



# MIKES IMSR ODSESSY

2025 - 2026 | Vol 1 Issue No.1



“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?



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# 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 Dutta**

**Group Director**

**Prof. Dr. Moushumi Datta**  
**Group Director, MKES Group**

# Message from the Faculty

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 Odsessey 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**



**Dr. Charmi Shah**

**Academic Head**



**Mr. Bryan D'souza**

**Placement Head**

With over 23 years of experience in B-Schools, I have been fortunate to mentor, counsel, and facilitate the placement of more than 2,000 students. Being part of each student's journey from classroom learning to corporate life has been deeply fulfilling.

MKES-IMSR, to me, is not just an institution—it is a platform where potential is discovered, nurtured, and transformed into meaningful success. I have seen students grow with clarity, confidence, and a strong sense of purpose.

What truly sets MKES-IMSR apart is its focus on holistic development—combining academics with industry exposure, practical learning, and continuous mentoring to prepare students for real-world challenges.

I firmly believe our strength lies in our people—students, faculty, alumni, and corporate partners—who together create a dynamic ecosystem of growth and opportunity.

**Mr. Bryan Dsouza,  
Assistant Professor & Head, Marketing & Placements, 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 – 23 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 Panchayat 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



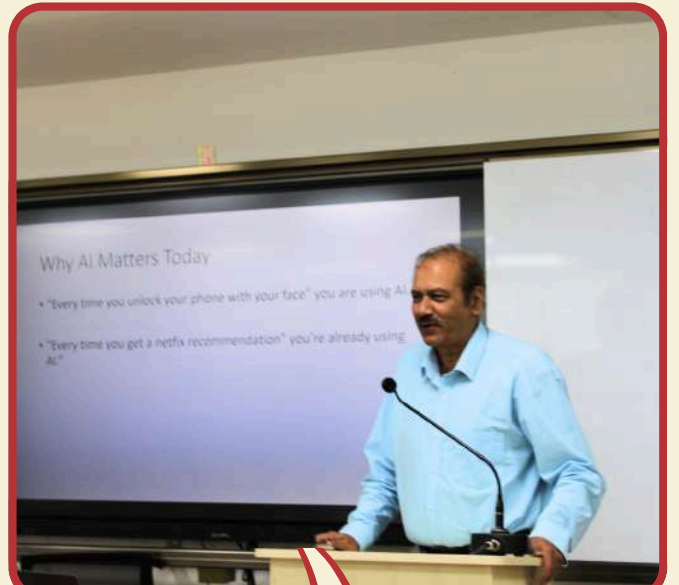
**Mr. AMIT SAKSENA**

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.”



Trustee MKES- Sri Has Mukh Rambhiya



Anchors



Group Director



# 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.



Pure joy of a successful event

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. HARJEET SINGH**

"Plan deeper, think wider, move smarter."

Harjeet Singh's insights reshaped the way we see growth.



**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."



**Mr. KETAN SONI**

"Experience builds knowledge, but learning builds vision. Prof. Ketan Soni's insights made that difference clear."

# 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



Honouring the BGMI Champions



# 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

Entrepreneurship



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, 'Momento'**, 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 KORAVALIA 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 SANGHAVI 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”

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