2025 FROM VISION TO REALITY

# NSB GRANICLES





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# NSB TRIUMPHS AT BANGALORE UNIVERSITY CHESS CHAMPIONSHIP



Our student, Ms. Lepcha Anumika Narbu from 4th Semester MBA program, has secured first place in the individual category at the Bangalore University Chess Championship.

Her victory is not just a personal achievement but also a proud moment for NSB, as it strengthens our presence in university-level competitions. This accomplishment allows students to represent Bangalore University in future tournaments, making it a truly rewarding milestone for all of us.





Additionally, both our Girls Team and Boys Team performed well as they ended the competitions being Runners-Up in the Teams Category. The Girls Team, which featured Lepcha Anumika Narbu, Apoorva Narayan, Suhani Rathi and Yamuna Sri Bachanaboyina, displayed good coordination and strategy. The same goes for the Boys Team consisting of Pranjal Paroha, Kishore, Rishi Raj, Naveen CP, Thilak and Tushar Gattani.



December 5, 2024, marked a significant day at NSB Bangalore as the campus hosted the Investiture Ceremony for the newly elected Student Council. This momentous occasion was a testament to the democratic spirit of the institution, celebrating leadership, responsibility, and commitment to student welfare. The ceremony was graced by Dr. Srinidhi K. Parthasarathi, Director-NSB, who administered the oath of office to the council members, instilling in them a sense of duty and integrity.



In the esteemed presence of Dr. S.R. Sridharamurthy, President of NSB, the council members were honored with their respective badges by distinguished dignitaries, symbolizing their newfound roles in shaping campus life of student community.

With unwavering enthusiasm and a deep sense of responsibility, the student council members pledged to uphold the values of NSB, striving to create an inclusive, dynamic, and engaging environment for their peers. Their speeches reflected a clear vision for the student community, outlining innovative initiatives, academic collaborations, and extracurricular engagements aimed at enhancing the overall student experience.



NSB Bangalore recently ushered in a new era of cinematic appreciation with the grand inauguration of the Drishyam Movie Club on December 5th, 2024. The momentous occasion was graced by the presence of our esteemed President, Dr. S.R. Sridharamurthy and Director, Dr. Srinidhi K. Parthasarathi, who inaugurated the club with enthusiasm and support. The establishment of the Drishyam Movie Club marks a significant milestone for NSB, offering students and faculty a vibrant platform to celebrate the art of cinema, storytelling and creativity.

The Drishyam Movie Club promises an exciting line-up of activities and screenings, setting the stage for an immersive cinematic experience within the NSB community. Through a series of engaging events, the club aims to foster a deep appreciation for the nuances of film making and the power of visual storytelling.

As we move on this cinematic journey, the Drishyam Movie Club invites film enthusiasts from all backgrounds to embrace cinema and its storytelling in all its diverse forms.



#### GRAND WELCOME OF NEW PGCET MBA COHORT 2024-26 AT NSB BANGALORE



On December 9, 2024, NSB Bangalore proudly welcomed the new PGCET MBA Cohort (2024–26), marking the beginning of an exciting academic journey for the incoming students. The event was a momentous occasion, bringing together distinguished leaders, faculty, students, and their families in a celebration of new beginnings and academic aspirations.

The ceremony was graced by Dr. S.R. Sridharamurthy, President of NSB; Dr. Srinidhi K. Parthasarathi, Director of NSB; and Dr. A.V. Rao, Dean of Administration. Their inspiring addresses emphasized the importance of leadership, innovation, and continuous learning, setting an aspirational tone for the students as they embark on their two-year journey at NSB.

The interaction between faculty and students laid the foundation for a dynamic and engaging academic environment, reflecting NSB's commitment to excellence in business education.

the As new cohort this steps into transformative phase, we extend our warmest congratulations and best wishes for fulfilling, enriching and successful academic experience at NSB Bangalore.



# PRACTICAL LEARNING IN ACTION MBA COHORT 2024 VISITS HINDUSTAN COCA-COLA BEVERAGES



from the 2024 Cohort at Hindustan Coca-Cola Beverages in Bidadi, Karnataka. It was on December 11, 2024, when they got a first-hand look at how this global beverage giant operates, especially in terms of making drinks, being sustainable and running things smoothly.

The visit wasn't just a regular trip; it was a real eye-opener that went beyond what they learn in class. For these eager learners, being at Hindustan Coca-Cola Beverages felt like being part of a live case study.



As they toured the huge facility, our students weren't just watching from the sidelines. They were actively involved in an experience that would shape their future. From watching how the manufacturing from scratch to the market get accomplished and understanding the careful planning needed for sustainability at Hindustan Coca-Cola Beverages left a strong impression on our budding professionals. Surrounded by the sounds of machines and the energy of productivity, our students felt motivated to dream big, work hard and make a real difference in the business world. This visit wasn't just about seeing how things are done well; it was about embracing the values of teamwork, innovation and responsibility that are crucial for any successful company.



#### SAHITI LITERARY CLUB

#### HOSTS ENGAGING 'TURNCOAT DEBATE'

#### COMPETITION



On December 14, 2024, NSB's Sahiti Literary Club successfully organized the 'Turncoat Debate', a dynamic competition that put students' adaptability and critical thinking to the test. Unlike traditional debates, this unique format required participants to argue both for and against the same topic, switching perspectives midway through their speech.



The event was a true showcase of intellectual agility, eloquence, and analytical skills, as students delivered compelling arguments from opposing viewpoints within moments. The competition provided an exciting platform for participants to sharpen their reasoning, enhance public speaking abilities, and think on their feet.



With a spirit of healthy competition and insightful discussions, the Turncoat Debate reaffirmed NSB's commitment to nurturing articulate and confident future leaders.







# IDEATHON 2024 - PROMOTING FUTURE LEADERS



On December 10, 2024, Disha – The Entrepreneurship Cell at NSB hosted Ideathon 2024, an exciting platform for aspiring innovators to tackle Urban Sustainability Challenges with creative and impactful solutions.

The event witnessed remarkable participation from enthusiastic future entrepreneurs who pitched innovative ideas, showcasing their problemsolving skills and entrepreneurial mindset.

The Ideathon fostered a spirit of collaboration, creativity, and critical thinking, encouraging students to develop solutions with real-world impact.

With valuable feedback from mentors and peers, participants refined their ideas, making Ideathon 2024 a crucial step in empowering students to become change-makers in sustainable urban development.







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What made Ideathon 2024 truly especial was its focus on the power of entrepreneurship to drive meaningful alteration. It wasn't barely about thought—it was about sparkle a sense of responsibility in the next generation to help create a good, to a greater extent sustainable humankind. The event get out everyone feel exalt and empowered, cognise that the time to come of urban sustainability is in the hands of those willing to retrieve vainglorious and act boldly. In the conclusion, Ideathon 2024 was more than just a competitor; it was a celebration of innovation, quislingism and the belief that together, we can reach a difference.

# RECOGNIZING EXCELLENCE @ NSB KRIDOTSAV SPORTS AWARDS 2024







On December 21, 2024, NSB hosted the much-anticipated Kridotsav 2024 Sports Award Distribution Ceremony at the campus amphitheater. Organized by the Eklavya Sports Club, the event honored the outstanding achievements of NSB's athletes across various sports, including cricket, football, volleyball, tug of war, dodgeball, basketball, kabaddi, and athletics at campus, inter-collegiate, and state levels competitions held during the academic year 2023-24.





The ceremony was graced by Dr. Srinidhi K. Parthasarathi, Director of NSB, along with the Head of Programs and esteemed faculty members, who applauded the dedication, perseverance and sportsmanship of NSB's champions. Their success is a testament to NSB's commitment to fostering a culture of excellence in both academics and sports.

As we celebrate these victories, we look forward to even greater achievements in the coming years. Congratulations to all our winners!





#### CHRISTMAS CHEER LIGHTS UP NSB CAMPUS



On December 24, 2024, NSB Bangalore was filled with joy, laughter, and festive spirit as the campus celebrated Christmas in all its splendor. The celebrations brought together students, faculty, and staff in a heartwarming display of love, warmth, and togetherness.

The campus sparkled with twinkling lights and vibrant decorations, creating a magical atmosphere.

Students indulged in Christmas carols, lively dance performances and cheerful moments, making the day truly special.

The event was a beautiful reminder of the spirit of unity and joy, leaving everyone with cherished memories and festive cheer.





Adding to the excitement, a secret Santa gift exchange and fun-filled games brought smiles to everyone's faces. The event concluded with a heartfelt message of peace, joy and gratitude, reminding everyone of the true essence of the festive season.





## NSB WELCOMES INTERNATIONAL EXCHANGE STUDENT FROM HSE UNIVERSITY, RUSSIA

NSB Bangalore is delighted to welcome Polina P, an international exchange student from HSE University, Russia, our esteemed international partner. She has joined NSB for her Master's program, bringing a unique global perspective to our diverse learning community.

Polina has been embracing campus life with enthusiasm, exploring our campus vibrant cultural diversity, dynamic academic environment and warm hospitality.



#### Her First Impressions:

The NSB Campus is a modern infrastructural marvel which provides excellent academic as well as personal growth facilities to all the students. The Cultural Diversity here is rich and every students comes from a different state and background which brings me tremendous enthusiasm. This diverseness has created an educational and cultural enrichment through our interaction with one another within and beyond the classroom.

#### Talking about the Hostel Life:

Living in the NSB hostel has proven to be exceptional. The hostel provides an inviting environment where I built friendships with many students so far. The environment provides an excellent way to meet people who will help me experience Indian culture and exploring new places in India during holidays. The Friendships at NSB are build for a lifelong.

# PGDM STUDENTS SHINE WITH SIX SIGMA CERTIFICATION

The journey towards excellence took a significant leap for our PGDM students of Cohort 2023-25. The students completed the Six Sigma Certification course as part of their MIM (Mastertrail Certification), on January 7, 2025; this advanced certification is more than just a credential — it's an opportunity to fine-tune their problem-solving abilities and develop a skillset that helps them grow exponentially in their corporate career.



The Six Sigma methodology, renowned for its focus on process improvement and operational excellence, has proven to be an invaluable asset for students as they gear up for the competitive job placement landscape. By diving deep into the intricacies of data-driven decision-making, and the art of solving complex organizational challenges, our students gained the skills that are not just in demand but essential for tomorrow's business leaders.

But it's not just about the technical know-how-this course is a game-changer in how our students approach real-world problems. With hands-on learning, interactive sessions and guidance from industry experts, they are honing the tools and mindset necessary to drive measurable improvements in any organization they step into.





This certification is just one of the many initiatives that have been taking place on campus in the last couple of months. These events, designed to push the boundaries of knowledge and skills, ensure that our students are consistently staying ahead of industry trends and preparing to make a mark in their respective fields.







We are immensely proud of the dedication and drive displayed by our students. As they continue to immerse themselves in such impactful programs, they are not just acquiring certifications—they are building a future filled with endless possibilities and success. NSB is proud to see our students shine and moving ahead into the next generation of industry leaders.

#### NSB JOINS BHARAT RUN 2025, PROMOTING FITNESS & UNITY

On January 18, 2025, NSB proudly participated in Bharat Run 2025 at Electronic City, with enthusiastic students from the MBA & PGDM 2024 cohort embracing fitness, unity and community spirit. The event was a celebration of health, determination and togetherness, as our students ran alongside participants from across the city, radiating energy and enthusiasm.

Representing NSB with pride, they showcased the importance of an active lifestyle and teamwork—values that extend beyond academics.



#### **UNITY THROUGH MOVEMENT!**

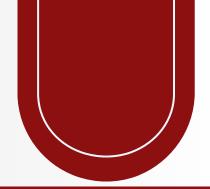


Adding to the excitement, students engaged in motivational chants and group warm-up sessions, further boosting the camaraderie and team spirit. The experience not only promoted physical well-being but also strengthened bonds among peers, leaving everyone with a sense of accomplishment and pride.

Moments like these reinforce that perseverance and collaboration are not just for the classroom but for life. Kudos to our students for making NSB proud!

# A HEARTFELT TRIBUTE TO INSPIRING WOMEN

## **GRATITUDE WALL 2025**





On January 23, 2025, the Women Empowerment Cell of NSB Bangalore hosted Gratitude Wall, a special celebration dedicated to honoring the remarkable women who inspire, empower, and uplift us every day. The event served as a platform for students and faculty to express their appreciation and admiration for the influential women in their lives.



The campus was filled with warmth and positivity as participants penned down heartfelt messages, words of encouragement, and notes of gratitude, recognizing the contributions of mothers, sisters, mentors, teachers, and friends. The event also highlighted stories of resilience, strength, and leadership, reinforcing the significance of women's empowerment in all spheres of life.

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## INDIA'S CSR LEADERSHIP AWARD 2025

As an **Impactful Social Leader** for his outstanding work empowering communities and igniting positive change, Our honorable President of NSB, **Dr. S.R. Sridharamurthy**, has been recognized with the prestigious India's CSR Leadership Award 2025. This honor is a testament to his unwavering commitment and selfless efforts over the last 25 years, when his inspirational leadership has improved social welfare and changed the lives of countless people.



We extend our heartfelt congratulations once again to **Dr. S.R. Sridharamurthy**, our esteemed President at NSB, on receiving the India's prestigious CSR Leadership Award.

This honor acknowledges his unwavering dedication to Corporate Social Responsibility and his remarkable contributions to society. **Under his visionary leadership, NSB has achieved significant growth and progress.** Dr. Sridharamurthy's ambitious dreams and commitment to excellence serve as an inspiration to all.





On January 26, 2025, NSB Bangalore proudly celebrated the 76th Republic Day, honoring the spirit of unity, diversity and patriotism that defines our great nation. The campus came alive with vibrant colors, national pride and a deep sense of togetherness, as students and faculty gathered to commemorate this historic day.

The event featured a flag hoisting ceremony, followed by inspiring speeches that reflected on India's rich heritage and democratic values. Dr. Srinidhi K. Parthasarathi, Director of NSB, delivered a powerful address, emphasizing the role of youth in nation-building, leadership and innovation.



# International Collabration Tongmyong University



Achieving an international milestone at the start of the year is a reflection of NSB Bangalore's commitment to academic excellence and global collaboration. We were delighted to sign a MoU with Tongmyong University, South Korea; on January 29, 2025.

Tongmyong University is a prestigious university renowned for academic brilliance and forward thinking. The signing took place at NSB Campus in presence of our dignitaries.

Professor Kyung Ki represented Tongmyong University, and our side included our visionary President, Dr. S.R. Sridharamurthy; along side our esteemed Director, Dr. Srinidhi K. Parthasarathi and our distinguished Professor Dr. Shyam Shukla.





#### **Intercollegiate Event**

# JIGYASA Business Quiz







Our star pair, Siddharth Kaushik and Nawlesh Chopade from the PGDM Cohort 2023-25, scored a resounding win at Christ University's Jigyasa-Business Quiz held at Ushus'24; and NSB Bangalore is ecstatic. Their performance was a reflection of the high quality of talent nurtured at NSB and a masterclass in the art of merging strategy and pragmatism. Siddharth and Nawlesh, you did it! Your win today is just the beginning of many more to come. Congratulations on your stellar achievement!

CONGRATS!

### OUR STUDENTS TO REPRESENT BANGALORE UNIVERSITY IN SOUTHERN REGION UNIVERSITY FOOTBALL TOURNAMENT!

Our talented students have been chosen to represent Bangalore University in the much-awaited Southern Region University Football Tournament! This outstanding performance is a proof of their commitment, hard work and zeal for the game.

# GOOD LUCK TEAM NSB

#### Congratulations to our Women's Team:

- Elsie Pao(BBA)
- Shwetha T (BBA)
- Sharadhi S Poonja (MBA, 2nd Sem)
- S Sreesha (MBA, 2nd Sem)

#### Congratulations to the Men's team:

- Brian Menezes (MBA, 2nd Sem)

The hard work they have put up and the time they have been dedicating make us proud that they will excel in the matches and make both our college as well as the Bangalore University feel proud.



Elsie Pao





Sharadhi S Poonja



S Sreesha



**Brian Menezes** 



Shwetha T

#### NSB BANGALORE'S PERSONALITY DEVELOPMENT WORKSHOP SHAPING FUTURE LEADERS

(In Collabration with Right Side Story and P&G)



30th November 2024.
The session, led by Ms. Tanvi from
Right Side Story, focused on key
aspects of personal growth essential
for professional success.

Throughout the workshop, Ms. Tanvi emphasized the importance of self-awareness, effective communication and leadership. These are vital components that enable individuals to excel in both their careers and personal lives. Students were guided on how to enhance their interpersonal skills, build confidence and communicate effectively in diverse professional settings.



Building Confidence,

Communication &
Leadership

The interactive session also encouraged participants to reflect on their strengths and areas for improvement, providing them with valuable tools to manage challenges and seize opportunities. By focusing on leadership qualities, Ms. Tanvi helped students understand how to motivate and inspire teams, make informed decisions and take initiative in a professional environment.



On December 4, 2024, NSB Bangalore hosted an insightful workshop titled "Awareness and **Empowerment:** Understanding the Prevention of Sexual Harassment at the Workplace" to raise awareness among students. The event featured Dr. Hema Harsha, a certified NLP trainer specializing in Diversity, Equity, and Inclusion (DEI), POSH. and Internal Complaints Committee (ICC) practices. Dr. Harsha provided valuable insights into the POSH Act, highlighting the rights and responsibilities of individuals and the pivotal role of the Internal Complaints Committee.



Dr. Harsha expertise and engaging presentation helped students gain a comprehensive understanding of the importance of preventing sexual harassment in the workplace and the mechanisms in place to address such issues. The workshop was well-received by students and faculty, fostering a deeper awareness of the need for a safe and respectful environment. It underscored NSB's commitment to promoting awareness, empowerment, and inclusivity within the community.

#### **NAAC VISIT TO NSB CAMPUS**

Embracing Campus Diversity and Academic Excellence

NSB recently had the honor of hosting the National Assessment and Accreditation Council (NAAC) peer team for their official visit, providing an opportunity for the NAAC team to assess and evaluate the various aspects of our institution's strengths, including academics, infrastructure and extracurricular activities.





A standout moment of the visit was the vibrant cultural program organized by our talented students. The cultural event featured captivating dance performances that represented the rich and diverse traditions of various Indian states. Each performance beautifully demonstrated the unity in diversity that is so integral to our country's identity. The cultural program was more than just a series of performances; it was a testament to the spirit and enthusiasm of NSB students.



During the evaluation process, the NAAC team engaged in insightful interactions with students, faculty and parents, gaining a comprehensive understanding of the academic environment at NSB.

These discussions highlighted our dynamic and supportive community, the innovative teaching methods of our faculty and the holistic development of our students.

The evaluation underscored NSB's commitment to quality education, continuous improvement and fostering an inclusive and enriching learning atmosphere.

## **NSB COLLEGE SHINES AT** ELEMENT 7 INTERCOLLEGIATE **EVENT**



The event saw fierce competition across various categories, but our students rose to the occasion and delivered outstanding performances. Among the standout achievements, Aishwarya K and Saivamsidar Reddy (PGDM A, 2024-2026) clinched place in the Cooking Without competition. Their innovative approach and culinary skills impressed the judges and secured them the top spot.

THE SOUL OF

In the artistic domain, Aryan Kumar (PGDM A, 2024-2026) showcased his artistic brilliance by securing 2nd place in Neon Painting. Additionally, Gayatri (PGDM A, 2024-2026) won 2nd place in Doodle Art, wowing the audience with her creativity and unique style. Her imaginative designs and the attention to detail were truly remarkable.

NSB took center stage at Element 7, the prestigious intercollegiate event hosted by Krupanidhi Group of Institutions on January 24 and 25, 2025. Competing against some of the most talented students from colleges across the region, our students demonstrated exceptional creativity, skill and dedication, securing top positions in multiple events.



These achievements reflect the immense talent, competitive spirit and hard work of our students. Congratulations to all the winners and participants for representing NSB College so brilliantly at Element 7. We are incredibly proud of your accomplishments and look forward to more successes in the future

# NSB Students Shine during CAMPUS PLACEMENTS



We are excited to share the incredible news that many of out students have successfully secured placements with world's leading companies like EY, Toyota finance, Flipkart, Phonepe, Aditya Birla Fashions, Arvid Fashions, Mokobara and AU Small Finance Bank.

Being placed in prestigious companies is a significant milestone, showcasing the quality of training, industry exposure and skill development that NSB offered.

These placements not only reflect the academic excellence of our students but also their readiness to take on challenging roles in the professional world.

This success underscores the efforts of both our faculty and students in ensuring that the right skills and knowledge are in place to meet the demands of top-tier global companies. The placements at such renowned organizations are a proud moment for our entire institution, and we are confident that these students will continue to thrive and contribute to the growth and success of their respective companies.



We extend our heartfelt congratulations to all the students who have been selected for these prestigious roles and wish them all the best as they begin the next chapter of their professional journeys.

This achievement marks the beginning of a bright future for our students, and we are excited to see them shine in their careers ahead!



#### SWEETY PRIYA MBA Cohort 2022-24

Embarking on the MBA program at NSB Bangalore was one of the most transformative experiences of my life. Over the course purse of two years, I not only gained invaluable academic knowledge but also developed skills and relationships that have shaped my

developed skills and relationships that have shaped my professional and personal growth. The faculty played a crucial role my journey. Their expertise and mentorship inspired me to push my boundaries. Guest lectures by industry leaders were another highlight, providing insights into the corporate world and preparing us for the challenges ahead. One of the most memorable aspects of my MBA experience was the collaborative learning environment. Reflecting on my journey. I realize how much I have grown. My MBA at NSB Bangalore was not just about earning a degree, it was about evolving into a more but evolving i confident, knowledgeable. and capable individual ready to tackle the challenges of the corporate world.



#### PRIYANKA KUMARI KESHRI

PGDM Cohort 2024

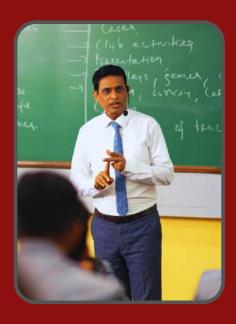
As a proud student of NSB Bangalore, I am deeply moved by the institution's unwavering support and care for its students. The faculty's thoughtful guidance and willingness to accommodate personal challenges while ensuring academic success truly stand out. Their assurance and proactive measures to help me balance my responsibilities have been immensely reassuring.

I feel privileged to be part of an institution that values not only academic excellence but also the well-being of its students. The encouragement I have received has only strengthened my resolve to excel in my studies and uphold the values of NSB.

#### GLOBAL BUSINESS ENVIRONMENT FOR MBA SEMESTER 3



The comprehensive session on Global Business Environment by Dr. S.R.Sridharamurthy, President of NSB Bangalore, was conducted to provide MBA students with an all-rounded understanding of the dynamic forces shaping international markets-a critical foundation for their Dubai International Immersion Program. It was during this very enlightening talk that students wentt hrough the idea of the "Economy of Nations," in which different structures of economies were compared to distinguish the lessons developing countries could take from established global powerhouses, both the challenges and opportunities embedded in different national economic models.



Equally crucial was the coverage of "Political Influence on Business." а section that elaborated on how government policies. diplomatic international relations and regulatory frameworks have deep influences on business operations and market conditions.

This session act as an important primer to the international immersion program experience the students were waiting for in Dubai, thus being better equipped to engage with, and contribute to, a world where business strategies and market dynamics are in constant flux.

# CENTRE OF EXCELLENCE TO PROMOTE RESEARCH AND INNOVATION

MOU SIGNED WITH HANSHIN MACHINERY CO. LTD., SOUTH KOREA



January 29, 2025 - NSB launched new centre of excellence to promote research, innovation and skill development in the domain of manufacturing and automation, NSB Bangalore signed a Memorandum of Understanding with Hanshin Machinery Co. Ltd., Republic of Korea. The move will pave the path for a new generation of industry-institution relationships that aim to provide students with real hands-on learnings and high-value research.



The newly created Centre of Excellence will be the hub for innovation in advanced manufacturing, automation and technology. It will provide a platform where industry expertise converges with research in academia so that the CoE can link theoretical knowledge to practical application by providing students and researchers with the opportunity to see real-world implementations of the latest technological developments.

With this initiative, NSB Bangalore reiterates its commitment to academic brilliance and industry collaboration for the best education and exposure to emerging technologies for students. This shall be a Centre of Excellence, garnering knowledge and innovation.





# PGDM 2023-25 BEGINS INTERNSHIP



Our PGDM students of the 2024-26 cohort have started their three-month internship program. This opportunity allows them to gain valuable industry experience and build professional networks. Best wishes to our students on this significant step in their professional journey!

## SUCCESS







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# NSBuzz - Social Media Club NSB CHRONICLES



RAPOLU VANI PGDM - BATCH OF 2024



SADAF YAMEEN PGDM - BATCH OF 2024



SHREAYA PANDITRAO MBA - BATCH OF 2024



AASHI RAMTEKE MBA - BATCH OF 2024



AGRIMA AGARWAL MBA - BATCH OF 2024



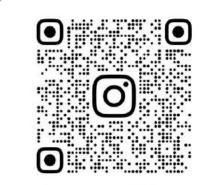
NIKHIL SHUKLA MBA - BATCH OF 2023

ANKITA DAS MBA - BATCH OF 2024





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