 2026

MPL 2025

The MPL was a dynamic three-day event featuring group-based CSR activities, socially driven issue-based skits, engaging management games, a vibrant fashion show, and a talent showcase.

"More than a league, an enriching platform that blended creativity, collaboration, and social consciousness into one impactful experience."



Group Director



Anchors

MPL 2025

"Beyond acting—stories that highlighted the realities we often ignore"

The skit taught teamwork, communication, and creativity. It helped us express ideas with connections



MPL 2025 (CULTURALS)

Fashion is the armor, dance is the expression, and music is the soul."
MPL lit the stage with style, rhythm, and melody—where every moment was pure magic.



Faculty Development Program

January 2026

FDP on Design Thinking: Enabling educators to drive innovation through human-centered problem-solving.



Dr. Sandeep Sawant – Design Thinking Consultant

"Dr. Sandeep Sawant's session on Design Thinking transformed theory into a hands-on problem-solving experience.

Rooted in empathy and the 3 I's framework, it offered practical tools and reinforced design thinking as a mindset of innovation and clarity."

Dr. Jagmohan Singh Rishi – Financial Consultant

"Dr. Jagmohan Singh Rishi's keynote redefined leadership as the art of balance—aligning skills, communication, and context with depth of knowledge.

With a strong emphasis on design thinking and empathy, he offered practical insights for modern leadership.



Mr. Ashish Shetty – AI & Data Analysis Trainer

"Mr. Ashish Shetty's session reframed AI in education, urging educators to evolve from operators to conductors. He emphasized leveraging AI for routine tasks to focus on empathy, creativity, and human connection.

By integrating Machine Learning and Prompt Engineering, he showcased how AI can enhance teaching.

Marketing Conclave

Januray 2026

Mr. Vinay Pai, Senior Manager of Digital Marketing at TATA Group



Mr. Vinay Pai, Senior Manager – Digital Marketing at the TATA Group, highlighted the evolution of brand strategy from transactional to purpose-led.

In a phygital world, he emphasized agility, tech integration, and meaningful consumer connections. As he noted, “A brand is no longer what companies say—it is what consumers say about each other.”

The session underscored that brands succeed by listening, adapting, and authentically living their purpose—an approach MKES IMSR continues to foster.



Mr. Ramnath Sengupta, Head of Customer Success at XENO



Amnath Sengupta, Head of Customer Success at XENO, highlighted how AI is reshaping marketing—from traditional methods to digital-first, AI-driven strategies.

With hyper-personalization, predictive campaigns, and 24/7 engagement, AI is transforming D2C, where retention matters most.

His advice to MBA students: build data skills, think strategically, and stay curious. The key takeaway—modern marketing is about intelligent, trust-driven connections, not just selling products.



Finance Conclave

February 2026

Mr. Joydeep Sen – Corporate Trainer & Financial Markets Expert



Economics Made Human At the Finance Conclave at MKES IMSR, Mr. Joydeep Sen's insights on the Union Budget 2026–27 proved transformative.

Stripping away jargon, he connected economics to everyday experiences, making the session both engaging and deeply human.

The Budget emerged as a vision shaping our shared future, reaffirming that economics is everyone's story—clear, accessible, and inspiring.



Mr. Rahul Varshneya – CFP and NISM Expert



Bridging Theory and Practice: Insights from Banking

A session by a CFP and NISM-certified expert with over 20 years in Wealth Management brought modern banking concepts—International Banking, Trade Finance, Risk Management, ALM, CAMELS, and financial risks—to life. Its interactive, conversational approach simplified complexity and bridged theory with real-world practice, reinforcing how true understanding emerges when academia meets industry—an approach MKES IMSR consistently fosters.



Converge – 2026

Annual Fest

February 2026

Not just a stage—but a statement.



MR. & MS. CONVERGE



MR. CONVERGE – SHAHBAAZ

MS. CONVERGE – SHREYA



A celebration where talent, ideas, and individuality came together.



Why MBA?

March 2026

“A panel discussion on the relevance of an MBA, featuring industry experts from the hospitality, edutech, and entrepreneurship sectors.”

“An MBA doesn’t just add to your resume—it upgrades your mindset, turns ambition into action and, ideas into impact.”



THE TALK SHOW BEGINS



ANCHORS



Mr. NEIL SEQUEIRA

“A degree may open doors, but value is what keeps them open. Dr. Neil’s insights shifted focus from qualification to contribution.”

Industry Tours

March 2026

Inside Manufacturing Excellence:

Learning from Navneet's Silvassa Plant

Visiting Navneet's Silvassa manufacturing unit was a deep dive into large-scale production and operational excellence. With revenues exceeding ₹1,500–₹2,000+ crore, the scale of operations was evident in every stage—from raw material handling to high-speed printing, binding, and packaging. The seamless integration of processes highlighted how precision, coordination, and efficiency drive consistent output in real-time business environments.



Key takeaways included the importance of operational synchronization, efficiency through simple process improvements, maintaining quality at scale, and effective time and resource management. The visit bridged the gap between theory and practice, reinforcing that manufacturing excellence lies not just in scale, but in mastering precision, consistency, and coordination at every step.

"Into the wild where power breathes and silence roars."

Silvassa Trip



Inter College Tournament

Battle Ground Mobile India (BGMI) TOURNAMENT



BGMI Winning Team

Beyond the screen, it was all about presence of mind.

BGMI turned strategy into survival



Behind the scenes



Trophies



Cricket Tournament

Inter College Tournament

40

TEAMS



CRICKET WINNING TEAM

Measured in overs, decided in moments.
Cricket became a game of quiet turning points.



Classroom Activities

Simulation, Models , Games & Beyond

Corporate Communication



Entrepreneuership



International Marketing Model



International Marketing Model



Gaming



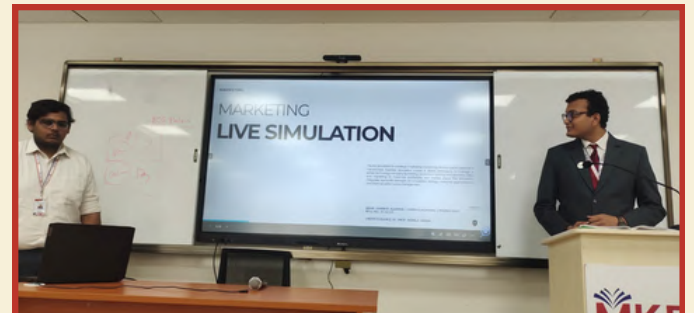
Decision Making



Marketing Simulation



Marketing Simulation



- **Marketing simulations, immersive classroom activities, presentations, and corporate communication** initiatives transformed learning into experience—seamlessly bridging theory with real-world application.
- By fostering **critical thinking, collaboration, and agile decision-making**, these pedagogical approaches elevated the MBA journey—making it more practical, engaging, and truly industry-relevant.

Key Memories

Navrang Ee Raas (Garba)

More than tradition—a masterclass
in student leadership.

No scripts. No staging. Just a
celebration that felt real.



An event fully
conceptualized and
executed by students.



AN AUTHENTIC
COMING
TOGETHER OF
ENERGY, LIGHT,
AND
COMMUNITY.



Entrepreneurial Corner

Nurturing Innovation, Shaping Future Entrepreneurs



HARDIK PAREKH PGDM YEAR 1

Starting my own **perfume brand, 'Memento'**, while pursuing PGDM has been both challenging and rewarding. It has allowed me to apply classroom learning to real-world situations. From building the brand to understanding customer preferences, every step has been a learning experience. This journey has strengthened my entrepreneurial mindset and time management skills. I aim to grow my business further and create a lasting impression through my fragrances.

REHAN KORAVALLA PGDM YEAR 1

Entrepreneurship, for me, is about creating practical solutions with real impact. Driven by a vision to make **baby care, feminine hygiene, and adult care products more accessible**, we launched **Hamazz Healthcare** in 2021 with strong family support. This journey has given me hands-on experience in product development, e-commerce operations, and understanding customer needs, while strengthening my problem-solving skills, consistency, and adaptability.



VRUSHTI SHAH PGDM YEAR 1

Entrepreneurship, to me, is about creating value and understanding people. Through my home **baking venture, CakesWeShape**, I've turned passion into a hands-on learning experience. Managing orders and promoting on social media has strengthened my business and marketing skills. This journey has taught me resilience, adaptability, and the power of consistency. I look forward to growing further as both a marketer and an entrepreneur.

MUFFADAL BHANPURAWALA PGDM YEAR 1

As a student of MKES Institute of Management Studies & Research, I have been able to integrate academics with my entrepreneurial journey in the **B2B ball bearing business**. This experience has strengthened my understanding of operations, inventory management, and client relationships. The learning at MKES-IMSR has significantly shaped my approach to business and decision-making, while entrepreneurship continues to build my resilience and adaptability.



Student Voices



DEEP GOHIL PGDM YEAR 1

Music is more than a passion for me—it's a way of life. **As a guitarist, I mentor young learners and perform live**, which has refined my skills and perspective. Balancing this with my PGDM has strengthened my discipline, and I aim to grow as a musician while creating meaningful impact.



KHUSHI THAKKAR PGDM YEAR 1

Dance is my passion—It brings me joy and confidence while allowing me to express myself through choreography. I teach dance and have led my team to win first place in a college cultural competition, also earning the title of Mrs. Fresher. I aim to keep growing as a dancer and inspiring others through my journey.



AARCHI SANGAHVI PGDM YEAR 1

Recording at Radio Awaj 90.8 FM was a deeply meaningful experience for me. Spreading awareness about UPI scams made me feel responsible and proud as a student voice. Knowing it reached Dahod, Gujarat and audiences in 11 countries made it truly impactful. It inspired me to use my voice for positive change and social awareness.



KINJAL JAIN PGDM YEAR 1

Singing for all of you was a truly special experience, and I'm grateful for the love and energy you shared with me. Every note I sang came straight from the heart, and seeing your smiles made it even more meaningful. Thank you for listening and supporting me—it means more than words can express.



DHRUV GAJRIA PGDM YEAR 1

Finance, for me, goes beyond numbers—it's about understanding how businesses grow. As a PGDM student, I gain practical exposure by contributing to my father's **trading business**. Along with being a gym enthusiast, these experiences have built my discipline, analytical thinking, and strong work ethic.

AARYAN GOLANDAZ PGDM YEAR 1

Poetry is my way of expressing thoughts and connecting with others through meaningful words. Writing and performing my poems has helped me build confidence and find my voice. I aim to grow as a writer and inspire others through my creativity.



PGDM

2 Years Full Time

AICTE Approved



**Harvard
Business
Publishing
Education**

ADMISSION OPEN
2026-2028 BATCH

Why Choose Us?

- Industry-relevant add-on certifications like Harvard Business School certifications, Ai & Power Bi, Digital Marketing, Adv. Excel, NISM.
- Strong Industry Connect – 100% Summer Internship & Placement Assistance.
- International Immersion to Singapore & Local Industrial Visits.
- Corporate Grooming & Live Projects to make students industry-ready.



FOR MORE INFO

SPECIALIZATION OFFERED :

- **MARKETING**
- **FINANCE**
- **HUMAN RESOURCE**
- **ENTREPRENEURSHIP**
- **BUSINESS ANALYTICS**

“Shape Your Management Career with MKES-IMSR”

FOR MORE INFORMATION :



<https://mkesimsr.ac.in/>



• 8655821103
• 8655821102



• Bhavishya Bharat (Khandwala)
Campus, 'C' Wing, 6th Floor, SV Road,
Malad (West), Mumbai - 400064



@mkes_imsr
@mkes_imsr_events



<https://www.linkedin.com/company/mkesimsr/>