



# ANNUAL REPORT 2023-24













## ABOUT MICA

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Established in 1991, MICA is an autonomous, non-profit institution dedicated to creating leadership in Strategic Marketing and Communication.

MICA offers a wide range of academic programmes, including four major academic programmes: Post Graduate Diploma in Management -Communications (PGDM-C), Post Graduate Diploma in Management (PGDM), Post Graduate Certificate Programme in Crafting Creative Communication (CCC) and Fellow Programme in Management

(FPM). This apart, MICA also conducts a host of Online Programmes, Leadership and Management Development Programmes (LMDPs) and Training Programmes and Workshops.

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best-known companies in India and abroad in marketing, brand management, research & analytics, advertising, media, digital, and other related businesses.

On February 5, 2024, MICA completed 33 glorious years of being a unique and niche management school.

## MICA VISION

MICA shall be the Premier Management School for Marketing, Communication, and Creativity in a design-driven and digitally enabled world.

## MICA MISSION

To develop empathetic leaders and thinkers who are creative and adaptive problem-solvers for a rapidly changing world.



## MICA GOVERNING COUNCIL (2024-25)

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**Tridip Suhrud, Ph.D. (Chairperson)**

Professor and Provost, CEPT University  
Director, LD Institute of Indology,  
Ahmedabad, India

**Kunal Jeswani**

Group Chief Executive,  
Ogilvy Singapore & Malaysia  
Singapore

**Santosh Desai**

Founder  
Think9 Consumer Technologies  
New Delhi, India

**Aparna Mahesh,**

Chief Marketing Officer  
Great Learning  
Bengaluru, India

**Ramkumar Ramamoorthy**

Partner, Catalinca and former CMD  
Cognizant India  
Chennai, India

**Shailendra Pratap Jain, Ph.D.**

Bret Wheat Endowed Professor of Marketing  
and International Business, Foster School of  
Business, University of Washington,  
Seattle, USA

**Ganga Ganapathi,**

India Marketing Leader  
Publicis Sapient  
Bengaluru, India

**Sandeep Menon**

Managing Director, India  
Workato Inc.  
Bengaluru, India

**Jaya Deshmukh**

Director and CEO  
MICA





ANNUAL REPORT  
**2023-24**

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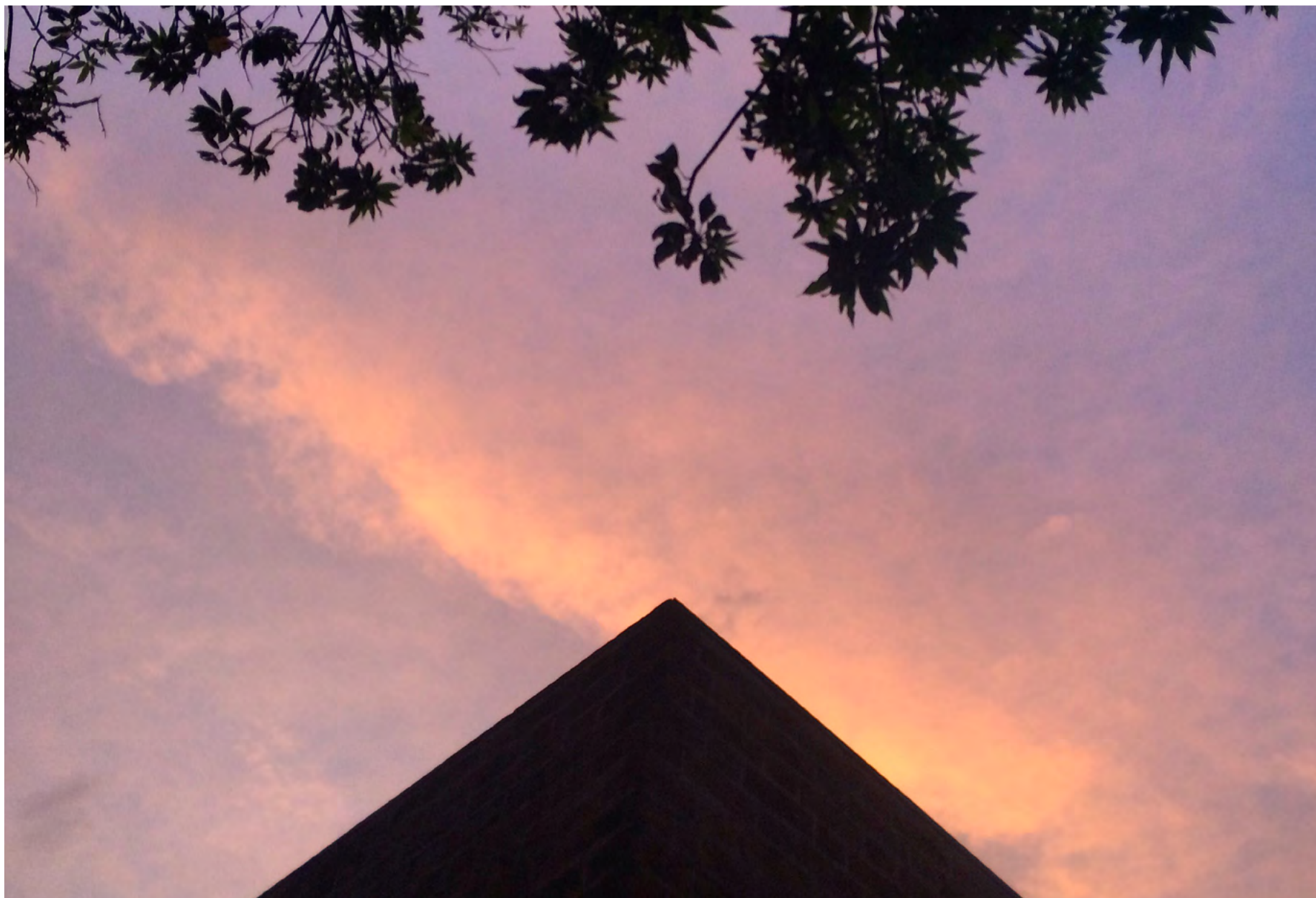
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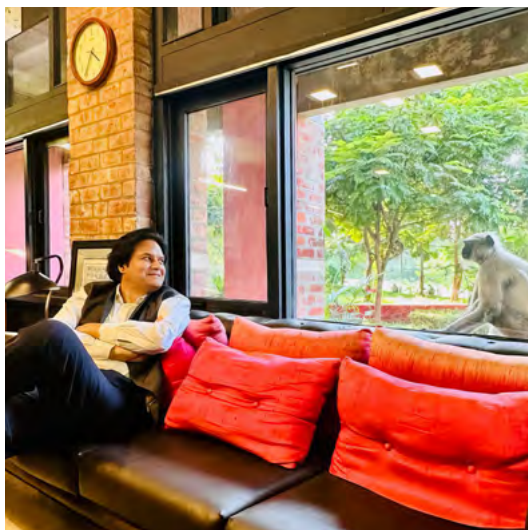


## MESSAGE

### PROF. SHAILENDRA RAJ MEHTA

PRESIDENT AND DIRECTOR

2017-2024



Dear Friends,

Greetings from MICA, The School of Ideas!

It gives me immense pleasure to present MICA's Annual Report for the year 2023-24.

As we do with every year, we kicked off the academic year with 2 weeks of Orientation for the over 200 new students who had joined MICA's 3 major academic programmes – PGP, CCC and FPM.

Our 2-weeks Orientation Programme strongly focuses on our students' holistic development and includes sessions on Yoga, Mindfulness, Breathing Techniques, Zumba, Health and Nutrition, Human Values, and Ideation & Creativity, among others. This assumes more significance if you realise that MICA is among the most gender-diverse management schools in the country, with more than 50% of its student intake every year across all three academic programmes being women.

Our students also bring with them academic diversity and hail from domains such as Pharma, Hotel Management, Architecture, Fashion Technology, Law, Finance, Ayurveda, and Journalism, apart from the traditional

ones of Engineering, Commerce and Humanities. At MICA, we respect all faiths and sections of society since our student pool is filled with representation from more than 22 states.

They have been admitted after coming through our admission process, which is stringent, challenging, fully merit-based, and entirely paperless. Our indigenously developed Entrance Test MICAT is today conducted across 52 centres in 44 cities on a pan-India basis – an indication that we want students to come from all corners of the country. This year, we received the highest number of applications in the history of MICA, which is an indication that we continue to attract the brightest brains from all over the country. We are a niche school, and that is one of our major strengths and attractions.

We lay a lot of emphasis on the three Es of learning – Experiential, Empath and E-learning. Further, we have Campus Doctors, a Student Counsellor, a 24-hour Mental well-being helpline and a Warden, all of whom are fully engaged with the students as we put a high premium on ensuring not just the physical but the mental and emotional wellness of our students.



MICA has always believed in being recognised as a 'different school of thought' by keeping itself not just abreast of the latest trends but also of being ahead of the curve. What a lot of B-schools are initiating now, MICA has long since initiated and incorporated as a part of its ecosystem. We are in the process of setting up a first-of-its-kind Metaverse Lab equipped with production tools and virtual reality (VR) glasses, focusing on academic research and trying to gain a deeper understanding of how this new-age technology influences consumer decision-making and businesses. We are also exploring new ways in which the latest technological innovations, such as ChatGPT and AI, can be used as effective tools for learning.

We have increased our thrust on industry engagement by setting up Advisory Boards for each Area of the PGP programme, consisting of industry leaders who, along with senior academicians, periodically review the course curriculum and offer suggestions and insights. We are constantly revisiting existing courses in the Curriculum and introducing new courses, such as 'Media Platforms Analytics,' (in partnership with Ormax Media) and 'Immersive Technology, Content and Consumer.'

The CCC programme continues to retain its position of being the country's one-of-its-kind post-graduate programme that prepares students for a career in copywriting, art direction, and other creative pursuits. Last year, along with the Governing Council, we undertook a deep dive into all that the programme offered and have begun working towards implementing the suggestions that emerged from that exercise.

We are equally proud that our 4-year Fellow Programme (FPM), launched in 2010, continues to maintain its position as a unique research-driven programme with an international immersion module that prepares its scholars for a career in teaching and research. As a result, the FPM alumni today serve as faculty in prestigious institutions both in India and abroad.

At MICA, we have never believed in resting on our past laurels. In 2022, we participated in the NIRF Rankings (National Institutional Ranking Framework) rankings for the first time. In 2023, we have gone up by 5 places in the Rankings and been placed at 37th among the top hundred management schools in the country. This apart, MICA has also been ranked 9th among the top 120 private

management schools in India as per the Indian Institutional Ranking Framework (IIRF) 2024.

MICA's PGP and FPM Programmes have been recognised by the All India Council of Technical Education (AICTE) since their inception. Our PGP Programme is recognised by the Association of Indian Universities (AIU), which gives our diplomas the equivalence of a University degree. The PGDM (C) Programme is accredited by the National Board of Accreditation (NBA), while the process has started for the recently launched PGDM Programme. Going one step ahead of the curve, as always, we have initiated the process of getting international accreditation from AACSB.

Our Centre for Research Excellence in Marketing (CREM) was awarded a Government Grant from ICSSR (Indian Council for Social Sciences Research) to undertake a research project on the Ayushman Bharat Scheme, a landmark achievement in itself for a private institution.

To cap it all, MICA was certified in 2023-24 as a "Great Place to Work". However, as our over 100 faculty and staff members, many of whom have spent years at MICA, will readily testify, this was but a foregone conclusion.







**“THE MICA CONVOCATION** is a special occasion for all of us – more so for me as it was at one such Convocation in 2017 that I was formally inducted into MICA, and so it was only fitting that when I remitted office, my last public engagement as MICA’s President and Director should happen at its Convocation. For the past 7 years, MICA has become a part of me and my ecosystem. I have always experienced a great sense of exhilaration each day I entered the campus, a feeling that I have rarely felt at other academic places where I have served earlier.”



MICA organises many prestigious events during the year, with significant participation from academia and industry. These include the annual International Communications Management Conference (ICMC) now in its 10th year. The Conference this year, hosted with global partners from USA, UK and Malaysia, hosted participants from 9 countries, held 90 research paper presentations and multiple parallel panel discussions and hosted eminent speakers from industry, academia, and regulatory bodies. The Conference also featured a first-of-its-kind Career Fair specifically targeted at doctoral students and research scholars.

We held the 5th season of MI-IMPETUS, which is India's largest marketing competition for undergraduate students, preparing them for a future in the world of Marketing. MICA held its first-ever Marketing Summit hosting eminent marketing professionals across industries who spoke on the changing trends in Marketing. Our annual events constitute a critical part of our external outreach towards industry and academia. These include, among others, MICANVAS – one of India's largest B-school marketing festivals; The Anjali Khandwalla Creative Mentor Awards to reward mentors who inspire and

use innovative ways to serve society; MICA Leadership Series (MLS) where senior industry leaders come to MICA and share their insights and experiences with the community; Global Webinars and Industry-focused panels where thought leaders from academia and industry from India and abroad come together to speak on research innovations and future trends.

MICA remains steadfastly committed to ensuring that its students are well placed in both their summer internships and their final placements. 100% placements, record stipends and salaries and over 100 companies participating in the placement process are all a strong indication of the faith and trust that the industry reposes in MICA and the quality of its students. Our recently launched marketing campaign captures this widely acknowledged industry sentiment in its tagline, “Be The MICAn On It.”

Apart from its major programmes, MICA also runs a host of Online Certificate programmes as it believes that in today's world, which is an interconnected and digitally enabled world, learning should not be limited to classrooms and campuses. MICA's Online programmes, to which our recent NBA re-accreditation has added further impetus, provide the

opportunity for working executives and aspiring professionals to explore and sharpen specific cutting-edge topics. We offer these programmes with the leaders in EdTech, such as upGrad, TalentEdge, Emeritus, and TimesPro.

Another non-residential programme we offer is our Leadership and Management Development Programmes (LMDPs), which are both client-driven as well as open ended. Our LMDPs are specially designed to equip participants with evolving management concepts, practices, perspectives and approaches through a structured methodology.

MICA is leveraging its position in one of the world's fastest-growing educational hubs, and this has given growth to our Centres of Excellence. These Centres address contemporary trends and issues with a cognitive approach by undertaking extensive research and conducting workshops. The Centre for Development Management and Communications (CDMC) runs training and capacity-building programmes with national and global partners, while the Centre for Media and Entertainment Sports (CMES) brings together academia and industry to



facilitate research-based solutions in the M&E and Sports sector. In the last couple of years, these Centres have been augmented by the emergence of new Centres such as the Centre for Learning and Innovative Pedagogy (CLIP), which focuses on innovations in pedagogy and game-changing signature courses for better teaching and learning, the Centre for Research Excellence in Marketing (CREM) which aims to achieve research excellence in the field of Marketing and the Centre for Sales and Customer Relationship Management (SCRM) which works at nurturing students towards a career in Sales. Our other Centres include KEIC, MICA's library and knowledge hub and MIPRESS, our academic publishing arm.

MICA continues its thrust on experiential learning by way of the four immersions that it offers students, viz. Rural Immersion, Urban Immersion (or MI-IMPACT as it is called), Entrepreneurship Immersion and International Immersion.

MICA has, in recent years, entered into collaborations with globally renowned organisations and business schools to jointly host international conferences, facilitate student and faculty immersions, undertake collaborative research and conduct

development programmes. During the year, our faculty and senior management teams have visited reputed universities in the USA, Singapore and Sydney, Australia, to explore opportunities for possible collaboration across various academic domains. Our international partners include Broad College of Business, MSU, Moody College of Communication, University of Texas, University of Southampton and Winchester School of Arts, Rawls College of Business, Texas Tech University, UNICEF, World Bank, UN Women India and J. Mack Robinson College of Business, Georgia State University. At the local level, we are working closely with SEWA, Ahmedabad Municipal Corporation (AMC), Ahmedabad Urban Development Authority (AUDA), Gujarat Police, and Ahmedabad Janmarg Limited (BRTS).

Our Centres are independently collaborating with organisations such as DataLEADS and Google News Initiative, Centres under the Government of Kerala and Odisha, Jagran News Network and Vishwas News, TCS and the Advertising Club to broaden MICA's horizons.

As part of its endeavour to serve industry and society through knowledge creation

and advocacy, MICA brings out annually the Journal of Creative Communications (JOCC), the Socio-Economic Report, the Indian OTT Platforms Report, MICA Village Market Intelligence (MVMI) and MICA Indian Marketing Intelligence (MIMI). Another interesting and innovative MICA creation in the field of storytelling on social evils and issues is the Audio-Novel, created by students as part of their Orientation.

During the year, MICA was privileged to host a large number of distinguished thought leaders from academia as well as industry at various events. These included senior government officials, CEOs and Presidents of large corporates, globally renowned economists and researchers, Directors and Deans of globally reputed institutions. You will find an exhaustive list of these Who's Who in the inner pages.

MICA faculty continue to win accolades and recognition for their teaching and research prowess both nationally and globally. Last year, MICA faculty were bestowed with prestigious awards and appointed to Editorial Boards of internationally refereed journals. This apart, they also received invitations to join Expert Committees, serve as Jury





**“JUST LIKE OUR FOUNDER, MR. A G KRISHNAMURTHY** had envisioned while setting up MICA in 1991 - We do not simply make Good Leaders. We also make Good Citizens. MICA today at 33 is shaped not just by its academic courses, its research progression, its programmes, and its centres. Like all great institutions, it is defined by its people – its faculty, its staff, its research team, and its students. I believe that an academic institute is as good as its people, its students and its alumni. In their achievement lies our achievement.”







members at Competitions and speak at Consortiums both in India and abroad.

MICA places a lot of premium on research and encourages its faculty with support and resources to publish in high-quality ABDC, ABS, and FT50 ranked international journals. Though MICA is a relatively small institution in terms of its in-house faculty strength, its faculty-publication ratio is in the Top 5 among the 26 foremost management institutions in India, which speaks volumes about the quality and quantity of research output and a matter of great honour and prestige for a young institute such as MICA.

In this endeavour, MICA's faculty are ably complemented by a vast pool of Adjunct and Visiting Faculty, many of whom are themselves eminent thought leaders and who play a supportive and integral role in MICA's academic ecosystem. The MICA management recognises and is appreciative of the hard work and dedicated efforts of its staff members and the research team, who provide a vital backbone to the MICA management and the faculty in their academic pursuits and growth and facilitate their training and development to foster their career growth.

MICA students are selected through a rigorous admission process and are exposed during their study to various facets that enhance their right-brain and left-brain prowess. Apart from fetching them excellent placements year after year, another place this gets highlighted is at prestigious pan-India industry-sponsored management competitions. Last year, this phenomenon continued with MICA students winning National Finals of blue-ribbon competitions such as Samsung EDGE, Vicco Vista 2023, Aditya Birla Fashion and Retail, L'Oréal Brandstorm, Fujitsu 100 and at pan-India inter-collegiate competitions at IIM Amritsar, NMIMS, FMS, SIBM, GIM, XLRI to name a few.

Matching them in their steps were our FPM scholars who published articles and research papers, took guest lectures and represented MICA at prestigious international Conferences.

MICA is always proud of its alumni, who number over 5000 and are growing every year, as critical stakeholders and an integral part of its academic system. It engages with these successful men and women who occupy top positions in MNCs and global organisations on a regular basis in the admission process, curriculum development,

academic think tanks, and intern mentoring, besides inviting them to take guest lectures. Taking this association further, we have now started the trend of inviting alumni to grace our major events, such as the Inauguration and the Convocation, as its Chief Guests. The very fact that four of our GC members are MICA alumni aligns itself with the global trend of great institutions inducting alumni into their boards as it allows them to contribute to their alma mater.

Towards the end of the year, the Mudra Foundation, set up in 1991, of which MICA remains its major activity, was officially renamed as the MICA Foundation. In fact, the process of carving our own identity began in 2014 when we decided to call our institute MICA and not as an acronym for Mudra Institute for Communications Ahmedabad. With the change in our Foundation name, we are now truly and fully MICA.

We at MICA are grateful to our robust and receptive Governing Council, which has always been a guiding force to MICA's management in its pursuit of excellence. In recent years, the Governing Council has been working more closely with our faculty and HODs in areas of Governance, Curriculum

Development, Industry Relations, Resource Mobilisation, Finance Management and Future Directions to strengthen and give it proper shape and direction.

I want to take this opportunity to thank all members of the MICA Community – Faculty, Adjunct and Visiting Faculty, Staff, Support Staff, Research Associates and Assistants besides Consultants and Members of Academic Boards. Thanks, are also in order to those who provide us loyal and dedicated service day in and day out – the staff of our Housekeeping & Maintenance, Gardening, Security, Mess & Canteen and Drivers. I remain grateful to all external agencies - our Bankers, Auditors, Tax Consultants, Legal Counsellors, IT Support staff, HR Service Providers, Website Management, Campus Doctors, and Student Counsellor, for supporting us at all times.

Just like our founder, Mr. A G Krishnamurthy had envisioned while setting up MICA in 1991 - We do not simply make Good Leaders. We also make Good Citizens. MICA today at 33 is shaped not just by its academic courses, its research progression, its programmes, and its centres. Like all great institutions, it is defined by its people – its faculty, its staff, its research team, and its students. I believe that an

academic institute is as good as its people, its students and its alumni. In their achievement lies our achievement.

We ended the year 2023-24 as per tradition with the 29th MICA Convocation – a celebration of all that we, as MICAns and MICA as an institute, had achieved during the year. The MICA Convocation is a special occasion for all of us – more so for me as it was at one such Convocation in 2017 that I was formally inducted into MICA, and so it was only fitting that when I remitted office, my last public engagement as MICA's President and Director should happen at its Convocation.

As the curtain falls on year another exciting and eventful year at MICA, it is also time for me to take a curtain call. For the past 7 years, MICA has become a part of me and my ecosystem. I have always experienced a great sense of exhilaration each day I entered the campus, a feeling that I have rarely felt at other academic places where I have served earlier. During these past 7 years, MICA has grown by leaps and bounds, and I have felt proud and privileged to be part of this journey.

Life after MICA is not going to be easy, but then, I will be keeping tabs in the

coming years, on how MICA is progressing and prospering under new and dynamic leaderships. It is only fitting that I hand over the baton to my successor, Ms. Jaya Deshmukh, who is a MICA alumni from the very first batch in 1996 and the first woman head of this remarkable institution.

I feel a sense of both sadness on leaving this wonderful institute as also a sense of quiet satisfaction. I would be happy if I was, in my capacity, able to make every MICAn a better person and MICA a better place. There could be no better legacy for me to leave behind.

Come, join me in the celebrations.

Thank you all!

**Shailendra Raj Mehta**  
**President and Director**  
**2017-2024**



## MESSAGE

### JAYA DESHMUKH

DIRECTOR AND CEO

2024 onwards



MICA was set up in 1991 as a school for marketing, advertising and communications – a different school that encouraged out of the box thinking amongst its students. Foundational to MICA is the belief that storytelling matters and that a brilliant idea is only worthwhile if it has a brilliant expression.

MICA aims to be the premier Management School for marketing, communications, and creativity in a design-driven, digital, and AI-enabled world. Over the years, MICA has doubled down on this focus by consistently introducing new learning initiatives in the curriculum (Digital, AR & VR, Data & Analytics, and AI) and pedagogy (Classroom experiments, immersions, practitioner seminars), industry-relevant research that tackles strategic marketing problems and centres of excellence to benefit other academic institutions and governments.

MICA has strengthened and added more rigour to its admissions and academic process. MICAns are very much in demand, evidenced by the year-on-year track record of 100% placements, the growing percentage of pre-placement offers and the steady increase in average salaries. MICA has expanded the range of industries that recruit from it.

At its inception, MICA provided talent and future skills to the Advertising, Media and Communications industry, today it also caters to Banking & Financial Services, Technology, Sports Marketing, FMCG, Consumer Durables, Consulting and many others. This is evidence that organisations recognise the value that MICAns bring to their business.

It is this consistent and differentiated focus that has made MICA stand apart from other B Schools. MICA has been ranked 37th amongst India's Top 100 management schools by the National Institutional Ranking Framework list – NIRF 2023, a position we came to in a relatively short period of time. That we are being compared to the best of the best, in spite of our small size and relative youth, speaks volumes about the strides that MICA has taken since its inception.

**I AM DELIGHTED** to be joining MICA at this pivotal time when AI, Robotics, Quantum Computing, and Synthetic Biology (Source: Mustafa Suleyman's book "The Coming Wave") are transforming the world as we know it. For the benefits of this transformation to reach people and the planet, it is essential that new ideas be brought to the table and that these ideas be

**communicated and executed effectively to reach all communities. I strongly believe that MICA, as the School of Ideas, has a central part to play in this new wave, building on its leadership in strategic marketing and communications.**

I am excited to be working with the MICA faculty, alumni, governing council, students, and the Foundation on taking MICA on this exciting journey.

The future belongs to those who dare, and at MICA, we have never shied away from embracing new challenges and taking radical initiatives. This is what sets MICA apart. This is what sets MICAns apart.

Come, experience MICA.

**Jaya Deshmukh**  
**Director and CEO**





## MESSAGE

### DR GITHA HEGGDE

DEAN, MICA



Warm greetings from MICA!

It has been a hectic and demanding but equally rewarding year for MICA. This last year, we saw numerous changes and developments in the institute's running and approach while holding on to MICA's values and culture. While navigating the evolving landscape of education and industry demands, MICA continues to set new benchmarks in academic rigour, innovative research, and industry collaborations. Our dedicated faculty, industrious students, and supportive staff have collectively contributed to an environment that fosters growth, creativity, and resilience.

**THIS ACADEMIC YEAR** has seen significant milestones in our journey. We have introduced multiple new initiatives and processes tailored to address the dynamic needs of the market, ensuring that our students are equipped with the skills and knowledge to excel in their careers. Our research initiatives have garnered national and international recognition, reflecting our commitment to advancing the frontiers of knowledge. Our partnerships with leading organizations have enriched our curriculum and provided our students with invaluable real-world experiences. As we reflect on our

**achievements, we remain steadfast in our mission to nurture leaders who will shape the future of marketing and communications.**

Moving ahead into the new academic year, we must review our achievements, misses, and progress in the year gone by and pave our way using these learning blocks. It is essential to thank MICA's leadership – Foundation and Governing Council for their constant support and guidance for MICA's administration and faculty. It is also important to congratulate MICA's faculty, staff, and students for all the achievements, earnings, innovations, and team spirit.

As we always preach, MICA is a place where people come and find themselves, and the entire MICA community puts in its best efforts to realize this.

#### LIFE AT MICA

When a student joins MICA, they take their first step towards becoming the best version of themselves. In addition to academic rigour and industry skills, MICA focuses on the overall development of an individual. MICA is where ideas are born, nurtured, and transformed into reality. Our commitment to fostering a culture of intellectual curiosity, critical

thinking, and open dialogue ensures that the campus becomes a catalyst for intellectual growth and personal development.

The MICA campus becomes the new home for students where they interact with one another from different cities, regions, disciplines, and programmes and develop connections that last for a lifetime. The culturally diverse campus provides students with new experiences and learning beyond the classrooms, which helps them transform into sound and empathetic professionals. The campus housing and activities are designed in a way that promotes purposeful interactions between students as well as faculty members.

It is the students who make MICA a place of joy and creativity, and the management is always happy to provide all the support they require. Students enjoy a very active life at MICA, which, in addition to academics, also includes various clubs in addition to the MICA Council for Student Affairs (MCSA), which is the overarching student committee. Students also participate in multiple other collaborative committees, which include MICAVaani, MICA's Community Radio, Jagriti – MICA's Social Service wing, MICANVAS – committee for organizing MICA's annual marketing





management festival, MISANKALP – The Theatre Society, MICA Studio – Music Club, and many others.

#### **PLACEMENTS, ALUMNI ENGAGEMENT AND COLLABORATIONS**

**THIS YEAR, AGAIN, MICA has seen a 100% placement for its PGP and CCC Programmes, as well as the summer internships for both programmes. While the highest number of hirings were from the FMCG sector, around 35 students were hired in the Analytics, BFSI & Consulting sectors. IT/ITes, Media & Advertising, & FMCD were some other sectors hiring MICAns graduating in 2024.**

The students appearing for summer internship placements were offered mentorship by MICA alumni, which included Mr. Navneeth Varadarajan – CEO, THG Publishing Group, Ms. Ganga Ganapathy – VP Head of International Marketing, Epsilon, Mr. Sandeep Menon – MD, Workato India, Satyakam Mohanty – Founder & Managing Partner, Wyser, Prof. Purnima Mehrotra – Professor, NMIMS, among other senior personnel from various industry sectors. A total of 20 MICA Alumni provided their expertise to the students for these mentoring sessions.

MICA has a solid connection with MICA alumni, which is reflected in the fact that MICA alumni hold senior positions in MICA's leadership. As we always say, once and MICAn, always a MICAn. The MICA community extends beyond MICA's premises in Shela Ahmedabad and reaches the world. Many of our visiting faculty, industry mentors, and MICA's leadership include MICA alumni, and this is by design. MICA alumni understand the fabric of MICA, the students' needs, and the industry's demands. This results in rich and insightful suggestions that add to the academic rigour and MICA's standing among the country's top institutes.

MICAns - students, staff, and faculty members have numerous opportunities within and outside MICA to collaborate with distinguished dignitaries from academia and industry. In the last academic year, MICA hosted various distinguished thought leaders from academia and industry. These included Dr. Minette Drumwright from U T Austin and Prof. Sanjay Gupta from Michigan State University, who visited MICA as distinguished professors in residence and spent a few days discussing and executing synergies and interacting with MICA students and faculty members. These were in addition to the various collaborations through

MICA's Centres of Excellence and initiatives under student outreach and committees.

In September 2023, MICA faculty members visited Top universities in Singapore and Australia and, in continuation of the fruitful conversations during this immersion, hosted the team from Western Sydney University to discuss possible collaboration with MICA. Mr. Adam Malouf from the University of Wollongong also visited MICA to discuss potential collaborative initiatives.

As a result of these efforts, MICA has initiated a partnership with the University of Texas. MICA faculty is gearing up to co-teach with the communication faculty at UT Austin, and MICA PGP students will soon have the opportunity to earn a data analytics badge from UT Austin.

As always, MICA hosted top-class dignitaries from government bodies, academicians, and industry experts during its ICMC, which was organized in partnership with Medill School and Northwestern University. These dignitaries included experts from Queen's University, USCI University, ISB School of Business, Qatar University, and Microsoft. Our visiting faculty, comprising industry experts, contributes

heavily towards developing industry understanding amongst MICA students.

International immersions and faculty development programmes are also offered so that MICA's faculty can develop their network, hone their research skills, and contribute to global thought leadership, research, and publications.

MICA's academic programmes are strongly complemented by its five centres of excellence, which focus on research excellence, development communication and consultancy, capacity building, and training for corporates, academics, and government officials.

MICA's Centre for Development Management and Communication has worked with Google on its new initiative with OW DataLEADS, State Institute of Family and Health Welfare & Directorate of National Health Mission Government of Odisha, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and Western Sydney University (WSU), among others. CDMC delivered a customized program with pre-recorded course module sessions on health communication to strengthen communication strategies used by scientists and their associates working on different health

projects with the Indian Council for Medical Research (ICMR) & Global Health Strategies on communication and is currently working on developing a reference book for ICMR.

The Centre for Media and Entertainment Studies (Now Centre for Media, Entertainment and Sports) has successfully launched its 2023 OTT Report and is working on several publications and projects. The Centre has partnered with Jagran News Network, Sony Pictures Network, and Vishwas News for a few of its projects and is also running MICA's community radio, MICAVaani.

The Centre for Research Excellence in Marketing has been running scholarly webinars conducted in association with academicians and experts from around the globe who impart their knowledge and expertise through panel discussions and open dialogues online. In addition to this, the centre is also working on a research project titled Situation Analysis of Ayushman Bharat Centering on Last Mile Coverage through the ICSSR grant. The Centre also offered a winter school in December 2023. The winter school offered Workshops on Experimental Design and Review Process, which received an overwhelming response

with over 50 participants (PhD Scholars and faculty members) from reputed Universities and Institutes from India including IIM Ahmedabad, IIM Kozhikode, IIM Indore, IIM Shillong, IIM Jammu, IIM Ranchi, IIM Kashipur, IIFT Delhi, IIT Madras, NIT Rourkela, MDI Gurgaon, etc. as well as from universities from abroad like University of Southampton, UK, Comillas Pontifical University, Spain, South East University, Bangladesh; Australian Institute of Business, Australia, etc.

MICA Centre for Learning and Innovative Pedagogy was established only a few years back and focuses on new learning techniques and pedagogical innovations. The Centre is working on multiple cases, and the work on a book on community-engaged experiential learning in partnership with CETI, UK, is ongoing. The centre has also signed an MoU with Routledge publishing with the working title 'Community Engaged Learning in Higher Education: A Decolonial Approach to Experiential Learning.' This book is being authored by Dr. Pooja Thomas, Dr. Sonal Purohit, and Dr. Andy Pitchford.

MICA's Centre for Sales and Customer Relationship Management is another relatively new centre that successfully conducted a



sales contest for MICA's PGP Students to encourage practical learning and innovation in FMCG and consumer durables sectors. The students worked on 32 projects and were provided mentoring and data support. They finally gave a jury presentation with their proposals after field visits and surveys.

MICA's Leadership Management Development Programme has offered multiple training sessions for corporates like FICCI, Gujarat Tourism, Royal Enfield, Zee5, Volvo, Adani, and JITO, amongst others. The LMDP office conducted multiple open LMDPs and 2 FDPs on Innovations in Teaching Pedagogy for Higher Engagement with Millennials and GenZ and Innovation in Teaching Pedagogy, which was well received by the academic community.

The Online Programmes office continues to offer certificate courses in association with Ed Tech companies like Emeritus, TalentEdge, and UpGrad, and this has been an incredible year where new courses have been introduced. The Digital Marketing and Communication certificate offered in partnership with UpGrad is running its 65th to 73rd batches, and keeping in mind the needs of the future, a new specialization on generative AI has been launched as part of the course. The certificate

course in Brand Communication Management is running its 10th to 13th batches, and the certificate course on Strategic Brand Management and Communications being offered in partnership with Emeritus is running for the 5th, 6th, and 7th batches. The programme has also launched two new courses, Digital Strategy and Marketing Analytics and Strategic Communication and Storytelling, in partnership with Timespro.

#### RESEARCH AT MICA

**MICA'S FOCUS ON QUALITY RESEARCH** has once again led to the publication of quality research from MICA faculty members. Fifty-nine research papers were published by MICA faculty and scholars in the academic year 2023-24, out of which 34 were in A and A\* listing, and one was of FT 50 rating. Almost all the papers published are of Q1 and Q2 ratings. Apart from journal papers, MICA Faculty members have also released two books, one by Prof. Varsha Jain, titled *The Future of Purpose-driven Branding: Signature Programs That Impact & Inspire Both Business and Society*, and the other by Prof. Manisha Pathak Shelat, titled *Gen Z, Digital Media, and transcultural lives: At home in the World*. MICA faculty and scholars also contribute to the research arena through case studies and book chapters.

MICA's research acumen is also highlighted by the presence of MICA's most celebrated faculty members, who are editors for some of the most highly rated international journals. Prof. Varsha Jain, the AGK chair, professor of marketing at MICA, and associate editor (AE) at four "A" journals: the Journal of Consumer Behaviour, the Journal of Advertising Research, the Journal of Consumer Marketing, and the Australasian Marketing Journal, and has authored over 120 paper including numerous A\* and A listed journals. Prof. Shaphali Gupta also presides as an associate editor for the Journal of Business Research and Journal of Strategic Marketing.

#### ACCREDITATIONS

Keeping up with MICA's international recognition and collaborations, MICA is gearing up to acquire AACSB accreditation and has developed its first iSER. MICA's PGDM programme has completed its initial three years and is in line to acquire NBA recognition.

MICA's doctoral level Fellow Programme in Management office recently presented at the Association of Indian Universities (AIU) for gaining recognition under it. A team from AIU also visited MICA to assess its FPM programme.

MICA has been participating in the NIRF ranking consistently for years, and its ranking has been improving every year by providing exemplary learning, an administrative environment, and admirable research work by MICA Faculty members. This year, MICA secured the 37th position on the list of the top 50 participating management institutes in the country, moving up from the 42nd position secured last year.

#### **INNOVATIONS AND NEW INITIATIVES**

MICA is known for its curriculum's heavy emphasis on creativity and innovation. It also believes in the need for constant review and innovation in its management and administrative aspects. Numerous additions and changes have been incorporated into MICA's annual processes.

The Post Graduate Programme at MICA has recently set up an award worth INR 1 lakh, which will be awarded to the best three summer internship reports submitted by the second-year PGP students upon returning from their internships. This has been done to ensure that students spend quality time reflecting on what they have learned from their industry experience.

We at MICA have continuously tried to teach

industry-relevant skills to the students and to be future-ready. As part of this effort, MICA has consistently involved industry professionals and renowned academics in multiple ways in the curriculum review and finalization process. This year, we have streamlined this process with rigorous reviews and discussions to make it more efficient and transparent.

To keep up with the latest technological developments and changing industry needs, MICA has set up its newest initiative, the MICA Verse. Metaverse is breaching the unthinkable constraints infinitely at the global level. Thus, Metaverse Lab at MICA pursues a stepping stone in studying and developing this extended or parallel universe. The MICAverse lab focuses on consumer behavioural research, which will help industry leaders analyse, understand, and adopt future technology. One of the foremost achievements of this initiative was seen at ICMC 2024 when audiences from different parts of the world attended the conference virtually. It is a very exciting initiative, and we look forward to the opportunities this new initiative will bring in the future.

We strongly believe that perfection is a journey that never ends, and we are dedicated to

working relentlessly towards academic rigour, international recognition, and excellence in everything we do and more. Our focus for the future is towards expanding MICA's global footprint through international collaborations and partnerships, enhancing MICA's research acumen by fostering interdisciplinary research and innovation, further strengthening our alumni network, continuously strengthening our curriculum to keep pace with industry developments, and ensuring holistic development of every MICAan through the encouragement of extracurricular activities.

Warm regards,

**Dr. Githa Heggde,**  
**Dean, MICA**



## ACADEMIC PROGRAMMES









## POST GRADUATE DIPLOMA IN MANAGEMENT - COMMUNICATIONS (PGDM-C) AND POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

The two-year PGDM-C and PGDM programmes at MICA are uniquely positioned to leverage MICA's core competence in Strategic Marketing & Communication while also delving deeper into the fields of Digital Marketing, Design, Data, Creativity, and Innovation that are essential to the success of any organisation today. The PGDM-C and PGDM programmes are approved by the All India Council for Technical Education (AICTE). MICA's PGDM-C is accredited by the National Board of Accreditation (NBA) and has been granted equivalence to an MBA degree by the Association of Indian Universities (AIU). The PGDM Programme (introduced in 2019-20). shall be eligible to apply for NBA accreditation after the graduation of a minimum of 3 batches, as per the rules. The strength of these programmes lies in their contemporary and robust curriculum, the knowledge and experience of the core and visiting faculty, the exposure to the industry,

and the diverse profiles of the students. The curriculum for both programmes is flexible and is updated annually in consultation with practising managers to ensure the inclusion of current practices and cases.

### SPECIALISATIONS OFFERED

#### MAJOR

- Advertising And Brand Management
- Media-Tech Entertainment And Sports Management
- Data Science And Business Analytics Digital Communications Management

#### MINOR

- Consumer Cultures
- Sales And Customer Relationship Management
- Business Management
- Global Communication And Public Relations Management

**IT HAS BEEN A YEAR** of significant progress, remarkable accomplishments, and substantial advancements. Different areas/specializations were modified to enhance academic rigour throughout the year. A modified version of the Media and Entertainment Management specialization was launched as 'Media-tech, Entertainment and Sports Management ' and was well received by the PGP2 students. Our students continually demonstrated their exceptional abilities and achieved recognition for our curriculum through participation in academic contests, case competitions and extracurricular events. We would like to express our appreciation to the highly respected faculty members, whose commitment and specialized knowledge have been crucial in influencing the educational progress of our students. The administrative team has been a backbone in supporting all the activities to conduct the programmes at MICA. Overall, it has been a fulfilling year."



**Prof. Suresh Malodia**  
**Prof. Mini Mathur**  
**Co-Chairs, PGP**







## FELLOW PROGRAMME IN MANAGEMENT (FPM)

The four-year Fellow Programme at MICA is the first Programme of its kind in the country. It is an AICTE approved programme designed to prepare exemplary scholars who can meet international norms of research.

The Programme, through its unique world-class pedagogy and the foreign immersion module (offered with internationally reputed Universities), aims to prepare scholars of change by encouraging both fundamental and applied research with a focus on critical thinking, argument development, knowledge gap identification, problem formulation, and thesis writing.

### SPECIALISATIONS OFFERED

- Management
- Communication
- Marketing
- Media
- Digital Marketing

**THE FOUR-YEAR FPM** has a unique world-class pedagogy and a foreign immersion module that aims to prepare scholars of change by encouraging both fundamental and applied research with a focus on critical thinking, argument development, knowledge gap identification, problem formulation, and thesis writing. It builds a knowledge ecosystem for scholars that includes learning, co-creating, and disseminating high-quality research. The learning happens at various levels - in the classroom, with peer interactions beyond the classroom, receiving close mentorship from faculty members and through international research webinars. The co-creation of knowledge happens through the thesis-writing and paper-writing process, while the dissemination of the generated knowledge happens by presenting our papers and research at conferences, publishing in top-tier international journals and conducting seminars at various internal platforms such as MI-Idea Cafe.



**Prof. Shaphali Gupta**  
**Prof. Saurabh Pandya**  
**Co-Chairs, FPM**



## POST GRADUATE CERTIFICATE PROGRAMME IN CRAFTING CREATIVE COMMUNICATION (CCC)

The Crafting Creative Communication Programme is a eleven-month intensive creative boot camp that nurtures the ideator in each one of us by teaching techniques to channel and execute creativity. This unique programme has produced some of the finest creative minds in the industry and has a constantly evolving curriculum that includes modules on Idea generation techniques, Storytelling, Copywriting, Art Direction, Writing creative briefs, Campaign Planning, Advertising Management, Photography, Filmmaking, Animation, among others. It offers summer internships and has a formal placement process.

**IN THE YEARS 23-24**, MICA's Crafting Creative Communication Program continued to groom tomorrow's copywriters, art directors and creative strategists by offering practical, high-quality modules on various aspects of copywriting, design, art direction, social media planning and execution, filmmaking, and many others. CCC also introduced AI sessions to give students an edge when they join the industry. The year's highlights included creating social media content, presenting a full-fledged integrated digital campaign, and producing ad films.



**Prof. R M Simha**  
**Prof. Falguni Oza**  
**Co-Chairs, CCC**





## OTHER PROGRAMMES

### LEADERSHIP AND MANAGEMENT DEVELOPMENT PROGRAMMES (LMDPS)

LMDPs are designed by following an expert-driven structured assessment of the leadership and development needs of the client with targeted learning objectives and outcomes. MICA's LMDPs are designed to equip its participants with the evolving management concepts, practices, perspectives, and approaches through a methodology that encompasses Case studies, Simulations, Coaching and Assessments and Experiential learning. MICA conducts customised In-house training programmes for companies and also offers open management development programs that attract participants globally.

**WE HAD A GREAT YEAR** at LMDP post the COVID period as business started picking up and discretionary spending increased. We also found more interest in technology-based interventions ranging from Metaverse to digital transformations. For academia, where faculty development programs and skill-based training were in high demand, we felt the need for pedagogical interventions in a hybrid teaching mode and application of Chat GPT and immersive technologies. We are excited as we start FY 2024-25 and are sure the future is bright for LMDP.



**Prof. Subrat Sarangi**  
**Prof. Falguni Oza**  
Co-Chairs, LMDP



**V O L V O**

**ROYAL ENFIELD**

**J I T O**  
CENTER FOR  
EXCELLENCE

**adani**  
**wilmar**

**इंडियनऑयल**  
**IndianOil**





## ONLINE CERTIFICATE PROGRAMMES

In an interconnected and digitally enabled world, MICA's intensive and focused online certificate programs provide the opportunity for a working executive or aspiring professional to explore and sharpen specific cutting-edge topics. MICA currently offers Online Certificate Programs in the following domains:

- Brand Communication Management (with upGrad)
- Digital Marketing and Communication with specialisations (with upGrad)
- Digital Strategy and Marketing Analytics (with TimesPro)
- Marketing Leadership Development - The CMO Program (with upGrad)
- Strategic Brand Management and Communications (with Emeritus)
- Strategic Communication with Storytelling (with TimesPro)

**THE LANDSCAPE OF EDUCATION** and professional development in India is rapidly evolving, driven by technological advancements and a growing digital economy. Digital Marketing and Strategic Brand Management online certificate programs are at the forefront of this change, offering accessible, flexible, and industry-relevant education to a diverse audience. MICA's Online programmes, in partnership with upGrad, Emeritus and TimesPro, focus on providing online programs with continuous innovation and of the highest quality, playing a pivotal role in shaping the next generation of digital marketing and Strategic Brand Management.



**Prof. Anita Basalingappa**  
**Prof. Sunita Mall**  
**Co-Chairs, Online Programmes**







# WHAT'S UP AT MICA









### CONVOCATION – 2023-24

On April 07, 2024, MICA hosted its 29th Convocation, where over 200 graduating students of the PGP, CCC and FPM received their diplomas, certificates, and fellowships, respectively, in the presence of the Chief Guest, **Mr. Anuj Kumar**, Co-Founder, Chief Revenue and Operation Officer, Affle and a MICA alumnus from the 2001 batch.

### ORIENTATION

MICA held its 2-week Orientation for the incoming batches of its 3 major programmes, PGDMC/PGDM, CCC and FPM. It included apart from academic sessions, modules on Yoga, Mindfulness, Health, and Nutrition.

**Mr. Basant Rathore**, Senior VP – Strategy, Brand, and Business Development, Jagran Prakashan and a MICA 1996 alumnus was the Chief Guest at the inaugural function.

### STUDENT PROFILES (2023-24 BATCH)

- A total of 203 students were admitted into the PGDM(C)/PGDM Programme, along with 24 students in CCC and 7 scholars in the FPM Programme.
- 53% of the students of the PGP and the CCC programme are women, making MICA one of the most gender-diverse management institutes in India.
- 90% of the new batch was below 25 years with a representation from 22 states.



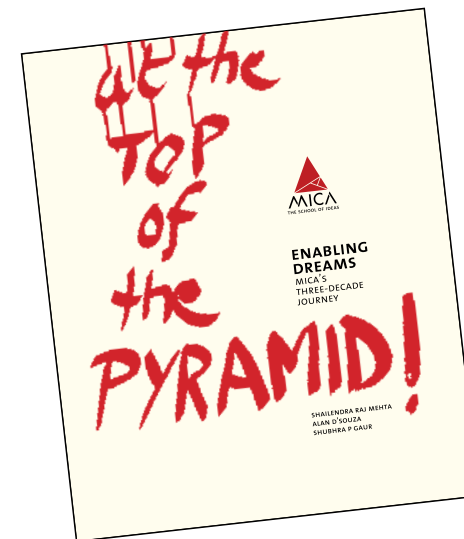


### ANNUAL ACADEMIC AWARDS – 2023-24

As per tradition, MICA held its Annual Academic Awards ceremony a day prior to the Convocation, wherein PGP and CCC students were awarded prizes for excellence in their academic pursuits. **Mr T Gangadhar**, Group CEO Quotient Ventures, was the Chief Guest at the function.

### MICA COFFEE TABLE BOOK LAUNCH

At the 29<sup>th</sup> Convocation, MICA released its Coffee Table Book, “Enabling Dreams – A Three Decade Journey”, – capturing MICA’s birth, evolution, and growth over the past 3 decades starting from 1991. The book, with elaborate text, interspersed with vivid pictures, has been authored by Prof. Shailendra Raj Mehta, Prof. Alan D’Souza, and Prof. Shubhra Gaur.





## ADMISSIONS – 2024-25

The Admission process for MICA's PGP, CCC, and FPM programmes for the year 2024-25 got underway with the opening of the application window and announcement of various dates for the MICAT entrance tests, GE, and PI. Team Admissions organised online webinars and on-ground seminars at Gurgaon and Mumbai to provide aspirants with insights and guidance from MICA alumni to help them in their admission process.

Admission for the PGP programme took off with the holding of MICA's indigenous entrance test MICAT-1 in December'23, followed by MICAT-2 in January'24 across 52 centres in 44 cities on a pan-India basis in collaboration with TCS, our technological partner.

This year, the total number of paid applications crossed 11000, which was an all-time record.

Admission to the CCC programme was conducted online. 2 InstaLive webinars were conducted by Programme Chairs, along with select students of the current CCC batch, to promote the programme and answer questions from prospective students. FPM programme admissions was also started with the holding of webinars.

**ADMISSIONS THIS YEAR** for MICA were historical because we had the highest number of applicants ever for MICAT, and this signals MICA's growing awareness and interest among students. To cater to the applicant pool, the test was conducted in over 46 cities across the country, and the immense diversity reflected in this batch promises a very enriching teaching-learning experience. The current batch has students from a broad pool of professional degrees ranging from medicine to law, architects to trained cadets, qualified chartered accountants, and national-level cricket players. The admission office is proud and determined to create an efficient and transparent admission process to create a smooth experience for the students keen to become a part of the MICA eco-system.



**Prof. Ruchi Tewari**  
**Prof. Taral Pathak**  
**Co-Chairs, Admissions**



## COLLABORATIONS

- The MICA senior management team of Dr. Shailendra Raj Mehta, President and Director, Dr. Githa Heggde, Dean and Prof. Rajneesh Krishna, Associate Dean, Regulatory Affairs, visited reputed universities in the USA, including Northwestern University, the University of Illinois, Emory University and Georgia State University to explore opportunities for possible collaboration across various academic domains.
- MICAVERSE Co-Chairs Prof. Suresh Malodia and Prof. U T Rao attended META's Developer Day 2023 Meet in Bengaluru and discussed with the leadership ways in which MICAVERSE and Meta could work together.
- MICA entered into a collaboration with The Advertising Club (TAC) for an online LMDP on performance marketing aimed to empower individuals with industry-relevant skills and knowledge.
- MICA's Dean, Prof Githa Heggde hosted a team of educators and officials from Western Sydney University, Australia to explore future collaborations. The team included Rupesh Singh and Rajesh Singh, Education Centre of Australia, Dr. Lawrence Pratchett, Australian Group of Global

Studies, Robert Wilson and Stuart Crispin, University of Tasmania, and Spiro Pappas, Open Learning.

## FACULTY INTERNATIONAL IMMERSION

A group of MICA faculty visited Singapore and Sydney, Australia and met academic heads of various institutions such as NTU and the University of Wollongong to discuss and explore possible collaborations. The group also met MICA alumni settled and working in these cities.

## AGK AWARDS 2022-23

Prof. Ashutosh Dutt was awarded the MICA AGK Award for Meritorious Teaching for the year 2022-23 by an independent external jury in recognition of his creating 'an inclusive, engaging, and supportive learning environment that encourages intellectual curiosity, critical thinking, and personal growth.'

## ANJALI KHANDWALLA CREATIVE MENTOR (AKCM) AWARD - 2022-23

Alina Alam, Founder & CEO of Mitti Cafè, was awarded the AKCM Award for instituting a cafe that employs differently-abled people and promotes their economic independence and dignity. The AKCM award is sponsored by Prof Pradip Khandwalla, founding Governing

Council member of MICA and former Director of IIMA, in memory of his late wife and has come under the aegis of MICA in 2022-23.

## RECOGNITION

- MICA was certified as a 'Great Place to Work,' by the global authority on workplace culture. The certification was based on employee feedback gathered which focused on five key dimensions: Credibility, Respect, Fairness, Pride, and Camaraderie.
- Digii (formerly CollPoll) a web and mobile-based AI-powered campus automation, digital learning and analytics platform, has recognised MICA as being a Digital Transformation Champion in Higher Education.

## RESEARCH GRANT

MICA's Centre for Research Excellence in Marketing (CREM) was awarded the prestigious government grant from ICSSR (Indian Council for Social Sciences Research) for a research project on the Ayushman Bharat Scheme. The study will identify the loopholes and factors creating hurdles in the effective implementation of the Scheme, thus facilitating policymakers to make informed decisions and devise successful strategies to achieve their objectives.



### **NIRF RANKINGS - 2023**

MICA was placed at 37<sup>th</sup> rank among the 750 odd management institutions in the country in the National Institutional Ranking Framework list – NIRF 2023. This is a rise of 5 places from that of the previous year when MICA participated for the first time in the rankings.

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### **IIRF RANKINGS – 2024**

The Indian Institutional Ranking Framework (IIRF) 2024 rankings placed MICA at Rank 9 among private management institutes after a comprehensive evaluation process of 300 management institutes in the country.

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### **MICA FOUNDATION**

The name of the MICA's parent Foundation has been officially changed from Mudra Foundation to MICA Foundation. This is a major milestone in carving MICA's own identity, a process that began in 2014 when it was decided to simply call the institute MICA instead of using it as an acronym.

### **MI-IMPETUS 5.0**

India's largest one-of-its-kind marketing competition for undergraduate students, with prize money above Rs. 8 lacs, a one-of-a-kind competition aimed at providing participants with a holistic experience and preparing them for a future in the world of Marketing.

Impetus 5.0 was based on the theme 'Storytelling in the age of Creator Economy.'

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### **MIMI (MICA INDIAN MARKETING INTELLIGENCE)**

MIMI, a powerful in-house market research tool developed by reputed researchers and analytics experts of MICA updated its existing database with latest data on variables like IPC & SSL Crime 2022, Cropped Area 2021-22.

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### **MICANVAS - 2023**

MICANVAS, MICA's Annual Marketing Festival, and one of India's largest marketing festivals of its kind, saw participation from students of some of the country's prestigious B-Schools in various competitions besides hosting a stand-up comedy show and a Speaker Session with film actor Saurabh Shukla

### **MARKETING SUMMIT – 2023-24**

MICA Leadership and Marketing Series (MLS) organised Insight Out - MICA's First Marketing Summit on the theme "Changing Currents In The Marketing Landscape."

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### **MICAMINDS – 2023-24**

- Student managed consultancy cell that works on live industry projects and offers effective marketing solutions and fresh perspectives to organisations.
  - Initiated 42 projects, resulting in a total revenue of 19.57 lacs (a marked increase in revenues by 133% and number of projects by 350% compared to previous year)
  - Highest stipend was Rs. 25K while average stipend was Rs. 12K per month
  - A total of 122 students participated in the process, compared to 38 students last year.
  - Major companies involved included Britannia, HDFC Bank, Amazon, PaperBoat and Spicta
- 

### **EXTERNAL OUTREACH**

MICA participated at the 10th Vibrant Gujarat Global Summit in Gandhinagar, Gujarat. MICA's stall which was received a lot of footfalls and enquiries for its residential and online programmes from visitors both from overseas and within India.

### CAMPUS EVENTS

- MICA's HR Dept ensures that MICA Community come together and celebrate various Indian festivals on campus with food, fun and fervour.
- Celebrated Independence Day and Republic Day with the hoisting of the tricolour by the President and Director, and singing of patriotic songs, and cultural performances by students.
- Conducted International Yoga Day with faculty, staff and students performing various asanas on the campus lawns.
- Holds regular Yoga sessions on campus for all MICA community members, including Staff, Faculty, and Students.
- Celebrated the 29th anniversary of the Ganesh Temple which was one of the first structures to be erected on the MICA campus in 1994 with pooja and havan.
- Celebrated its 33<sup>rd</sup> MICA Foundation Day, with faculty and staff showcasing their talents in dancing and singing, besides felicitating those who had put in long years of service at the institution.
- MICA HR also hosts an annual cricket tourney - the MICA Premier League (MPL) which features teams represented by faculty, staff, and support staff.



**MICA was certified as a 'Great Place to Work' by the global authority on workplace culture based on five key parameters: Credibility, Respect, Fairness, Pride, and Camaraderie.**

















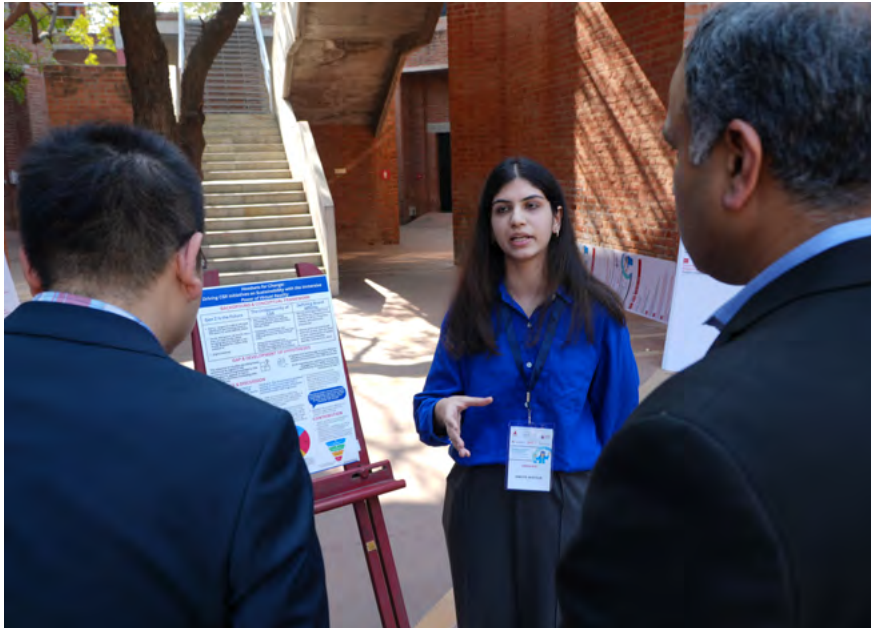
- MICA held the 10th edition of its annual International Communications Management Conference (ICMC) based on the theme 'Immersive Technology and Experiences: Implications for Business and Society' in global partnership with Integrated Marketing Communications, Medill School, Northwestern University, Illinois, USA, while the Queens Management School, Queens University, Belfast, UK, and UCSI University, Malaysia were the Conference Knowledge Partners.
- It also entered into collaborations with the Journal of Strategic Marketing (ABDC-A Journal) to publish a 'Special Issue' with select ICMC 2024 submissions while Palgrave Macmillan agreed to publish an edited volume on the conference theme.
- The Conference offered a platform to experts, practitioners, academicians, policymakers, and researchers to engage in conversations, co-learn, and co-create a healthy ecosystem for better application of the technology.
- ICMC 2024 witnessed a participation of nearly 121 delegates, including PhD scholars, academicians and industry executives from various institutions

across the globe like Canada, Hampshire, Malaysia, South Africa, the United Kingdom, United States of America.

- It saw submission of 169 extended abstracts and full-length research papers from 9 countries, including India, while 90 papers and posters were presented in 21 parallel sessions during the 3-day Conference.
- ICMC also organised a Young Scholars Researchers Consortium (YSRC) where young and aspiring research scholars presented their upcoming research articles and ideas.
- A first-of-its-kind Career Fair specifically targeted at doctoral students and research scholars was organised, which saw the participation of premier management institutes such as SP Jains, Goa Institute of Management, IMT Ghaziabad, Flame University, Nirma University, IRMA, KIIT University, BML Munjal University, among others.













# PLACEMENTS

## SUMMER PLACEMENTS

### PGDM/PGDM(c) - 2023-25 BATCH

- 100% Summer Placements
- A total of 84 companies participated in the process.
- Highest Stipend offered for a 2-month internship – a record 4.55 lacs.
- Median Stipend was 1.20 lacs while Average Stipend was 1.51 lacs.
- Major Recruiters included ABInBev, Adani Group, Disney, Flipkart, Gartner, HUL, ITC, Himalaya Wellness, L'Oréal, Nivea, PUMA India, The Coca-Cola Company, Titan, TransUnion CIBIL, United Breweries
- Breakthrough Recruiters were Accenture S&C, BlinkX, InterGlobe Aviation (Indigo), D.E Shaw, Godrej & Boyce, MAERSK, Mensa Brands, Modenik, PVR Inox Red Bangle, SaReGaMa, SUD Life, Vedanta Resources, ICICI Prudential AMC

## FINAL PLACEMENTS

### PGDM/PGDM(c) – 2022-24 BATCH

- 100% Final Placements – a consistent record over the years
- Highest CTC was 36.00 lacs.
- Average CTC was 19.50 lacs, while Median CTC was 18.60 lacs.
- Over 87 companies participated, with over 54 new recruiters.
- 70% increase in PPOs received this year.
- Major participating sectors were Consulting, FMCG, FMCD, BFSI, IT&ITES, Market Research, E-commerce, Analytics, Media & Entertainment, Marketing agencies, Real Estate, among others.
- FMCG companies were the highest recruiters.
- New emerging roles offered included Founder office/CEO office, GEO Success Specialist, Strategic Development Office, Treasury and Growth Strategy
- Legacy recruiters included Adani Group, Disney, Flipkart, Gartner, HUL, Himalaya Wellness, ITC, L'Oréal, Nivea, PUMA

India, Samsung Electronics, The Coca-Cola Company, Titan, Usha International, TransUnion CIBIL

- Breakthrough Recruiters were Accenture S&C, BlinkX, Master Cards, Classic Legends, Adani Willmar, AngelOne, IBM, Godrej & Boyce, Modenik, Vedanta Resources, ICICI Prudential AMC

### CCC – 2023-24 BATCH

- 100% placements
- Highest CTC – Rs. 19.5 lacs – a 63 % increase from the previous year
- Average CTC was around 9 lacs, while Median CTC was at Rs. 8 lacs
- 18 companies participated in the process of placing 24 students.
- Sectors represented were Digital, Mainline, Integrated, Design, Production, Travel, Fintech, and E-Commerce
- Roles offered included Copywriter, Scriptwriter, Content Creator, Designer, Creative Manager, among others.

## OUR RECRUITERS



**LOOK WHO CAME TO MICA**



**ORIENTATION WORKSHOPS,  
SESSIONS, PANEL DISCUSSIONS**

**Shyju Varkey**  
Researcher and Coach

**Ankur Grover**  
Tinker Labs

**Upali Nag**  
Group M Media India  
Bengaluru

**Siddharth Raman**  
Sportz Interactive, Mumbai

**Vikas Agnihotri**  
SoftBank Investment Advisers

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**AUDIO-NOVEL RELEASE**

**Dr. Bhushan Punani**  
Founder, Blind People's Association

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**MARKETING & LEADERSHIP  
SERIES (MLS)**

**Aditya Mehendale**  
Schbang

**Prof. Debashis Chatterjee**  
Director, IIM Kozhikode

**ICMC – 2024**

**Dr. P D Vaghela**, IAS (retd.),  
Former Chairman of TRAI

**Prof. Vijay Viswanathan**  
Northwestern University, USA

**Prof. Rajendra Srivastava**,  
ISB Hyderabad

**K Rajaraman**  
IFSCA, Chennai

**Vishal Gondal**  
GOQii

**Prof. MN Ravishankar**  
Queen's University, Belfast, UK

**Bharat Khatri**  
APAC, Omnicom Media Group

**Prof. Ooi Keng Boon**  
UCSI University, Malaysia

**Prof. Mark Palmer**  
Queen's University, Belfast, UK

**Prof. Preeti Shroff**  
Northwestern University, USA

**Prof. Min Zhang**  
Queen's University, Belfast, UK

**Prof. Sujeet Sharma**  
IIM Nagpur

**Prof. Ashwani Kumar**  
IIM Lucknow

**Prof. Garry Tan Wei Han**,  
UCSI University, Malaysia

**Prof. Eugene AW Cheng Xi**  
UCSI University, Malaysia

**Visakh Vijayakumar**  
Comscore Inc.

**Abhijit Bhaduri**  
Ex-GM, Global L&D,  
Microsoft

**Kavita Chaturvedi**  
ITC Foods, Bengaluru

**Prof. Abhishek S**  
IMT Ghaziabad

**Siddhartha Roy**  
Hungama

**Biren Ghose**  
Technicolor

**Prashanth Challapalli**  
Gravity Integrated

**Prof. Ashish Malik**  
Queen's University, Belfast, UK

**Prof. Ed Malthouse**  
Northwestern University, USA

**Syed Tausif Abbas**  
Principal Advisor, TRAI

**Bhaskar Das**  
IdeateLabs, Mumbai

**Kaushal Shah**  
Crest Speciality Resins

**Prof. Priya Seetharaman**  
IIM Calcutta

**Prof. Nripendra Rana**  
Qatar University

**Prof. Preetha Menon**  
Flame University  
**Prof. Rajendra Kumar Bandi**  
IIM Bangalore

**The TAPI Project**  
Musical Band





**MARKETING &  
LEADERSHIP  
SERIES**



presents

# Insight Out

## The Marketing Summit



### MARKETING SUMMIT -2023

**Anila Vinayak**

Unilever

**Anoop Manohar**

AXIS Bank

**Pallavi Agarwal**

goSTOPS

**Saket Jha**

Ex-Director, Media Partnerships  
Meta

**Nidhi Lall**

Publicis Business

**Kali Mukherjee**

Amazon Prime

**Gaurav Mehta**

Noise

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### GUEST LECTURES

**Prof. Ravindra Dholakia**

Economist and Director,  
RBI Central Board

**Aditya Mehendale,**  
Schbang

**Sushil Handa**

FifthVeda Entrepreneurs

### MICA TEDx

**Himanshu Chakrawarti**

Snapdeal

**Natasha Gandhi**

Chef and Entrepreneur

**Capt. Dharmveer Singh**

Fit India Ambassador

**Manjri Varde**

Artist, Social Media Influencer

**Rishi Kakar**

CMO, Kokuyo Camlin

**Harpriya Bains**

Stand-up Comedian

**Zabi Khan**

Animal Rights Activist

**Akashdeep Arora**

Actor

### ALUMNI CONNECT SERIES

**Nupur Agarwal** (2015 batch)

Media Account Specialist  
Google

**Yogesh Gajria** (2010 batch)

Product Lead, Amazon Music

**Anshul Duggal** (2009 batch)

Founder and CEO  
Flynt.com

**Maltesh Ashrit** (2013 batch)

Engagement Manager  
Fractal

**Tanasha Amlani** (2020 batch)

Brand Manager  
Tanishq

### GLOBAL TALK SERIES & WEBINARS

**Prof. H W Perry Jr.**

University of Texas, USA

**Prof. Minette E. Drumwright**

University of Texas, USA

**Prof. Kelly Hewett**

University of Tennessee

**Prof. Sundeep Sahay**

University of Oslo

**Prof. Harsh Taneja**

University of Illinois

**Prof. Murali K. Mantrala**

University of Kansas

**Prof. Subhash Jha**

University of Memphis



## PROGRAMME'S PROGRESS

### POST-GRADUATE PROGRAMME IN MANAGEMENT (PGDM(c)/PGDM

#### MESSAGES FROM AREA LEADERS

**STRATEGIC MARKETING AREA** members continued to contribute significantly to the student learning experience at MICA using a diverse range of pedagogical approaches. The area made the highest contribution to scholarly research published in high-quality journals. The contribution of the area members to MICA's online programs and executive education programs was also very significant. Based on feedback received from different stakeholders, changes have been planned in a few courses in terms of scheduling as well as nomenclature; they will be implemented in the coming academic year. The planning for launching two new courses viz. Negotiation Skills for Sales and Marketing Professionals and Neuromarketing and Physiological Marketing Research were also done this year and will be offered in the coming year as part of PGP II electives.



**Prof Kallol Das**

**DIGITAL PLATFORM & STRATEGIES AREA (DPS)** at MICA is strategically positioned at the intersection of digital technologies, marketing, and business analytics, recognizing the importance of digital transformation and data-driven decision-making in today's world. Our commitment is to cultivate thought leaders equipped with the necessary skills and practical exposure to excel in this evolving landscape. The DPS Area is critical in MICA's PGP, Online and LMDP programs, contributing expertise to these adaptable learning initiatives. As the industry shifts towards roles like product management and the integration of AI into marketing strategies, our area is realigning to meet the market's changing needs. Offering intensive PGP and LMDP courses in AI, Blockchain, Cloud, and Analytics, we strive to empower our students to navigate the complex digital landscape and engage effectively with customers.



**Prof. Mayank Kumar**

**BUSINESS MANAGEMENT AREA** continues to strengthen the curriculum, focusing more on the domains critical for accelerated decision-making and introducing cutting-edge courses. We are working towards developing case studies and brief caselets encompassing all functional domains of management.



**Prof. Niyati Bhanja**

**COMMUNICATIONS AREA** at MICA offers courses in two key domains of Strategic Communication and Cultural Analysis across the two years of the PGP. With a view to open-up varied future career prospects in a key communications role, the area plans to teach an advanced elective on Global Communication Management in the academic year 2024-2025 led The highly successful advanced elective course Cultural Analysis in Application continued to feature live industry projects in collaboration with 12 industry partners. In 2023-24 students worked on brand and business problems from Jio, Clinic Plus, Casio, Costa, Dove, Lenskart, Perk M, Durex, Ponds, goStops. A hands-on workshop on futuring in partnership with design firm Quicksand is also a key highlight of this area-offering. Area faculty also designed and taught 'Strategic Communication with Storytelling' for the Online Programmes team, which was offered through the Timespro group. We also appointed a new advisory board with members of the academia, industry, and alumni to help us stay relevant and future-facing.



**Prof. Pooja Thomas**

#### **MEDIA, ENTERTAINMENT AND SPORTS BUSINESS AREA**

Media is one of the old offerings in the bouquet of courses and curriculum at MICA. MICA has claimed its unique position and place in Indian B-Schools as a creative management school through offerings like media management, which in return caters to the business of content, consumer and platforms.

We have witnessed transitions and transformation of the industry in the last ten years, and so as the curriculum and area of MICA. As part of the MESB, we keep one thing constant, which is to evolve and change with the changes in the industry.

This year, we have added one more segment by expanding our area to the territory of sports and gaming business. The change was inevitable because of the tectonic shift in the entertainment industry disrupted by the immersive technology enabled sports and gaming business globally and in India. With the objective to cater for the industry, which encapsulates content, consumer and technology without the format, boundary and platform, the area has migrated from media and entertainment management to media, entertainment and sports business. This happened with a thorough consultation with

all our industry partners, academic advisors, students and alumni to meet the growth needs of the industry. The specialisation was revised and offered for the first time in the name of 'media-tech, entertainment and sports management' which was opted by almost half of the MICA's PGP batch. The response of the student is a testimony of the transition of the area and specialisation.

The change has helped us to add newer courses, new curriculum, new industry partnerships and new faculty and staff to the area with a promise to create better learning and execution excellence for the media, entertainment and sports business. Multiple new courses like the business of streaming platforms, consumer tech and campaign management, new age content distribution methods, immersive technology and media business, and media platform analytics are added to the offerings of the area.



**Prof. Santosh Kumar Patra**



## MICA IMMERSIONS AND ACADEMIC INNOVATIONS SECRETARIAT

**MICA'S FOUR IMMERSIONS** and three Academic Innovations work towards offering experiential learning through field-based immersions and the application of classroom-based knowledge sharing. Immersions helped PGP students gain hands-on experience to run a business idea under Entrepreneurship Immersion, Widen their horizons by exposing them to international learning via International Immersion, Solve live problems by partnering with industry as part of MI Impact Immersion; and stay connected at the grassroots level problems by engaging with villagers under Rural Immersion.

Academic Innovations such as Connect the Dots empowered students with problem-solving skills. Curiosity to research was harnessed in students who opted for Dissertation while students' foundation course learnings were assessed through MICA Comprehensive Assessment Mapping (MI-CAM) by alums, recruiters, and industry experts' recommendations.



**Prof. Viral Nagori**  
Chair



## MICA IMMERSIONS

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### RURAL IMMERSION

Rural Immersion encompassed 36 projects run in collaboration with 45 partner organizations. These included 17 NGO projects, 19 government projects, and 9 CSR-based projects.

PGP (2<sup>nd</sup> Year) student groups worked and lived in different villages in Gujarat, Rajasthan, Madhya Pradesh, and Maharashtra where they learned ethnography research, rural communication, and rural marketing.

Partner organisations included Adas Gram Panchayat, Ambuja Cement Foundation, Coastal Salinity Prevention Cell (CSPC), Deepak Foundation, Gramin Vikas Vigyan Samiti (GRAVIS), Gujarat Forest Department, Jaipur Rugs, National Livelihoods Resource Institute (NLRI), Samvedana Foundation, Self Employed Women's Association (SEWA), Shroffs Foundation Trust, Swades Foundation, Rural Development Department (GOBARDhan, Watershed Development Component - Pradhan Mantri Krishi Sinchayee Yojana (PMKSY – WDC) and Gujarat Livelihood Promotion Company (GLPC).

Rural Immersion Winter Phase was held in December 2023 in partnership with the

Development Department of the Government of Gujarat where 15 students lived and worked in villages of Kheda, Mehsana, and Patan in Gujarat.

Here students studied and evaluated the status and impact of Solid and Liquid Waste Management (SLWM) assets in Gujarat under the Swachh Bharat Mission - Gramin (SBM-G) across diverse landscapes.

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### MI-IMPACT (MICA'S IMPACT MANAGEMENT PROJECT FOR ALL CITIES TRANSFORMATION)

12 PGP (1st Year) student teams went for a three-day field visit to Odisha, Prayagraj, Delhi, and in and around Ahmedabad.

The 12 live MI IMPACT Immersion Projects (MIPs) were selected by faculty and students through a process, from 25 MIPs sourced from 17 organizations across India.

The teams worked on projects across sectors covering Education, Real Estate, Media and Communication, NGO, Food and Beverages, Hospitals and presented their project proposals to the MI-IMPACT Interim Jury. Projects included Happy Cultures, Prayagraj,

Sterling Accuris Wellness, Ahmedabad and Indian Institute of Bio-Social Research and Development (IBRAD), Kolkata.

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### ENTREPRENEURSHIP IMMERSION

Launched in 2021-22, Entrepreneurship Immersion aims to encourage students who wish to launch start-ups and grow into successful entrepreneurs and provides them with a hands-on, project-driven approach with the necessary resources and seed funding needed to create or work with a start-up.

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### INTERNATIONAL IMMERSION

MICA offers a thoughtfully designed two-weeks international immersion programme in the second year of PGP to cater to the need for students to get an experience of international markets, cultures, social milieu, and work environments. The international immersion programme allows students to learn from faculty engaged in globally reputed institutions and includes hands-on exercises, live joint projects with foreign students, and industry visits. The Immersion also exposes the students to global business ecosystems and prepares them for the cultural and social sensitivities of the world.



## INITIATIVES – NEW AND ONGOING

### AUDIO-NOVELS

- Unique concept introduced by MICA in 2011 in the field of storytelling and creativity.
- Integral part of the Orientation Programme, open to PGP, CCC and FPM students
- Earlier, in the form of photo-novels, it has now been tweaked to its current avatar as audio-novels.
- A total of 236 students of the new incoming batches creatively crafted 24 engaging audio novel stories ranging from eye donation, mental health issues, and elderly care to student matters.



### ACADEMIC INNOVATIONS

In a pioneering move, fifty-three students of the new course titled 'Immersive Technology, Content and Consumer' from the Media and Entertainment Management specialisation, received a certificate of completion of their course in the form of Non-Fungible Tokens (NFTs), which will be used in education and blockchain.

### MICA SCHOLARSHIPS

MICA awards Scholarships to students currently pursuing studies at MICA under the PGDM(C)/PGDM and CCC Programmes.

These are based on students' overall academic performance and family income and after a detailed and rigorous evaluation process. Eligible students chosen, stand to receive an annual scholarship which covers up to 100% of their Tuition fees.

### MI-CAFÉ

An initiative to provide a platform for presentation and discussion of ideas, for researchers, students, and research staff of MICA.







## ACADEMIC INNOVATIONS

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### DISSERTATION

- Aims to harness the raw curiosity of students and shape it into a scientifically guided inquiry.
  - Summarises the student's overall educational and learning experience and demonstrates their ability to identify knowledge gaps in a specific subject, develop perspectives and generate insights by applying appropriate research tools and techniques.
  - Registered students prepare a Concept Note, engage with a faculty mentor, draft a Dissertation Proposal, and submit a Final Dissertation Report as part of the process.
- 

### CONNECT THE DOTS

- Emphasizes on connecting subjects and industry applications and developing competencies like problem-solving, professionalism, and effective communication.
- MICA alumni and industry professionals provide real-life business problems for students to solve and mentor them.

- Assessment includes video submissions, mentor feedback, and final presentations to the jury.
  - A diverse pool of mentors across various domains are engaged to guide the students.
- 

### MI-CAM - MICA COMPREHENSIVE

#### ASSESSMENT MAPPING

- A diagnostic tool to assess classroom learning outcomes based on the cognitive skills identified in the revised Bloom's Taxonomy.
- The test is designed and developed based on discussions with alums, recruiters, and industry experts.
- Is a 2-part written assessment that covers course material completed during the academic year.
- Part-1 assesses three cognitive skills: Remember, Understand, and Analyse while Part-2 is based on three caselets sourced or adapted from publicly available sources and assesses 3 cognitive abilities: Analyse, Apply, and Evaluate.



## FELLOW PROGRAMME IN MANAGEMENT (FPM)

- Introduction of a cutting-edge curriculum for the FPM students from 2023 onwards, which encapsulates global standards, is research-focused, and brings rigor & relevance.
- Our application for equivalence of the 4-year Fellow Programme in Management (FPM) with a PhD from an Indian University has been processed, and a presentation has been made at AIU.
- A series of informative webinars were organized and focused on various topics as a part of the admission process to market the program further. As a result, we attracted international applicants as well and ended up receiving forty-three applications for the year 2024.
- One FPM scholar successfully defended his Final Thesis as part of the Programme fulfilment and graduated from the FPM.
- FPM Co-Chairs met with the team from the University of Glasgow to explore opportunities for immersion visits, student/faculty exchanges, and collaboration.
- Introduction of an Annual Progress Seminar (APS) in which FPM scholars from the second year onwards will present their

overall progress and learnings each year till the completion of their program.

- FPM scholars from the third year are in the process of starting their International and Domestic immersion. Nine FPM scholars completed their international visits as part of their International Immersion program in 2023-24.
- Four FPM scholars have submitted their thesis for external evaluation, and seven FPM scholars are in progress and on the verge of submitting their thesis for external evaluation.
- FPM scholars and faculty published research papers and book chapters, attended domestic and international level conferences, presented research papers, and conducted guest lectures at prestigious forums and conferences in India and abroad as well.
- Our FPM Fellows have, in recent times, joined renowned institutions as faculty members, including Flame University, NMIMS Mumbai, IMI New Delhi, and MAHE Bengaluru

## CRAFTING CREATIVE COMMUNICATIONS (CCC)

- Completed 100% Final Placement process for all students.
- Students interned for 40 days with various agencies.
- Mentoring sessions were conducted ahead of the Final Jury, where students presented their creative portfolios.
- Students conceptualised ambitious 'Brand Purpose Campaigns' which were well received by the jury.



## ONLINE PROGRAMMES

- Hosted an online valedictory ceremony jointly with upGrad for 1595 learners from six batches of the Advanced Certificate in Digital Marketing and Communications with Specializations (batch 50-54) and Advanced Certificate in Digital Branding and Advertising (batch 5) programs
- Organized a three-day campus immersion for the participants from the 16th batch of the Advanced Certificate Programme in Advertising Management and Public Relations
- Organized a two-day campus immersion for the participants from three (1-3) batches of Advanced Certificate in Brand Communication Management
- Hosted an online valedictory ceremony jointly with UpGrad for 1229 learners from seven batches (batch 52-58) of the Advanced Certificate in Digital Marketing and Communications with Specializations

Ongoing Programmes with various Ed Tech Partners:

- 64th to 75th batches of Advanced Certificate in Digital Marketing and Communications with Specialization with upGrad.
- 8th to 12th batches of the Advanced Certificate in Brand Communication Management Programme with upGrad.
- 2nd to 6th batches of the Certificate Programme in Strategic Brand Management and Communication with Emeritus.
- 1st batch of the Executive Certificate Programme in Strategic Communication with Storytelling with TimesPro.
- 1st batch of the Advanced Certificate in Digital Strategy and Marketing Analytics with Emeritus.

New Programmes launched:

- Advanced Certificate in Marketing Leadership Development (The CMO Program).
- Advanced Certificate in Digital Strategy and Marketing Analytics with TimesPro.



## LEADERSHIP MANAGEMENT DEVELOPMENT PROGRAMME (LMDP)

- Conducted a 3-day Programme titled 'The Power of Branding: Harnessing the Influence of Advertising and Media,' to members of the Jain International Trade Organisation (JITO) Centre for Excellence, which focused on Strategy blueprinting, Branding, Advertising, and Media.
- Held a 2-day open Faculty Development Programme (FDP) titled 'Innovations in Teaching Pedagogy: for Higher Engagement with Millennials and Gen Z' in collaboration with MICA's Centre for Learning and Innovative Pedagogies (CLIP), for educators from across the state exposing them to various pedagogical innovations like Simulations, Customized Case Designs, Social Media techniques and adoption of new technological tools such as Chat GPT and Metaverse.
- Held a 3-day on-campus programme for executives of Adani Wilmar, on "Excellence in Branding, Media, and Marketing Communications" which incorporated immersive simulations, and hands-on engagement with industry tools like BARC, Meltwater, and ComScore.
- Hosted an MDP for Volvo Group on 'Enhancing Strategic Communication in an Immersive World' which also witnessed a team bonding exercise through Drum Circle
- Successfully concluded 2 programmes spread over 9 months, in collaboration with Publicis Global Delivery viz. "A-Z Bootcamp on Digital Marketing," and "Digital Marketing Deep Dive"
- Hosted a transformative FDP for faculty on "Innovation in teaching pedagogy for higher engagement with millennials and Gen Z." Topics covered were use of social media, ChatGPT as pedagogical innovations, contextualizing economics and finance, and visualizing education through metaverse. Institutes that participated included GSFC university, Ahmedabad, IMS, Ghaziabad, Sydenham, Mumbai, NMIMS, Mumbai, St. Xavier's University, Kolkata, and GLS, Ahmedabad/ Vadodara.
- Held a 1-Day programme on "The Art of Storytelling and Communication" for Adani senior communication managers.
- Conducted an Open Programme on "Strategizing Sales and CRM for winning in the digital world" in collaboration with the MICA Sales And Customer Relationship Management Centre (SCRM) targeted at sales professionals, customer relationship managers, entrepreneurs, and business owners with live simulation. Participants included executives from Auction Bazaar, Zyduz Wellness Products, Zyduz Lifesciences and Gaylords Infra
- Hosted a programme on "Strategic Brand Management" for executives of Royal Enfield



## CENTRES OF EXCELLENCE









## CENTRE FOR DEVELOPMENT MANAGEMENT AND COMMUNICATION (CDMC)

- Held a Valedictory Ceremony for the first batch of 30 scientists who completed the online “ICMR Health Communication Course (IHCC)” 2022-23 which had 15 custom-designed modules designed in partnership with the Indian Council of Medical Research (ICMR) and Global Health Strategies (GHS). The guests of honour were Sunil Raman, Bill & Melinda Gates Foundation; Dr. Amarjit Singh, Former State Health Commissioner; Dr. Rajiv Bahl, Director-General ICMR; Dr. Dileep Mavalankar, Director IIPH-Gandhinagar
  - Signed an MOU with DataLEADS CDMC to set up a student Media Literacy Network “FactShala Zonal Hub, Ahmedabad” - an initiative to promote media literacy among the youth led by DataLEADS and supported by the Google News Initiative. MICA, Ahmedabad is the first institute to establish the Zonal Hub.
  - Announced its new Global Advisory Committee members Prof. Amanda Third, Western Sydney University, Australia; Anjuli Sivaramakrishnan, Asian Development Bank; Prof Payal Arora, Erasmus University, Netherlands; Pearl Tiwari, CEO Ambuja Cement Foundation;
- Prof. Sabu Padmadas, University of Southampton, UK; Prof Stuart Poyntz, Simon Fraser University, Canada; Sunil Raman, Bill, and Melinda Gates Foundation
- Renewed its contract with Global Health Strategies and Indian Medical Council of Research (ICMR)
  - Has entered into partnership with the Energy Management Centre (EMC) Government of Kerala, to promote energy efficiency communication. As part of the partnership, CDMC will work on identifying specific communication needs, fostering stakeholder collaboration, and developing a communication strategy and capacity-building programs in Kerala.
  - Renewed its contract with Indian Council for Medical Research x Global Health Strategies at the successfully completing phase 1 of training 30 Public Health Communication Programme scientists. The team is now working on a reference book for ICMR scientists based on the feedback and results from phase 1 of the training.
  - Held a workshop in partnership with DataLEADS (GoogleNews Initiative) on Fundamentals of Information Literacy which focused on understanding the
- information ecosystem and how news is formed and consumed.
- Conducted a workshop on “Visual Verification (Fact-Checking) to equip students with relevant tools to fact-check and verify information.
  - Participated in the “Satyagraha: The March of FactShala campaign dedicated to media and information literacy. The team took a pledge to “To consume and share information responsibly and build a healthier information ecosystem in the country.” And shared it across all its social media handles.
  - Announced a Debate Competition in partnership with industry leaders such as FactShala, India Media Literacy Network and Phibonnaci Solutions as part of UNESCO's “Global Media and Information Literacy Week 2023” celebrations on the topic “Media Literacy Programs are Good Sounding Concepts with Little or No Real Impact” as a full member of the UNESCO Media and Information Literacy and Intercultural Dialogue (MILID) University Network.
  - Sushama Oza (Advisor) was invited as a facilitator in the Leverage and Action

Planning Workshop- Asia Resilient Cities at Rajkot funded by USAID.

- Srushti Govilkar, (RA) and Jasmeen Kaur (Partnership & Information Officer- CDMC) represented the Centre at the International Conference on “Restructuring, Revamping, and Rebuilding The Independent India: Reforms in Agriculture, Administrative, Economic, and Entrepreneurial Sectors,” at PDEU, Gandhinagar
- Hosted its 1st Global Advisory Committee’s Virtual Meeting attended by members from Australia, UK, Philippines, Canada, and India
- Introduced the “FactShala Zonal Hub, Ahmedabad,” a student media literacy network, as part of its partnership with Factshala, an initiative by Google News and DataLEADS.
- Hosted a debate competition on the theme 'Media Literacy Programs are good sounding concepts with little or no real impact' as part of the UNESCO MILID University Network’s Global Media and Information Literacy Week
- Hosted a 1-day workshop on “Fundamentals of information literacy” in collaboration with the Faculty of Journalism and Communication, MS University, Vadodara focused on

unravelling the formation of news, and exploring the psychology of news consumers.

- Has entered into a research collaboration with Western Sydney University (WSU) for a pilot study on “Culture-Centric Framework for Ethical Design for Young People: Foregrounding Young People's Perspectives. Conducted 3 workshops with WSU in different schools across districts in Gujarat as part of this project.
- Conducted “Beyond Frames: Skill Development Training Programme for artists, photographers, and content creators” in collaboration with the State Institute of Health and Family Welfare, Government of Odisha
- Held a professional development training programme on “Social and Behaviour Change Communication for Counsellors” in collaboration with the Directorate of National Health Mission, Government of Odisha.
- Received a contract from Routledge for publishing a book on “Strategic Partnership.”
- Sushama Oza (Advisor) along with experts from DataLEADS held a session on the theme of ‘How to identify fake news and adequately make use of the news you hear

with utmost caution?’ at Bhavan’s Institute of Technology

- As part of its ongoing collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), CDMC representative Prof Shyam Parekh concluded the Dehradun consultation session.
- Prof Ruchi Tewari, Co-chair CDMC conducted a workshop for PRADAN's senior management at the Delhi PRADAN office.
- Vivek Rana, Adjunct Faculty, MICA, participated in meetings as part of the PRADAN Branding exercise to run capacity building programs for its management.



**CDMC HAS LIVED UP TO ITS NAME** and promise by forging ahead in all the four areas of its expertise - capacity building, strategy development, research and on-ground projects. The capacity building activities surged this year with extremely impactful partnerships with different departments of the various State Governments like Gujarat, Odisha, and Bihar. We deepened our ongoing collaboration with ICMR, DataLEADS, PRADAN, and the Young & Resilient Centre, Western Sydney University. Guided by a luminary global advisory board and creating footprints through research on various international platforms, the coming year we intend to consolidate our position and push boundaries in strategy building and conduct more impactful projects for a broader and deeper alignment with the SDGs.



**Prof. Manisha Shelat**  
**Prof. Ruchi Tewari**  
**CDMC Co-Chairs**









## CENTRE FOR MEDIA AND ENTERTAINMENT AND SPORTS (CMES)

- Plans to conduct Training of Trainers (ToT) on 'Decoding Misinformation and Disinformation for Senior Citizens' in association with Jagran News Media in New Delhi.
- Helped launch a specialized course under the Media and Entertainment Management Area titled 'Media Platforms Analytics,' in partnership with Ormax Media, a media insights and analytics firm.
- Released its 5th Annual OTT Report - for the year 2022 that delves deep into major emerging trends in the OTT domain.
- Partnered with Jagran News Network and Vishwas News for a Media Literacy programme (Phase-1) for senior citizens Phase 2 of the project is underway.
- Launched the 'Gaming and E-sports Industry and Business Report in India' in collaboration with data.ai.

**THE PRIMARY OBJECTIVE OF** the Centre for Media, Entertainment, and Sports (CMES) is to act as a bridge between academia and industry by collaborating with industry partners for the creation of knowledge, converting the tacit knowledge to explicit knowledge for classroom learning and identifying the skill gap to enable our curriculum for industry readiness. The centre has been contributing in all three areas, viz., knowledge creation, offering research-based solutions to industry problems and strengthening curriculum and pedagogy from the time of its inception.

In recent years, the centre has been actively creating knowledge by publishing its flagship annual report on the OTT Industry since 2018, the first gaming and e-sports report was published in 2024, and multiple case studies were written and published in Ivey publishing on BCCL, MX-Player etc. The centre has been collaborating with companies like Sony Pictures, Jagaran New Media, Torrent Power, Daily Hunt etc., for research and training-based solutions in multiple areas.

The contribution of the centre is visible in the dynamic curriculum we offer as part

of the Media, Entertainment and Sports Business area, with more than 20 CXOs from the industry as visiting professors and in collaboration with multiple companies like Web-engage, Sony, Amazon, Disney-Star, Ormax Media etc. This helps us to decode the tacit knowledge of industry to explicit knowledge of the curriculum. This is not only appreciated by students but also can be understood by the huge interest among students who opt for media-tech, entertainment and sport management specialization in PGP-II.

We strive to excel by keeping our curriculum agile to the industry needs and keep on contributing to the industry problems through our research and training-based solutions and visible research contributions. We strongly believe that the blurred boundary between industry and academia is the way forward for the growth of business in future.



**Prof. Santosh Kumar Patra**  
**Prof. Anirudh Kalia**  
**CMES Co-Chairs**

## CENTER FOR LEARNING AND INNOVATIVE PEDAGOGY (CLIP)

- Organised a workshop 'Navigating the AI Transformation: Integrating Generative AI in Modern Academia,' aimed to equip participants with valuable insights into Generative AI and its academic applications as a critical pedagogical tool.
- Entered into collaboration with TCS to research, innovate, and co-create new paradigms in education using creativity, technology, and research as part of TCS Co-innovation Network (COIN) initiative.
- As part of the Centre's research and innovation, its working on various projects such as:
  1. Systematic Literature Review on Pedagogy Innovation in Management Education
  2. Learner engagement in Metaverse:
  3. SDT theory-based approach
  4. Live case based pedagogical approach for data analytics.
  5. Book Project - 'Experiential learning through community engagement' in collaboration with the University of Westminster, UK
- Created a showreel documenting pedagogical Innovations at MICA by faculty <https://www.youtube.com/channel/UCeAY9C1XLOB4o54Uq6NDgtQ>

- Conducted an interactive session on 'Designing the Curriculum for the Future' by Abhijit Bhaduri, Ex-General Manager, Global L&D, Microsoft on current trends, future of work and required skills.

**THIS YEAR, THE CLIP TEAM** has successfully driven several innovative initiatives and strategic partnerships that highlight our commitment to educational excellence. A standout achievement was our partnership with TCS through the COIN network, which has not only put us among the prestigious institutes that are already a part of this network, but also provided our faculty and students with direct exposure to industry practices and challenges.

We are proud to announce the completion of our pioneering research paper on learner engagement in the Metaverse, utilizing Self-Determination Theory. This marks a significant step in our understanding of digital learning environments and their impact on student engagement. We have secured a book deal titled 'Community Engaged Learning In Higher Education: A Decolonial Approach to Experiential Learning' with Routledge, UK

which promises to offer valuable insights into innovative educational practices.

These initiatives will ensure that MICA remains at the forefront of educational innovation.



**Prof. Pooja Thomas**  
**Prof. Ashutosh Dutt**  
**CLIP Co-Chairs**



## CENTRE FOR RESEARCH EXCELLENCE IN MARKETING (CREM)

- Held a 4-day online workshop on Case Writing facilitated by Prof Sandeep Puri, Asian Institute of Management, Philippines, and Prof Shaphali Gupta targeted at faculty members, budding scholars, case researchers and corporate professionals.
- Plans to hold a Winter School in December for researchers and budding PhD Scholars with various online workshops on “Experimental Research Design,” “Shaping through the review process: Author’s and Editor’s perspective” besides a virtual roundtable panel discussion with EICs of top-tier journals on the topic “Methodological Dispositions in Shaping the Marketing Research Field.”
- As part of its Winter School programme, CREM held Online Workshop on “Experimental Research Design for Researchers” (facilitated by Prof. Giampaolo Viglia, University of Portsmouth, UK) and on “Shaping through the review process: Authors and Editors Perspective” attended by PhD Scholars and faculty members from reputed Institutions from India and abroad.
- Panel discussion on “Methodological

Dispositions in Shaping the Marketing Research Field” with Editor-in-Chiefs of top-tier journals viz. Prof. Rebecca Hamilton, Georgetown University and EIC Journal of Marketing Research; Prof. Kelly Hewett, University of Tennessee and EIC Journal of International Marketing; Prof. Renana Peres, Hebrew University Business School, and Co-Editor of the International Journal of Research in Marketing

- CREM Team is working on the research project “Situation Analysis of Ayushman Bharat Centering on Last Mile Coverage” (a government funded ICSSR Project) which aims to identify loopholes and factors creating hurdles in the effective implementation of the Ayushman Bharat Scheme

**CREM INTENDS TO SOLVE** relevant marketing problems, disseminate new research-based knowledge, and holistically impart relevant skill sets to its stakeholders. With its research, CREM aims to provide insights into complex marketing phenomena, focus on mainstream business issues, and serve government sector agencies, non-profit organizations, and policymakers. Additionally, CREM manages a knowledge repository, “The Scholar Box,” which uploads relevant academic and managerial articles to CREM's social media handles. The centre also runs “The Scholar Box Talk Series,” a global talk series inviting top scholars from academia and industry experts.

The key accomplishments of CREM during the past year were being awarded a government grant from the Indian Council of Social Science Research (ICSSR), organising a Winter School and various workshops and steering a virtual round table of women editors of international journals.



**Prof. Shaphali Gupta**  
**Prof. Varsha Jain**  
**CREM Co-Chairs**

## JOURNAL OF CREATIVE COMMUNICATIONS (JOCC)

- JOCC is a reputed international peer reviewed academic journal published by SAGE and supported by MICA.
- Organised a joint Webinar with Turnitin on 'Academic Integrity in the Era of AI' with over 700 registered participants, which discussed key issues relating to academic and research writing in the context of AI, and Turnitin's new software to detect AI writing.
- Released its special issue titled 'Communication in the Time of Uncertainty and Misinformation' in July 2023. The research papers in this issue focused on misinformation and health communication, especially against the background of Covid-19 and social media. The issue was guest edited by Associate Editors, Professor Yangsun Hong, University of New Mexico USA, and Professor Rajat Roy, Bond University, Australia.
- Inducted two new members to its Associate Editorial team: Dr Raiswa Saha, Sparsh Global Business School, Noida and Dr Dibyadyuti Roy, University of Leeds and Vice-President and founding member, Digital Humanities Alliance for Research and Teaching Innovations (DHARTI)
- Organised a Webinar where Dr Garry Wei-Han Tan, Senior Professor, UCSI Malaysia, and Associate Editor, JOCC discussed strategies on how to publish in top-tier journals.
- The March 2024 Special Issue of JOCC on the theme "Global Citizenship: Critical and Creative Practices in the Digital Age of Information and Communication Technologies" has been launched. It was guest edited by Dr Emiliano Bosio (Toyo University), Dr Yusef Waghid (Stellenbosch University), Dr Marianna Papastephanou (University of Cyprus) and Dr Peter McLaren (Chapman University). The issue featured scholars from around the world and explored contemporary implications and iterations of Global Citizenship Education in a digital age.

**WITH 3 ISSUES PUBLISHED** from July 2023 to March 2024, our online usage shows 1,75,613 full-text downloads with a 111.2% renewal rate for journal subscriptions from 2022 to 2023. Moreover, our Cite Score and other metrics are steadily rising. We currently have a Cite Score of 2.8, with an SJR of 0.38 and a ranking of 157 out of 511 communication journals. (Scopus 2024).

We welcomed multiple new members to our international team of accomplished Associate Editors such as Dr Rohit K Dasgupta, University of Glasgow; Dr Anupama Ambika, IMT Dubai; Dr Mary Papakosmas, University of Wollongong; Dr Piotr Siuda, Kazimierz Wielki University; Dr Valentina Bau, Western Sydney University.

JOCC was also recently awarded a grant from the Indian Council of Social Science Research (ICSSR), a national body overseeing research in the social sciences in India). This reflects on our rising growth and visibility as a leading communications journal.



**Prof. Manisha Shelat**  
**Prof. Pooja Thomas**  
**JOCC Co-Chairs**



## KNOWLEDGE EXCHANGE AND INFORMATION CENTRE (KEIC)

**THIS YEAR HAS BEEN** transformative for KEIC, as we continue to be a pivotal resource for MICA's learning and research community, evidenced by a 96% overall satisfaction rate in the 2024 user survey. We are excited to share that KEIC is evolving with a focus on four major aspects: (a) People-Oriented Service, where our team is dedicated to enhancing user experience with personalized assistance and innovative service solutions; (b) Digital Literacy Programs, in response to the growing need for digital skills, launching comprehensive programs to empower our community with the knowledge and tools to navigate the digital landscape effectively; (c) Library Guides, developing detailed guides to support your research and learning by addressing initial queries and facilitating deeper exploration of resources; and (d) Gamification, introducing elements such as fortune wheels and puzzles to make KEIC a more engaging and creative space for all users.



**Dr. Chintan Pandya**  
Librarian, KEIC

- Became the first library in India to offer Bibliometric Services which provides publication analysis services to faculty and students which uses analytics to understand and evaluate the publications of any domain area.
- Held a session on creative database search techniques for CCC students to help them in their projects by making the best use of the library print and electronic resources.
- Introduced a face-detection biometric access control device to monitor visitors' records and bring more visibility to the real-time physical usage of KEIC.
- Hosted various library professionals as part of collaboration activities from institutes such as Gujarat Vidyapith, Ahmedabad University, Sardar Patel University, Marwadi University, Navrachana University and ABHS.
- Hosted a one-day workshop on "Libraries Unleashed: Empowering Leadership Through Liberating Structures" attracting nearly 50 library professionals from across Gujarat.
- Added to its resources - the EDZTER Database which has an extensive collection of over 9000 magazines and newspapers,

spanning diverse fields such as marketing, management, economics, social sciences, technology, humanities, arts, and more.

- Launched "Cutting-Edge Institutional Repository for Knowledge Preservation" as part of MICA's institutional repository to serve as an official archive chronicling the genesis, history, progress, and activities of the Institute since its inception through the installation of an open-source software – Dspace. To know more about this, click here: <http://46.28.44.9:4000/home>.
- Introduced an information service "Placement - Industry Updates" with the aim to keep students abreast of the latest developments and trends across a myriad of industries across diverse sectors and serve as a critical tool in their placement process.

## CENTRE FOR SALES AND CUSTOMER RELATIONSHIP MANAGEMENT (SCRM)

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**THE SCRM CENTER INITIATED** several activities for the students to provide sales and CRM-based analytics skills for effective decision-making. We introduced a sales drive contest based on field-based research in the FMCG and consumer durables categories and brands for the first time. We conducted a field sales contest for the first time for the PGP 1 and 2 students at MICA, with students involved in conducting field studies across Ahmedabad for a chosen product category and brand. There was a jury panel to test the student groups, followed by a cash award and a rolling trophy sponsored by the center. In addition, the center also organized a sales training programme in collaboration with LMDP for industry executives to generate funds for the center. We look forward to organizing many such interventions in FY 2024-25 and investing in certain tools and applications related to sales analytics and forecasting in the future.



**Prof. Subrat Sarangi**  
**Prof. Anirudh Kalia**  
**SCRM Co-Chairs**

## KNOWLEDGE MANAGEMENT CENTRE

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- Serves as a repository of all knowledge and information created at MICA and ensures their curation and dissemination among the community.
- Oversees the digital storage of all audio and video recordings and photographs of events held at MICA.
- Publishes on periodic basis MICA's e-magazine MICARENA capturing all events and achievements of MICA and MICAns and the MICA Annual Report

## MICASE

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The Case Centre at MICA has been set up with an objective to develop company-field case studies, in association with professors at MICA, that would serve as a teaching tool for classrooms making it an experiential learning. Cases developed at MICA have been published by publishing houses such as Harvard Business School Publishing, Oxford University Press, Ivey Publishing, Emerald Publishing Ltd., ECCH (European Case Clearing House), Sage Business Cases, IIM Ahmedabad, ET Cases, among others.

## MIPRESS

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- MI-PRESS is an initiative that takes MICA into the world of academic publishing. It is hoped that one day, it would become a major publishing hub not only for MICA's faculty but also for researchers, academic writers and thought leaders across the world.
- It's first production is 'Brand Magic - The Art and Science of creating successful brands' - an extensively researched and curated book that delves into ten notable brands that emerged from Gujarat and became prestigious national brands over the past decades.



## ORGANIC MEDIA COVERAGE

The year 2023-24 saw MICA featuring in multiple magazines with over 180 coverages in prominent publications. We added new media organisations such as The Economic Times and The Statesman to our list of ever-widening augmented coverage of news and stories of MICA. MICA's annual conference ICMC received the highest ever coverage in its history. We also officially released 30 PRs and managed interviews of MICA's leadership, news on emerging centres of excellence, institutional partnerships, faculty achievements and research, new courses, to name a few. Over 20 faculty and 5 staff members were featured in the media throughout the year.

### Twining at MICA

After studying together in school and then for BCom, LLB, CA, CMA and CS, twins Aditi and Aditya Jain will be classmates again

| Niyati.Rana@ahmedabadmirror.in

Posts @NiyatiMIRROR

From kindergarten to college, twins Aditi and Aditya Jain have been on the same academic course, being classmates, competitors, each other's support and guardians on the path. The twins completed Bachelor of Commerce (BCom) and LLB from the same college, following it up with Chartered Accountancy (CA), Cost Management Accountancy (CMA) and Company Secretary course-level 2.

Recently, the siblings received admission confirmation letters from MICA for its Post-Graduate Diploma in Management-Communication. Aditi said, "MICA was a conscious choice for me. I was excited about how a copy is made, how ads work, how the media works, etc., and hence MICA was the perfect choice for me."

For Aditya, however, that was not the case. "I was open to exploring different fields. But since marketing excited me, this was the place for me," he said.



## Batch of 2024 brings variety on MICA campus

Cricketer, doctor, flying cadet, lawyer and others part of the new batch; of 235 students across 3 courses, 71% are non-engineers, 47% females

| Ahmedabad Mirror Bureau  
feedback@ahmedabadmirror.com

Posts @ahmedabadmirror

The new batch at MICA Ahmedabad this year is an eclectic mix of students, churning up not just gender diversity but also academic and professional diversity. The institute recently welcomed students for three courses, viz. Post-Graduate Programme, Crafting Creative Communications and Fellow Programme in Management.

Among the 235 students who have taken admission in these courses, 62 per cent have prior work experience. These include lawyers, architect, dentist, chartered accountant, a flying cadet, a doctor and a national-level cricketer as well.

### Academic diversity in classrooms

#### The flight to B-school

Coming from military background, joining the armed forces was the first choice for **Param Veer Chahal**, 26. After studying law, he underwent training at Officers Training Academy in Chennai and Air Force Academy. However, a knee injury compelled him to withdraw and plan an alternate career.

"I came across MICA and MICA. The exam was strikingly similar to the armed forces selection process. Two weeks of orientation and one week of classes later, I can now say I made the right choice."



### From medicine to business

It was during Covid-19 that **Dr Dhruvnan Nanavati** from Ahmedabad realised the scope of improvement in the healthcare system, motivating him to study management. I was initially advised to join a course focused on healthcare management, but after deep research, I found MICA's proposition of right-left brain development and the challenges it will pose for my personal growth to be the perfect fit for me. I look forward to amalgamating my medical knowledge with the skills I acquire here to bring about a meaningful change in the healthcare and pharma industry."



### Cricketer to sports manager

**Shreyas Walekar**, 22, a cricketer from Pune, aims to capitalise on the corporatisation of sports. Walekar started playing cricket in school and has been a part of national tournaments like Vijay Merchant Trophy (U-16) 2016-17, BCCI West Zone Camp (U-16) 2017, Gooch Belar Trophy (U-16) 2019-2020 and C.K. Nayudu Trophy (U-25) 2022.

He has now turned to a career in sports management. "There is inherently a lot of creative intersection between cricket and creativity. MICA being a creative hub became my chosen path," he said.



## MICA hosted a 'Back to Campus and Felicitation' session



MICA Ahmedabad recently hosted a 'Back to Campus and Felicitation' session to welcome the second-year students. Students were awarded under various categories, including academic excellence, topper in the Marketing Communication course, KEIC (library) best user, Entrepreneurship Immersion, MI-CAM, Connect the Dots and MI-IMPACT.



# Bihar govt's information & public relations officers trained at MICA

**EXPRESS NEWS SERVICE**  
AHMEDABAD, JULY 8

MICA AHMEDABAD conducted a five-day training programme on 'Effective Communication and Media Management' for newly inducted officials of the Bihar government's Information and Public Relations department, which concluded on Monday.

During the programme — in a collaboration between Centre for Development Management and Communication (CDMC) at MICA, and Bihar Institute of Public Administration and Rural Development (BIPARD) — 27 newly inducted officials underwent an on-campus training.

Noopur Jha, an assistant director (Public Relations) for General



The officers at MICA in Ahmedabad. *Express*

Administration Department, Government of Bihar, said: "Media is so dynamic that strategies need to evolve as we go. It is pertinent to know what is new, what is old, what is true, what is fake, what will get attention and what will create brand recall. The training allowed us a creative space to explore several nuances of new media, traditional media

and communication. It is important to stay relevant in the business of public relations."

Another participant Vineet Kumar Sinha, assistant director cum district PRO (Home department), said: "At present, we cannot deny the significance of branding and new media."

Professors Manisha Pathak Shelat and Ruchi Tewari, co-chairs of CDMC, said: "CDMC has collaborated with several state governments across the country, including Odisha, Kerala, Punjab, Uttar Pradesh, Arunachal Pradesh and our home state, Gujarat."

BIPARD conducts training for Indian Administrative Service (IAS), Bihar Administrative Service (BAS) and other allied service probationers who undergo a basic training course at the institute.

## Kahani ghar ghar ki: Family influences how women vote

Parth Shastri@timesgroup.com

The trajectory of female voter turnout in India, particularly in Gujarat, has witnessed fluctuations over the years. In the 2014 general election, the national female voter turnout stood at 65.5%, improving marginally to 67.2% in 2019. However, Gujarat saw only a slight increase from 39.7% to 60% over the same period. The trend extends to state assembly elections, with turnout dropping from 69.5% in 2012 to 61.7% in 2022.

A Mica study authored by Ashutosh Dutt, Ashima Mahila and Aditya Basu sheds light on women's disengagement from the electoral process. The research was published last year as a chapter, 'Exploring the Gender Gap in Voter Turnout in the 2022 Gujarat Assembly Election', in the book *Emergent Research on Business and Society: An India-Centric Perspective*.

The researchers state that familial influences significantly shape the political perspectives of female voters. They identify a lack of tailored messaging targeting women in the 2022 assembly election as a contributing factor to voter apathy among women. In the run-up to the 2024 general election, both major political parties, the BJP and the Congress, have prioritized women's financial independence, introducing schemes like 'Lakhpati Didi' and 'Mahalaxmi' respectively.

Additionally, they have pledged to enhance women's political representation and improve their working conditions.

Dutt, associate professor of digital strategies and business analytics at Mica, said that the idea of exploring the gender gap started with the election commission in Gujarat roping in the institute to improve women's participation in the 2022 election. "We tried to understand the issue through a comprehensive analysis of past voting patterns, on-ground surveys in Ahmedabad and Twitter sentiment analysis. As Ahmedabad had recorded a relatively low female voter turnout, we chose four constituencies — Vajalpur, Daskroi, Ellisbridge and Ghatlodia — to conduct the on-ground survey," he said.

The findings revealed a lack of political awareness and knowledge across socio-economic strata, with many women relying on family members for political guidance — 82% of respondents said they engaged in political conversation with family members, and 23% said their families are their source of political knowledge.

"Political participation outside the house-



### VOTER TURNOUT

IN LOK SABHA POLLS					
Year	INDIA		GUJARAT		% GAP
	Male	Female	Male	Female	
2014	67	65.5	67.2	59.7	7.5
2019	67	67.2	67	60	6.1

### IN GUJARAT ASSEMBLY POLLS

Year	INDIA		% GAP
	Male	Female	
2002	64.9	58	6.9
2007	62.3	57	5.3
2012	72.9	69.5	2.4
2017	70.5	66.1	4.4
2022	66.7	61.7	4.9

hold brings women a social cost that defers women from political engagement. Thus, women tend to align their voting preferences with that of the family," mentioned the study.

The study revealed that only 57% were aware of the candidates contesting in their areas. However, when asked specifically most could not name more than one candidate (from different parties) and other candidates from the same region.

Looking ahead to the 2024 election, Professor Dutt stressed the need for parties to address the underrepresentation of women in their agendas. "We highlighted that nothing major in party agendas targeted women. There were fewer women-centric campaigns and even fewer hashtags or digital presence. If the parties can work on this, they can engage this important section of voters," he said.





**TERM FOR POST EXTENDED FROM 3 TO 5 YEARS**

# Jaya Deshmukh becomes MICA's first female director

**EXPRESS NEWS SERVICE**  
AHMEDABAD, APRIL 30

IN THE first time in the history of Mudra Institute of Communications (MICA) in Ahmedabad, the institute has appointed a female director.

Jaya Deshmukh is set to take charge of the post for a period of five years from July. She will succeed Shailendra Raj Mehta who was appointed as the director in 2017. Mehta was given a second term in 2020. He was given an extension for around a year while the Search Committee looked for his successor. His tenure will expire on May 31.

With Jaya Deshmukh's appointment, the MICA Governing Council has also changed the tenure of director from three to five years. Professor Tridip Suhrud, President of the MICA Governing Council, said, "Tina Anil Ambani, the chairperson of MICA Foundation, based on a unanimous recommendation of the Search Committee has appointed Jaya Deshmukh as the next director of MICA, Ahmedabad. MICA thus becomes that rare institution to be led by women leaders. Chairperson of the Foundation Tina Ambani, Dean Professor Githa Hegde, Registrar Professor Shubhra Gaur and now Jaya Deshmukh as the Director."



Jaya Deshmukh takes charge from July. *Express*

An alumna from the first batch of MICA, which was established in 1991, Deshmukh brings to the position over 25 years of extensive global experience in business strategy and digital transformation, said the institute. Deshmukh has held leadership positions in India, Asia Pacific, USA, and Europe, working with technology giants such as Google, Microsoft, Colt, Cognizant and AT&T.

"Jaya joins us from Colt Technology Services, where she was the Chief Strategy Officer and Executive Vice President, Strategy and Transformation. Before her tenure at Colt, she was the Head of Strategy for Google Cloud EMEA and prior to Google, she played a global role leading innovation within Microsoft's Enterprise Commercial teams," Prof Suhrud added.

Expressing her enthusiasm about joining MICA at a critical time of global transformation, Deshmukh was quoted as saying in a release by the institute, "I am delighted to be joining MICA at this pivotal time where AI, Robotics, Quantum Computing, and Synthetic Biology are transforming the world as we know it. For the benefits of this transformation to reach people and the planet, it is essential that new ideas be brought to the table and these ideas be communicated and executed upon effectively to reach all communities."

In addition to her professional achievements, Deshmukh is an inventor with a patent to her name and an author, contributing to various academic journals and handbooks. Her leadership has led her teams to earn prestigious industry accolades, including a Clio award for a project led by Microsoft for Childish Gambino and a Webby honouree for work done at Cognizant, said the institute.

Welcoming the new director-designate, outgoing MICA head Shailendra Raj Mehta said, "Having her on board is an inspired choice by the Search Committee which will undoubtedly take MICA to greater heights. I look forward to warmly welcoming the new Director and to a smooth transition."



Female students of MICA in Khadi-linen sarees at the convocation

## MICANs take on Indian avatar

Graduating female students wear Khadi-linen sarees while male students don kurta-pyjama

**Niyati Rana**  
@ahmedabadmirror.in

Posts @NiyatiMIRROR

**M**ICA decided to ditch the convocation gown for a traditional dress - a khadi-linen saree for female students and a kurta-pyjama for male students at its recent convocation ceremony. Linen is made of natural fibres derived from plants and is hand-woven and sustainable.

Only a few institutes like CEPT University and the National Institute of Design (NID) have a system in which graduating students wear traditional Indian attire as their convocation dress.

Several other well-known institutes like the Indian Institute of Management, Ahmedabad (IIMA), Dhirubhai Ambani Institute for Communications and Technology (DAICT) and Indian Institute of Technology, Gandhinagar (IIT-Gn) still prefer the Western convocation gown.

Ananya Sharma, a PGP student who graduated on Sunday called the shift from a convocation gown to saree as great and comfortable. "Until last year, we had convocation



**"This is the day we wanted to be unified and the traditional convocation dress did it just perfectly"**

—Ananya Sharma, student

dents feels great and elegant. This is a day when we want to be unified and this traditional convocation dress did this just perfectly," she said.

Outgoing President and Director, Shailendra Raj Mehta said the decision was taken after UGC suggested that institutes select traditional and Indianised convocation dress. "This has been in the plans but recently we formed a committee to understand the preferences of students. They tried and tested different materials, modelled it, and finally





## Branding workshop bridges generations

At MICA, teens and septuagenarian share bench to learn branding

**Niyati.Rana**  
@ahmedabadmirror.in

Posts @NiyatiMIRROR

**W**hen MICA conducted the Leadership and Management Development Program for Jain International Trade Organisation (JITO), what struck the eyes was the variety of community members. The programme saw 45 individuals engage, including 12 women. The age spread included a 17-year-old and a 72-year-old sharing a bench to learn about 'The Power of Branding: Harnessing the Influence of Advertising and Media'.

### Varied experience

Prof Falguni Vasavada Oza and Prof Subrat Sarangi, Co-Chairs of LMDDP, said, "We had a great experience interacting with such a diverse group where we had a 17-year-old and a 72-year-old. The depth and breadth of their exposure were so different that it became a rich learning experience for all. Blending age-old business experience and contemporary marketing insights brought about a delicate balance. Seniors in

the group contributed in terms of generational entrepreneurial experience, and youngsters added the spark of digital and social media."

### Young at 72

Vijaykumar Lodha, the 72 years old participant and Chairman and MD of MB Sugars and Pharmaceuticals Pvt Ltd from Nasik said: "It is my habit to take a periodic check to evaluate my ways of doing business and ensuring it is on the right track, and whether there is a need to change any part of it. It is for this purpose that I came to MICA's program through JITO," he said.

### Gelling with Gen Z

The youngest participant of the batch, 17-year-old Manthan Jitendra Shah, a student from Ahmedabad said, "I was the youngest of the MICA LMDDP batch and I must say that it was a delightful experience. Not even once did I feel that I was the youngest as I was included in every activity. Other participants who were very senior to me were extremely cooperative, including the faculty. I look forward to implementing all the lessons in my upcoming venture."

## MICA dean is CII's Education Panel co-convenor

The Confederation of Indian Industry (CII) Gujarat State Council has appointed Dr Githa Heggde, Dean, MICA, as the co-convenor of their Education Panel for the year 2024-25. Dr Heggde will help CII Gujarat State Council strengthen activities, steer, develop and innovate events, and recommend policies. Dr Heggde said that being appointed co-convenor of the Education Panel, CII Gujarat State Council, is an honour for her, and she is eager to collaborate to ensure the overall education, policies, and initiatives that will shape the state's educational sector. "Our focus will be on conducting awareness programs for various stakeholders on the gaps and future of education," she said.





## PUBLICATIONS

Title	Authors (Core Faculty/Others)	Publication	Publication Type	Nature	ABDC Rank	ABS-AJG Rank
How to identify data anomalies and clean data	Prof. Ashutosh Dutt	Sage Research Methods: Business	Case Study	International	N/A	N/A
Future of specialised programmes in India	Prof. Githa Heggde	Business World	Magazine Article	National	N/A	N/A
Immersive technology and experiences: Implications for business and society	Prof. Githa Heggde, Prof. Santosh Patra, Prof. Rasananda Panda	Immersive technology and experiences: Implications for business and society	Edited Book	International	N/A	N/A
Role of culture in consumer marketing: Theoretical roots and thematic trajectories	Prof. Kallol Das	Journal of Creative Communications	Journal Paper	International	N/A	N/A
Coming of age: Reviewing research on children and media in India	Prof. Manisha Pathak-Shelat	Childscape, mediascape: Children and media in India	Book Chapter	National	N/A	N/A
Impact of social media on artistic ecosystems: An overview of DIY music cultures in India	Prof. Manisha Pathak-Shelat	DIY, Alternative Cultures & Society	Journal Paper	International	N/A	N/A
Gen Z, digital media, and transcultural lives: At home in the World	Prof. Manisha Pathak-Shelat	Gen Z, digital media, and transcultural lives: At home in the World	Book	International	N/A	N/A
The future of higher education in ethical metaverse: Co-existing in virtually enhanced physical reality	Prof. Manisha Pathak-Shelat, Bhakti Mehta (FPM)	The emergence of the ethically-engaged university	Book Chapter	International	N/A	N/A
Anxiety in immersive world: A self-presentational perspective of Facebook use	Prof. Mayank Kumar	Immersive technology and experiences: Implications for business and society	Book Chapter	International	N/A	N/A
From pollution to prosperity: Using inverted N-shaped environmental Kuznets curve to predict India's environmental improvement milestones	Prof. Niyati Bhanja	Journal of Cleaner Production	Journal Paper	International	A	2
Charting a different narrative in India-Southeast Asia relations: Case of an Indian state	Prof. Niyati Bhanja	Journal of Creative Communications	Journal Paper	International	N/A	N/A
Redesigning the relationship between heritage and city: Insights from the Gandhi Heritage Portal, Ahmedabad	Prof. Pooja Thomas	Urban Studies	Journal Paper	International	A*	3

Gig economy: Potential and challenges for human resources in urban India	Prof. Rasananda Panda, Kanjshree Pathak (Post Doctoral Fellow)	Reimagining management in the post VUCA World	Book Chapter	National	N/A	N/A
Digi and the metaverse	Prof. Santosh Patra, Aishwarya Arora (FPM)	Immersive technology and experiences: Implications for business and society	Book Chapter	International	N/A	N/A
Enhancing social capital and reciprocity through community news media during COVID-19: A study of video volunteers	Prof. Santosh Patra, Gyanesh Govindarajan (FPM)	Online Information Review	Journal Paper	International	B	1
Design thinking approach in international markets: Implications for the movie industry	Prof. Shaphali Gupta	AIB Insights	Journal Paper	International	B	1
More the merrier: Understanding the effect of available content choices over willingness to pay for over-the-top subscriptions	Prof. Shaphali Gupta, Pooja Shrivastava (FPM)	Psychology & Marketing	Journal Paper	International	A	3
Managing climate change risks and creating stakeholders' value via sustainability-focused B2B brand strategies	Prof. Shaphali Gupta, Prof. V. Kumar (Distinguished Fellow)	Industrial Marketing Management	Journal Paper	International	A*	3
Interrelationship between share of women in parliament and gender and development: A critical analysis	Prof. Subrat Sarangi	Administrative Sciences	Journal Paper	International	N/A	N/A
The interrelationship between viewership motivation, team loyalty, fan identification and viewership behaviour in cricket: A PLS-SEM approach	Prof. Subrat Sarangi	Journal of Creative Communications	Journal Paper	International	N/A	N/A
Influence of multimarket contact on product line configuration decisions	Prof. Subrat Sarangi	Journal of Strategic Marketing	Journal Paper	International	A	2
To attract viewers based on batting strike rate: an analysis of men's international Twenty20 cricket	Prof. Subrat Sarangi	Sport, Business and Management	Journal Paper	International	C	1
Bibliometric analysis on bigdata applications in insurance sector: Past, present, and future research directions	Prof. Sunita Mall	Journal of Financial Management, Markets and Institutions	Journal Paper	International	C	1
Hotel employees' intention to stay through psychological contract fulfilment and positive emotions in post-lockdown era	Prof. Sunita Mall	Tourism Review	Journal Paper	International	B	1



Antecedents and consequences of open innovation: a conceptual framework	Prof. Suresh Malodia	International Journal of Entrepreneurial Behavior & Research	Journal Paper	International	B	3
Born global: Antecedents and consequences of innovation capabilities	Prof. Suresh Malodia	Asia Pacific Journal of Management	Journal Paper	International	A	3
Going the extra mile, now or after a while: The impact of employee proactivity in retail service encounters on customers' shopping responses	Prof. Suresh Malodia	British Journal of Management	Journal Paper	International	A	4
How negative framing affects VR tourism adoption: Exploring the role of travel anxiety during crisis events	Prof. Suresh Malodia	Journal of Travel Research	Journal Paper	International	A*	4
Jupiter aqua lines ltd: Direction and growth dilemma	Prof. U.T. Rao	The Case Centre	Case Study	International	N/A	N/A
A note on finding information for industry and strategy analysis: Teaching note	Prof. U.T. Rao	The Case Centre	Industry Note - Teaching Note	International	N/A	N/A
A note on finding information for industry and strategy analysis: Background note	Prof. U.T. Rao	The Case Centre	Industry Note - Background note	International	N/A	N/A
The growing importance of customer-centric support services for improving customer experience	Prof. Varsha Jain	Journal of Business Research	Journal Paper	International	A	3
Metaverse in marketing and logistics: The state of the art and the path forward	Prof. Varsha Jain	Asia Pacific Journal of Marketing and Logistics	Journal Paper	International	A	1
The journal of consumer behaviour's first 20 years	Prof. Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2
The future of purpose-driven branding: Signature programs that impact & inspire both business and society	Prof. Varsha Jain	The future of purpose-driven branding: Signature programs that impact & inspire both business and society	Book	International	N/A	N/A
Immersive technologies and consumer behavior: A systematic review of two decades of research	Prof. Varsha Jain	Australian Journal of Management	Journal Paper	International	A	2
Artificial intelligence in customer service: The next frontier for personalized engagement	Prof. Varsha Jain	Artificial intelligence in customer service: The next frontier for personalized engagement	Edited Book	International	N/A	N/A

Artificial intelligence in customer service: An introduction to the next frontier to personalized engagement	Prof. Varsha Jain	Artificial intelligence in customer service: The next frontier for personalized engagement	Book Chapter	International	N/A	N/A
AI marketing and AI-based promotions impact on consumer behavior and the avoidance of consumer autonomy threat	Prof. Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2
Customer centric support services in the digital age: The next frontier of competitive advantage	Prof. Varsha Jain	Customer centric support services in the digital age: The next frontier of competitive advantage	Edited Book	International	N/A	N/A
Customer-centric support services: An introduction to the next frontier for competitive advantage in the digital era	Prof. Varsha Jain	Customer centric support services in the digital age: The next frontier of competitive advantage	Book Chapter	International	N/A	N/A
Designing an empathetic user-centric customer support organisation: Practitioners' perspectives	Prof. Varsha Jain	European Journal of Marketing	Journal Paper	International	A*	3
Multichannel consumer service integration of recommendation systems	Prof. Varsha Jain, Ketan Wadhwani (FPM)	Customer centric support services in the digital age: The next frontier of competitive advantage	Book Chapter	International	N/A	N/A
Restorative power of empathetic communication for participatory governance and community well-being	Prof. Varsha Jain, Himani Sharma (FPM)	International Journal of Communication	Journal Paper	International	N/A	N/A
Data processing and AI-Technology integration for personalized services	Prof. Varsha Jain, Gourav Roy (FPM), Parth Salunke (FPM)	Artificial intelligence in customer service: The next frontier for personalized engagement	Book Chapter	International	N/A	N/A
Use of artificial intelligence with ethics and privacy for personalized customer services	Prof. Varsha Jain , Damini Gupta (FPM)	Artificial intelligence in customer service: The next frontier for personalized engagement	Book Chapter	International	N/A	N/A
Artificial intelligence consumer behavior: A hybrid review and research agenda	Prof. Varsha Jain, Ketan Wadhwani (FPM)	Journal of Consumer Behaviour	Journal Paper	International	A	2
AI advertising: An overview and guidelines	Prof. Varsha Jain, Ketan Wadhwani (FPM), Damini Gupta (FPM)	Journal of Business Research	Journal Paper	International	A	3



Luxury hospitality: A systematic literature review and research agenda	Prof. Varsha Jain, Parth Salunke (FPM)	International Journal of Hospitality Management	Journal Paper	International	A*	2
Determinants of virtual reality stores influencing purchase intention: An interpretive structural modeling approach	Prof. Varsha Jain, Parth Salunke (FPM)	Journal of Retailing and consumer Services	Journal Paper	International	A	2
The road to learning “who am I” is digitized: A study on consumer self-discovery through augmented reality tools	Prof. Varsha Jain, Prof. Rajneesh Krishna	Journal of Consumer Behaviour	Journal Paper	International	A	2
A study on big data analytics and innovation: From technological and business cycle perspectives	Prof. Vinod Kumar	Technological Forecasting and Social Change	Journal Paper	International	A	3
Unveiling digital manipulation and persuasion in e-commerce: A systematic literature review of dark patterns and digital nudging	Prof. Vinod Kumar	Journal of Internet Commerce	Journal Paper	International	B	1
Pabiben.com: Integrating Gandhian philosophies for business growth	Prof. Viral Nagori	Emerald Emerging Markets Case Studies	Case Study	International	1	N/A
Religious communication in Asia	Prof. Keval Kumar (Adjunct Faculty)	Global Handbook in Media and Communication Research	Book Chapter	International	N/A	N/A
Climate change risks, sustainability and luxury branding: Friend or a foe	Prof. V. Kumar (Distinguished Fellow)	Industrial Marketing Management	Journal Paper	International	A*	3
Moving the stakeholder journey forward	Prof. V. Kumar (Distinguished Fellow)	Journal of the Academy of Marketing Science	Journal Paper	International	A*	4*
Exploring the dynamics of bigdata adoption in the Indian food industry with fuzzy analytical hierarchical process	Prof. V. Kumar (Distinguished Fellow)	British Food Journal	Journal Paper	International	B	1
Platform-level consequences of performance-based commission for service providers: Evidence from ridesharing	Prof. V. Kumar (Distinguished Fellow)	Journal of the Academy of Marketing Science	Journal Paper	International	A*	4*
Why millennials of smart city are willing to pay premium for toxic-free food products: Social media perspective	Yupal Shukla (Post Doctoral Fellow)	British Food Journal	Journal Paper	International	B	1
How do we measure the intangible? Overcoming the measurement challenge in services	Yupal Shukla (Post Doctoral Fellow)	International Journal of Consumer Studies	Journal Paper	International	A	2

Consumer minimalism for sustainability: Exploring the determinants of rental consumption intention	Yupal Shukla (Post Doctoral Fellow)	Journal of Consumer Behaviour	Journal Paper	International	A	2
Media richness theory (MRT) model: An implication for immersive world toward effective green communication generating green marketing awareness among FMCG retailers	Anjali Manglani (RA)	Immersive technology and experiences: Implications for business and society	Book Chapter	International	N/A	N/A
Masstige consumption, brand happiness, and brand advocacy: A service perspective	Sonal Purohit (Post Doctoral Fellow)	International Journal of Consumer Studies	Journal Paper	International	A	2
Sustainable social enterprise built by empowering women artisans: A case of Gramshree, India	Sonal Purohit (Post Doctoral Fellow)	Asian Journal of Management Cases	Journal Paper	National	C	1
Meesho: Reselling in the grocery or e-commerce segment?	Sonal Purohit (Post Doctoral Fellow)	Emerald Emerging Markets Case Studies	Case Study	International	N/A	1
Nexus between institutional quality and foreign direct investment inflows: Panel data analysis of SAARC countries	Ishfaq Hamid (RA)	Journal of Knowledge Economy	Journal Paper	International	C	1
Nexus between Macro Economic Variables and Foreign Direct Investment (FDI) inflows in India: Evidence from time series analysis	Ishfaq Hamid (RA)	Zagreb International Review of Economics and Business	Journal Paper	International	C	N/A
Environment sustainability through energy transition and globalization in G7 countries: What role does environmental tax play?	Ishfaq Hamid (RA)	Renewable Energy	Journal Paper	International	N/A	N/A
Half-melted	Manish Singh (RA)	Half-melted	Book	National	N/A	N/A



## THE FACULTY CULT

### PROF. ANITA BASALINGAPPA

- Invited as Expert-Online by Higher Education Academy, Dharwad and StratX Simulations, Paris
- Participated in panel discussion at Karnavati University

### PROF. FALGUNI V OZA

- Interviewed on her thoughts and perception of an ideal woman, on the occasion of Women's Day by Her Zindagi, a contemporary online magazine under the Dainik Jagran Group.
- Participated in an interactive session at Ahmedabad on issues relating to economic freedom and women's health organised by Coto, a social community platform.
- Featured in the Gujarati book 'Sangharshnu Sarnamu' edited by Bhumika Virani which chronicles the emotional and physical struggles of 28 women from various walks of life.

### PROF. GITHA HEGGDE

- Received the Prof. Indira Parikh Women in Education Leaders Award for 2023 for her contribution towards education.
- Spoke on the 'Morning Show' TV

programme of Business Standard on the issue of the rise of Indian students applying for foreign education

- Article on "Future Of Specialised Programmes In India" published in the February Issue of Business World
- Attended the AACSB 3-day Dean's Conference in Barcelona, Spain, which saw leaders from over 700 business schools from around the world. The Conference focused on institutional leadership, strategic planning, and the impact of AI on academics.
- Hosted Victor Hedenberg, Membership Director, AMBA and Andrew Main Wilson, Chief Executive at AMBA to discuss potential collaboration.
- Held various interactions along with faculty members and students with MICA's Distinguished Professor in Residence, Prof. Sanjay Gupta from Michigan State University, USA
- Article on "Future Of Specialised Programmes In India" published in the February Issue of Business World

### PROF. KALLOL DAS

Undertook a study on 'Creative Meta-Skills:

Construct, Dimensions, and Implications for Marketing Professionals' along with Dr. Yogesh Mungra (Post-Doctoral Fellow) and Dr. Anupama Ambika (FPM Fellow) which delved into how attributes such as creative growth mindset, diligence and openness to feedback can help one become more creative.

### PROF. MANISHA PATHAK SHELAT

- Received the Sharon Dunwoody alumni award from the School of Journalism and Mass Communication, UW-Madison, as a recognition of distinguished achievement in teaching and research within 10 years of graduation from the PhD program.
- Presented a paper on Global Education for a Just, Peaceful and Sustainable World: Reconciliatory Global Citizenship Education" at a Conference organised by the Academic Network for Global Learning and Education, UNESCO, and the University College London
- Delivered a talk on "Cultural Dimensions of Digital Ethics" at the Agenda for Global Innovation and Digital Ethics' (AGIDE) Global Workshop and was invited to join the group as a member and collaborative partner to advise on AGIDE report under

the aegis of the Austrian Academy of Sciences, Austria

- Engaged as Reviewer by Amsterdam University Press and Routledge for their book proposals and manuscripts.
- Presented her work on Global Citizenship Education at the Global Education and Learning Conference held at the UNESCO Headquarters in Paris
- Participated in a workshop in Vienna, Austria as a member of the working group researching the cultural dimensions of digital ethics where she spoke on What is Digital Ethics organised by the Austrian Academy of Sciences
- Expert member of the working Group on artificial intelligence and information space jointly led by DataLEADS, India and the Forum on Information and Democracy, France. – an international think tank founded by 11 independent organizations from across the world to safeguard democracy in the digital information space
- Participated in a Roundtable on Children's Best Interests and Online Targeting by Reset.Tech Australia, an independent, non-partisan policy research lab.
- Invited to speak and share her insightful findings on "Gen Z, Digital Media, and Transcultural Lives: At Home in the World"

at the Young and Resilient Research Centre, Western Sydney University, Australia.

- Invited as a Visiting Fellow at the Western Sydney University
- Addressed a group of Public Health Officers and Hospital Administrators on Engaging with Media and Crisis Communication as part of the Leadership Enhancement Program organised by the Indian Institute of Public Health Gandhinagar
- Panellist at a global event celebrating 200 years of The Lancet (The Lancet Global Health, a leading global health journal) on the topic "Spotlight on Child and Adolescent Health: Closing the Digital Divide".
- Speaker on "How to combat disinformation and misinformation on social media" as part of the student hackathon organised by CDMC-MICA, DataLEADS, and The Faculty of Journalism and Communication, MS University, Vadodara
- Valedictory speaker at FDP on Gender and Politics: Research Methods and Approaches, Bennett University, Times School of Media, Greater Noida
- Speaker at "Meet the Editor - Editorial Perspectives: Expectations of Authors in Scopus Journal Publishing" at International Symposium on Media Education & Research, Amrita Vishwa Vidyapeetham, Kochi

- Panellist on Empowering Women Researchers: Investment and Inclusion, organized by Sage Journals

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#### **PROF. MAYANK KUMAR**

- Won the Best Associate Editor Award at "IFIP WG 8.6 conference" at IIM Nagpur
- Chaired a session on "Sustainability Unveiled" at the Information Systems Conference, ICIS, Hyderabad
- Presented a paper on Orchestrating "Institutional Network" at ICIS 2023, Hyderabad and on "Evolving Role of Digital Technologies in Disaster Response: An Orchestration Perspective" at IFIP WG8.6 2023, IIM Nagpur

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#### **PROF. RASANANDA PANDA**

- Engaged a session on Understanding Students/Learners at a Short-Term Multidisciplinary Faculty Development (FDP) Programme for the faculty members of JG Group of Colleges and other colleges, at JG University, Ahmedabad
- Session Chair at the International Conference on Neo Business Practices, LJ University, Ahmedabad
- Member of Academic Area Committee Meeting - PGDM (Entrepreneurship) at EDII, Gandhinagar



- Participated in 3rd BSIM Conference, IIMA; Board of Studies Meeting, Marwadi University, Rajkot; Research Development Committee Meetings, KSV Kadi University, Gandhinagar; SAMBAD CEO Conclave, Bhubaneswar, Odisha; Interview Panel Member, Reliance Foundation Scholar Fellowships; Stakeholder Consultation Meeting, Gujarat Maritime University; Various G20 meetings and conclaves at Gandhinagar, Ahmedabad, and Bhubaneswar
- Expert Panel Member to State Public Service Commission; Member of Start Up Evaluation Committee for G20 Start Ups Conclave, EDII, Ahmedabad; Panel Member at Ph.D. Scholar Interview, Nirma University
- Attended FDP on Artificial Intelligence and Data Science: Perspective, Pedagogy, and Practices organized by Jio Institute Mumbai in collaboration with AICTE
- Interacted with the officials at Bloomberg Office, Singapore; faculty and officials at Sydney Business School; representatives of Education Consultant Australia (ECA), and participated in a Conference organized by the ICAI chapter of Sydney during the course of the MICA Faculty International Immersion
- Delivered a lecture (along with Prof. Kunal Pandya) on Experiential Learning through Social Entrepreneurship Education in Indian Business Schools as part of the “Online Stakeholder Conference on Social Entrepreneurship Education at Higher Education Institutions in India” at GNLU, Gandhinagar.
- Featured in mainstream media for his views on Union Interim Budget 2024- 25, (TOI, Ahmedabad); Gujarat Economy (The Hindu Business Line – Online); Migration from India in general and Gujarat (The Decan Herald – online)
- Delivered a session (virtual) on Economics and Human Value to the participants of ‘Samaksha – “Exploring Why Are We the Way We Are!”’ organised by Bhat Educational Trust, Hyderabad; health care professionals of Aster Academy on “Understanding Business and Economic Environment and Contextualizing to Indian Health Care Industry
- Panellist on Union Interim Budget organized by a) Karnavati University, Ahmedabad; b) Marwadi University, Rajkot; c) Alva Institute of Engineering and Technology, Mangalore
- Presented a co-authored (with Koninika Kundu, (FPM) paper on “Sports as Soft Power- Should India Host Olympics in 2036” at the Annual Conference of Indian School of Political Economy, IIT Bhubaneswar
- Chaired a technical session at the 7th International Conference on Economic Analysis of Law, Governance and Public Policy – 2024, GNLU, Gandhinagar
- Speaker and panellist at Seminar on Labour Issues in Transforming Rural Economy, Gujarat Vidyapeeth, Ahmedabad
- Chaired session at the International Conference on Changing Business Paradigm (ICCBP 2024), MDI Murshidabad
- Delivered a session on Types of Social Science Research at Workshop for ICSSR Institutes organised by Sardar Patel Institute of Economics and Social Research, Ahmedabad
- Received a project grant from Government of Gujarat towards developing a Women Development Kit for the Gender Resources Centre, Gandhinagar
- Served as member of various committees at Marwadi University, Rajkot; Kadi Sarva Viswa Vidyalaya, Gandhinagar; Nirma University, Ahmedabad; PDEU, Gandhinagar

**PROF. RUCHI TEWARI**

Guest Faculty at Nirma University for session on 'Academic Writing v/s Creative Writing' as a part of a Two-Week Workshop

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**PROF. SANTOSH K PATRA**

- Delivered a lecture to students of Department of Humanities and Social Sciences, Institute of Technology, Nirma University on 'Media manipulation and consumers turning into products' as part of Expert Lecture Talk Series "Media and Culture"
  - Presented his research titled 'Meditization of Relationship and User Experience of Dating Apps: Indian Experience' at 5th Geomedia Conference, University of Tampere, Finland
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**PROF. SHAILENDRA RAJ MEHTA**

- Delivered a lecture on the 'Origins of the Indian University in India and its Global Impact' at the South Asia Institute, Harvard University
- Delivered the inaugural address on 'The origin and development of the university in India' at the Global Universities Summit organized by the International Institute for Higher Education Research and Capacity Building, OP Jindal Global University

**PROF. SHAPHALI GUPTA**

- Spoke on "Creating a Manuscript for the Top Tier Journals: Author's and Editor's View," at Wisdom Caf , MDI, Gurgaon
- Organized and facilitated an open workshop on "Case Writing" with 35 participants from across India and outside India.
- Took Guest Session, on "The Future of Advertising- Path Forward to Communicating with the Customers," at Malaviya National Institute of Technology Jaipur
- Panel Speaker on "Publishing Manuscript in FT 50 Journals", at GIM Doctoral Conference 2023, Goa Institute of Management, Goa.
- Advisory Member of FPM Board of Studies, Goa Institute of Management, Goa
- External Thesis Examiner at IIM Indore Marketing Department.
- Joined the Advisory Board (first person ever from India) of the Psychology and Marketing Journal, (ABS 3, ABDC A)
- Invited as a Faculty Fellow and Mentor, for the 11th AIM-AMA Sheth Foundation Doctoral Consortium, JAGSoM
- Conducted a Workshop for National Insurance Academy, Pune on "How to Generate Ideas & Prepare Manuscripts for Top Tier Journals" for their faculty and PhD students.
- Joined the FPM Board of Studies, as Advisory Board member of the Goa

Institute of Management

- Invited to the MARKCON Conference 2024, Indus Business Academy, Bengaluru as:
  - Plenary speaker, on "Sustainable Marketing- Conscious Consumerism and Public Policy Perspective",
  - Research expert to facilitate a workshop on "Generating Ideas and Taking them to Scholarly Publications" for doctoral students and faculty members
  - As Editor of A-level journals spoke at the "The Round Table Discussions with Editors & Q/A"
  - Addressed an online MDP session on "International Marketing" at IIM - Kozhikode for Bharat Electronic Limited executives
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**PROF. SUNITA MALL**

- Delivered sessions on "Systematic literature review using Bibliometrics analysis-Ideation to Paper writing" in the FDP Programme at National Forensic Science University, Gandhinagar, Gujarat.
- Took sessions on "Systematic literature review using Bibliometrics analysis & other Frameworks and connecting it to Theory and Hypothesis development "in the FDP programme at Karnavati University, Gandhinagar, Gujarat.



#### PROF. SURESH MALODIA

- Presented a paper at TFSC Conference in Taiwan
- Appointed as lead Guest Editor of Journal of Strategic Marketing – Special Issue on “Immersive Technologies in Strategic Marketing: Crafting Experiences and Shaping Strategies” and Journal of Service Theory and Practice – Special Issue on “Crafting Immersive Service Experiences: Bridging Fiction and Reality”

#### PROF. U T RAO

- Held the world premiere of his co-produced Odia film Odia ‘Whispers of a Storm’, directed by Amartya Bhattacharyya, set in the devastated coastal villages of Odisha after cyclone Fani at the 25th UK Asian Film Festival (UKAFF), London, the world’s oldest running Asian film festival and earned a special mention from British Prime Minister Rishi Sunak during his address.
- Was a speaker at the ‘Gujarat Anganwadi Transformation Challenge’ workshop organised by the Department of Women and Child Development Department, Government of Gujarat, UNICEF, and Elixir

#### PROF. VARSHA JAIN

##### AWARDS

- Best Paper Award for ‘Immersive Technology & Luxury Consumers: A Hybrid Review and Research Agenda Paper (with Damini Gupta, and Kush Mehta, - FPM scholars) at American Marketing Association Annual Conference, USA
- Best Methodology Paper Award on ‘Beyond the Buzz: Exploring the Effectiveness of Moment Marketing on Consumer Engagement’ (with Parth Salunke, Kush Mehta - FPM scholars) at Marketing, Strategy and Policy Conference, New Castle University, UK in association with Goa Institute of Management, India

##### CONFERENCE PAPERS PRESENTED

- ‘Inclusion of AI and Gamification in the Customer Service for Personalize Experience’ and ‘Role of Information Exchange and Emotions among the Virtual community members leading to Mindful Consumption’ at Marketing Strategy and Policy 2023 Conference, New Castle University, UK
- ‘Receptivity to Personalized Digital Advertisements Scale Development and Validation: An Abstract;’ ‘Content Creation by Luxury Travel Influencers in Times of Crisis: An Abstract’ and ‘Exploring Place Branding

Through Digital Storytelling: An Abstract’ at Academy of Marketing Science, USA

- ‘Decoding Social Media Influencers and Consumer Behaviour in the Age of Technological Advancements’ presented at Marketing, Strategy and Policy (MSP) Conference, UK

Co-authored Papers presented at the American Marketing Association Winter Conference, USA, February 2024:

- “Immersive Technology & Luxury Consumers: A Hybrid Review and Research Agenda”
- “Metaverse and Consumer Behaviour: A Systematic Literature Review and Research Agenda”
- “Consumer Adoption of AI Technologies: A Hybrid Review and Research Agenda
- “A Review of Parasocial Theory Application to Social Media Influencers: An Evidence-Based Approach”
- “Gamification and Consumer Behaviour (2000-2023) A Systematic Literature Review and Future Research”

##### ACADEMIC ENGAGEMENTS

- Co-Track and Sessions Chair of Advertising Track, Academy of Marketing Science, AMS Annual Conference, Premier marketing annual conference, New Orleans, USA

- Panellist in discussion on 'Preparation for International Academic Job Market' at American Marketing Association, Special Interest Group, Higher Education, USA.
- Participated in Round Table Discussion on 'How to Build and Grow an International Research Network, Centre for Inter-disciplinary Research and Innovation, UK.
- Guest Session at Florida Gulf Coast University, USA, on 'Broad overview of digital marketing'
- Guest Faculty at Georgia State University, USA, on 'Online videos on Research methodology for Digital Natives'
- Visiting Guest at Emory Business School, Atlanta, USA (where she is working with Prof. Jagdish Sheth).
- Book Talk: The Future of Purpose Driven Branding, IIM Ahmedabad
- Empowering Authors: A Workshop on Successful Journal Publication, GLS, Ahmedabad
- Opportunities and Challenges of Metaverse in Marketing, Symbiosis Institute of Management, Pune,
- As part of global Media coverage, found mention in: 'Message from Vice Chair of International Relations, Marketing for Higher Education, Fall issue; in 'Spotlight on Our Associate Editors,' Journal of

- Advertising Research, August issue
- Ph.D. examiner for Griffith University, Australia
- Co-Track Chair of Special Session (February 2024) at American Marketing Association Winter Conference, Florida, USA
- Editor Session (January 2024) 'Interaction with Editors' at 9th PAN IIM World Management Conference, IIM Sambalpur, India
- Faculty Mentor (December 21, 2023) of Global Consumer Behaviour Journey at AIM-AMA Sheth Consortium, JagSom, Bengaluru
- Distinguished Speaker on "Publishing in Top-tier Journals" at FDP Workshop at JagSom, Bengaluru
- Distinguished Speaker on "Purpose Driven Branding and Societal Impact" - Wiley India
- Keynote Speaker on "AI and New Innovations in Markets with Global Consumers" at Cint Consulting Global Company, New Delhi
- Distinguished Resource Person for FDP on 'Writing Quality Research Papers and Publishing Them in High Impact Journals' N.L. Dalmia Institute of Management Studies and Research, Mumbai
- Distinguished Resource Person for FDP on 'Deputy Editors Insights and Special Issues of Journals,' Jaipuria Institute, India
- Distinguished Resource Person at FDP

- on 'Conceptualizing Research, Structure Literature Reviews, Newer Methodologies, Academic Writing & Handling Revision, Symbiosis Institute of Management, India
- Distinguished Speaker at Plenary Session on 'Immersive Technologies and Consumer Experiences, Ganpat University
- Panellist on 'Building A Successful Academic Career: Are You Ready? Emerald Publishing, UK
- Conducted sessions on Blockchain Marketing, Green marketing and Experiential Marketing as Visiting Scholar at Greenwich University, London, UK
- Conducted Research Seminar 'How to get published: Insights from Deputy Editor' at University of Surrey, UK

#### **GLOBAL EDITORIAL**

- Global Editor and International Author Session on 'Navigating Top-Tier Publications: Insights from Associate Editor and Author' at Milgard School of Business, University of Washington, Tacoma, USA.
- Global Editor and International Author Session on 'Global Perspective: Insights from Associate Editor and Author and its Inclusion in Curriculum' at Michigan State University, USA.
- Guest Co-editor of Special Issue on



Social Media Influencer with Immersive technologies, Journal of Consumer Behaviour, UK (ABDC – A journal)

- Guest Co-editor of Special Issue on A New Walk in the Future of the Metaverse: Marketing Implications for Consumer Behaviour Journal of Consumer Behaviour, UK (by invitation, ABDC – A journal).
- Guest Co-editor of Special Issue on AI Marketing and AI-based Promotions Impact on Consumer Behaviour and the Avoidance of Consumer Autonomy Threat, Journal of Consumer Behaviour, UK (by invitation, ABDC – A journal).
- Guest Co-editor of Special Issue on Managing higher education in Developing Countries International Journal of Education Management (Emerald, UK, ABDC- B)
- Joined the Editorial Review Board of the Journal of Marketing Communication (ABDC-B) and Journal of Consumer Behaviour, UK (ABDC – A journal):
- Guest Co-editor (August 2025) - special Issue on Sustainability in The New-Age Luxury Era: Evolution, Growth, and Implications for Marketers
- Guest Co-editor (March 2025) - special Issue on Dark Side of Artificial Intelligence and its Impact on Consumer Behaviour

- Guest Co-editor (January 2025) - special Issue on Immersive Technology for Luxury and Consumer Behaviour
- Guest Co-editor, (August 2024) - special Issue on AMA Winter 2024 Special Issue with Journal of Consumer Behaviour on Structured Literature Reviews on Consumer Behaviour
- Guest Co-editor, (March 2024) - special Issue on Is new technology worth it? Exploring positive and negative effects when new technology meets consumers.
- Appointed as Deputy Editor of Journal of Consumer Behaviour, Wiley, UK (ABDC – A)
- Joined the Editorial Board as Associate Editor for Psychology & Marketing (ABDC – A, ABS 3)
- Guest Co-editor (May 2024) of Special Issue on Deciphering Consumer Decision-Making and Behaviour through Anthropomorphised AI, Journal of Consumer Marketing, UK (ABDC – A)
- Guest Co-editor (March 2024) of Special Issue on Social Media Platforms' digitalization or digital dominance? The Bright and Dark Sides and New Avenues of Digital Promotion Strategies from Different Social Media Marketing Ecosystems, Journal of Promotion Management, (by invitation, ABDC- B journal)

#### **GLOBAL BOOK LAUNCH**

- Book “Purpose Driven Branding- Indian edition,” co-authored with Prof David Aaker launched virtually in presence of Prof. Jagdish Sheth, Emory University, USA
- Book ‘Artificial intelligence in customer service: The next frontier for personalized engagement’ co-edited with edited with Prof. Jagdish Sheth, Prof. Emmanuel Mogaji and Anupama Ambika (FPM Fellow) launched

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#### **PROF. ARBIND SINHA (ADJUNCT)**

- Elected as President of the Association of Development Communications (ADC)
- Inaugurated the National Consultation for launching the country's first post-graduate course on Health Communication at the Manipal Institute of Communication, Manipal Academy of Higher Education for participants from government setups, national and international NGOs, field functionaries, and communication experts

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#### **PROF. L K VASWANI (ADJUNCT FACULTY)**

Invited to moderate a session on “Branding & Marketing’ at the National Workshop on Food Services Enterprises, Kudumbshree, Govt. of Kerala, Thiruvananthapuram





## STAFF AND OTHERS - ACHIEVEMENTS

### SHABHASH AND EXTRA MILE AWARDS AWARDS 2023-24

**Leslin Bastian**  
CMES

**Sukruti Phatak**  
Dean's Office

**Vijay Christian**  
Online Programmes

**Brahma Raval**  
Marketing

**Ashok Chauhan**  
KEIC

**Krunal Patel**  
IT

**Akhilesh Tomar**  
IT

**Jasmeen Kaur**  
CDMC

**Dhruv Choksi**  
Marketing

**Murali Nair**  
HR

**Sumit Barad**  
IT

**Arpit Christian**  
JOCC

**Mansi Shah**  
CMES

**Pratik Nandy**  
MIMI

**Forum Shah**  
LMDP

**Lav Thakker**  
Admissions

**Shubham Bhatt**  
KEIC

**Akash Parekh**  
IT

**Keyur Parekh**  
IT

**Kunal Pandya**  
Immersion/MI-IMPACT

**Hardik Shah**  
HR

**Vaishali Singh**  
CREM

**Prutha Shah**  
SM Area

**Manish Singh**  
MEM Area

**Rejakshi Ghosh**  
BM Area

**Nilanta Mukherjee**  
DPS Area

**Srushti Govilkar**  
Communications Area

**Vama Shah**  
CDMC

### DR. CHINTAN PANDYA (Librarian)

Presented a research paper entitled "Mapping of 20 Years' Research on Sustainable Libraries: A Systematic Literature Analysis and Bibliometric Data Visualisation" at 3rd International Conference held at Poornima College of Engineering, Jaipur

Attended one day seminar on "Open Access Resources in Libraries and their Impact on Education" at INFLIBNET, Gandhinagar (with Shubham Bhatt)

Participated in a one-day Conclave on Library Collaboration and Networking in the New Age of the Digital World at Ahmedabad University

Invited to take expert sessions on: "Research Publication Avenues and its Impact on Institutional Ranking" at Sardar Patel University; on "Reference Management System and Citation Techniques" at Anant National University, Ahmedabad

### JALP LAKHIA

**(Senior Manager, Design and Publications)**  
appointed as member in the Board of Studies, MS University, Vadodara

## MANPOWER MOVEMENTS

### NEW ROLES, NEW RESPONSIBILITIES

#### **Prof. Shubhra P. Gaur**

Associate Dean –  
Academics and  
Registrar

#### **Prof. Saurabh Pandya**

FPM Co-Chair

#### **Dhruv Choksi,**

Officer – Digital  
Marketing and  
Conferences

#### **Ranjit Chunara**

Audio Visual Assistant

### PASSED AND PROMOTED (2023-24)

#### **Prof. Pooja Thomas**

Associate Professor

#### **Akhilesh Tomar**

Officer – Team Lead  
and IT Engineer

#### **Brahma Raval**

Senior Manager –  
Digital Marketing and  
Branding

#### **Forum Shah**

Executive – LMDP

#### **Leslin Bastian**

Manager – CMES

#### **Jasmeen Kaur**

Executive – CDMC

#### **Kunal Pandya**

Manager – MI-IMPACT

#### **Neha Raval**

Senior Officer –  
Examinations

#### **Rajesh Nair**

Manager – Programmes

#### **Rajendar Klasuwa**

Officer – Administration

#### **Vihar Desai**

Assistant Manager -  
Accounts

#### **Vijay Borse**

Assistant Manager –  
Alumni Relations





# STUDENT ACHIEVEMENTS



## FPM

**Shreyanshi Dwivedi** (2022-26 batch) participated in Academic Poster Presentation event and bagged the 2nd prize for her working paper “Determining user’s acceptance of Electric Bus Services using UTAUT approach- Case study of Delhi NCR” at the International Conference on Sustainable Business Management held at IIT Roorkee

**Shreyanshi Dwivedi** (2022-26 batch) presented an academic paper titled “Fostering Climate Positivity in an organizational setting” at the International Conference on Regenerative Ecosystems, IIM Raipur

**Madhuparna Majumder** (2022-26 batch) and Dhawal Jadhav (2021-25 batch) presented papers at 27th NIRMA International Conference on Management (2024)

**Nishant Ranjan** (2022-26 batch) presented a paper titled “Capitalizing the Rainbow: A study of Rainbow Washing done by Indian Corporations at the Strategic Management Forum Convention 2023, IIM Tiruchirappalli

**Parth Salunke** (2021-2025 batch)

- Invited as Guest Speaker at Charotar University of Science and Technology for a

Talk on “Revolutionizing Retail: Exploring Intersection of Technology and Customer Service” for MBA Students.

- Received “Best Methodology Paper Award, 2023” for his paper (co-authored with Prof. Varsha Jain) ‘Decoding Social Media Influencers and Consumer Behaviour in the Age of Techno- logical Advancements’ at 7th Marketing, Strategy and Policy Conference, UK organized by Newcastle University, Lanchester University and Brunel University, London, UK.
- Joined Editorial Review Board of Journal of Consumer Behaviour (ABDC - A)
- Successfully completed Immersion as a Visiting Scholar at University of Washington, USA
- Participated in Association of Consumer Research Conference, USA, University of Washington, USA
- Taught a module on Social Media Marketing to graduate students at Milgard School of Business, University of Washington, USA
- Took a Guest Session on “Managing Global Brands” for MBA students at S R Luthra Institute of Management, Sarvajanik University, India
- Invited as the resource person to conduct

an FDP on “Structured Literature Reviews for Global Publications” at N.L Dalmia Institute of Management Studies and Research

- Presented paper on updated theorization of parasocial relations at American Marketing Association, Winter Conference, 2024
- Received “Best Methodology Paper Award” for the second consecutive year from Marketing, Strategy and Policy Conference, UK, New Castle University, UK for the paper titled, “Beyond the Buzz: Exploring the Effectiveness of Moment Marketing on Consumer Engagement”



## PGP 1 (2023-25 BATCH)

Student Name	Competition	Achievement
Deeksha Trivedi	Cinematica, MICANVAS	National Runner Up
	Consulting Knights, IIM Kashipur	National Finalist
	Galactic Getaway, MICANVAS	National Winner
Devanshi Srivastava	Prachaar , GIM	National Winner
	Galactic Getaway,	3rd Position
	MarQMix- Branding Challenge, MDI Gurgaon	National finalist
Shourya Sharma	Prachaar , GIM	National Winner
	Business Case Competition, IIM Kashipur	National Level Finalist
	Business Case Competition, MDI Gurgaon	National Finalist
Sonali Johri	Beyond the Feeds, SIBM Pune	National Winner
Anurag Nair	Quest Season 1, Aequitas	National Winner
	Bond with Pidilite	National Semi-Finalist
	Tata Steel-A-Thon, Tata Steel	National Semi-Finalist,
Rishima Ramdev	Marketing Case Competition, XLRI PGDM (GM)	National Winner
	Case Competition Nationals, IIT-Bombay	2nd Runner Up
Ishita Banka	Beyond the Feeds, SIBM Pune	National Winner
	aSPire Case Competition, SPJIMR	3rd Position
Tanvi Choraria	Beyond the Feeds, SIBM Pune	National Winner
	aSPire Case Competition, SPJIMR	Winner
Prithvi Khanna	VICCO VISTA	National Winner
	Marketshastra , SIBM	Finalist
	ISB Marketing Mayhem	2nd Runner up
Manan Verma	Marketing Moguls, IIM Bangalore	National Finalist
	Brahmastra, IIT Kanpur	National Semi-Finalist
Jagruc Mahant	Hall of Fame, OJAS, SPJIMR	National Semi-Finalist
Anubha Shrivastava	MI Summit	Semi-Finalist and PPI

Mehak Jain	aSPire Case Competition, SPJIMR	3rd Position
Sanya Jain	IIFT Case Competition	1st Position
Greenovate ,	SPJIMR	1st Position
Hall of Fame,	OJAS, SPJIMR	1st Position
Shreyanshi Mishra	Hall of Fame, OJAS, SPJIMR	1st Position
Pradnya Nair	NOVA EXILARO'24 - XLRI Delhi-NCR	1st Position
	StartUp Blitz, Genesis, IIM Calcutta	2nd Runner up
	InnoVision, Quo Vadis 2024, IIFT	1st Runner Up
	Greenovate: The Sustainability Challenge, SPJIMR	1st Position
Akshansh Singh Chaudhary	Halla Bol, MICANVAS	2nd Position
Pooja Tiwari	XIM University, Bhubaneswar	1st Position
Shaunak Vadhavkar	HR Forum, TAPMI	Finalist
Diya Kameraia	Prachaar, Nexus, GIM	1st Position
	Galactic Gateway, MICANVAS	3rd Position
Pragya Pandey	Imagivators 2023, Johnson & Johnson	Campus Winner and PPI
Harshit Jaiswal	Imagivators 2023, Johnson & Johnson	Campus Winner and PPI
Sunanda Saha	Cluster Round, Xiaomi Mi Summit 5.0	Campus Round Winner

## PGP 2 (2022-24 BATCH)

Aviral Agarwal	Samsung EDGE	National Winner
Mihir Shah	Conquest Strategy Competition, FMS Delhi	National Winner
Mihir Shah	Elucidate, IIM Amritsar	National Winner
Mihir Shah	Abhigyata 4.0, IIM Amritsar	National Winner
Mihir Shah	Consigliere Case Competition, NMIMS Mumbai	National Winner
Shruti Kulkarni	ShowStopper, Aditya Birla Fashion & Retail	National Winner
Sakshi Bansal	Samsung Edge	National Winner
Laksh Walia	L'Oréal Brandstorm 2023	National Winner
Mansi Mathur	Samsung Edge	National Winner
Druvang Wagh	Make ur Mark, SCMHRD	National Winners



Laksh Walia  
Saiee Birajdar

Priya Salvi  
Namit Gupta  
Injila Gufran

Shounak Sengupta  
Muskan Chitlangia  
Mihir Shah  
Mihir Shah  
Joel Nedungatt  
Druvang Wagh  
Druvang Wagh  
Aishwarya Jain  
Shounak Sengupta

Laksh Walia  
Dhruv Bhargava  
Mihir Shah  
Mihir Shah  
Janhavi Mehta  
Mihir Shah

Harshika Agarwal  
Harshika Agarwal  
Shounak Sengupta  
Nihir Dhamecha  
Nihir Dhamecha  
Nihir Dhamecha  
Mihir Shah  
Mihir Shah

L'Oréal Brandstorm 2023  
TATA Steelathon  
Aequitas Quest  
Chanakyaneeti, IIT Madras  
Policy Odyssey, ISB Hyderabad  
Markethon La Conquista'23,  
SDA Bocconi Asia Centre, Mumbai  
Loreal Sustainability Challenge  
Loreal Sustainability Challenge  
Consulting Competition, TISS Mumbai  
Ace the Case, IIM Indore  
Flipkart Wired 7.0  
Flipkart Wired 7.0  
MarkCase, IIM Lucknow  
Trendsetter- DS Group  
blinkX Brainathon  
Trendsetter- DS Group  
ITC Interrobang  
Ops Journey 3.0, IIM Trichy  
Vridhhi CSR Competition, XIM Bhubaneswar  
Tata Consumer Products Limited - FnB Challenge  
Unstop Top 100 B-School Unstoppable Leaders 2024  
Dabur Verve 2022  
Hero Campus Challenge Season 8  
Tata imagination challenge  
Flipkart Wired 7.0  
Loreal Sustainability Challenge  
boAt Wavemakers Challenge  
L'Oreal Sustainability Challenge  
TVS Credit Strategy Challenge

International Top 10  
Semi-Finalist  
National Winner  
National finalist  
National Finalist  
  
National Finalist  
National Finalist  
National finalists  
National Runner Up  
National Runner Up  
National Runner Up  
National Runner Up  
National Runner Up  
National Runner Up  
National Runner Up  
National 2nd Runner Up  
National 2nd Runner Up  
National 2nd Runner Up  
National Semi-Finalist  
Top 100  
National Semi Finalist  
National Semi Finalist  
National Semi Finalist  
National Semi Finalist  
National Semi Finalist  
National Semi Finalist  
National Semi Finalist

Mihir Shah  
Krutuja Manglurkar

Bharg Mankodi  
Bharg Mankodi  
Soham Mukhopadhyay  
Soham Mukhopadhyay  
Mihir Shah  
Janhavi Mehta  
Abhishek Sharma  
Aryaman Rawat  
Rukhman Singh Rathore  
Bhavya Burnwal

Diksha Iyer  
Priya Salvi  
Bharg Mankodi  
Bharg Mankodi  
Diksha Iyer  
Diksha Iyer  
Janhavi Mehta  
Shounak Sengupta  
Subreeta Sood  
Asmita N Raj  
Bharg Mankodi  
Muskan Chitlangia  
Asmita N Raj

Flipkart WiRED 7.0  
Write Rasna Right' Contest  
Hero MotoCorp, Varchasva, IIM Lucknow  
Synapse quiz, DA-IICT  
Ingenium, Ahmedabad University  
Marketing Quiz (Insight Out), MICA  
Cinematica, MICANVAS  
Unstop Top 10 College Champion Awards  
RJ Wars, MICANVAS  
HDFC Case Competition  
Fujitsu 100  
Toastmasters International Speech Contest 2022  
Euphoria, Nirma University  
Jingle Junkies and Brand Bandits - MICANVAS  
Kohler Case competition, MICAMINDS  
EDC- Auli, MICA  
blinkX Brainathon  
IIM-Quiz Fest 2024  
L'Oreal Sustainability Challenge  
ITC Interrobang  
Jingle Junkies, MICANVAS  
ITC interrobang  
ITC Interrobang  
Nautica, MDI Gurgaon  
IIM-A Quiz Fest  
ITC Interrobang  
Flipkart WiRED 7.0

National Semi Finalist  
National Finalist  
National Finalist  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
1st Position  
First Runner up  
First Runner up  
First Runner up  
First Runner up  
First Runner up  
First Runner up  
3rd Position  
3rd Position  
3rd Position  
Campus Runners up  
Campus Winner



## MICA ACADEMIC EXCELLENCE AWARDS 2023-24

### PGP (2022-24 BATCH)

Category	Winner	Runner up
A G Krishnamurthy Academic Excellence Awards	Ananya Sharma – <b>Gold Medal</b> Harshi Shah – <b>Silver Medal</b> Swati Lambat – <b>Bronze Medal</b>	
President's Award for Academic Excellence for maintaining a CGPA of 3.50 consistently for 2 years	Ananya Sharma, Harshi Shah	
Dean's Award for Exemplary Conduct	Namit Gupta, Soham Mukhopadhyay, Dhruv Kundra	
Mani Ayer Award of Academic Excellence in Advertising & Brand Management (Specialisation)	Ananya Sharma	
AAAI Raman Memorial Trophy in Advertising & Brand Management (Specialisation)	Ananya Sharma	Swati Lambat
Communication Area Topper for consistent excellence for 2 years	Kuhu Kopal	
Business Management Area Topper for consistent excellence for 2 years	Sakshi Kanodia	
MICA Rural Immersion Project (Group)	Ananya Sharma, Ekta Jain, Poorva Gupta Malay Thakral	Asmita Raj, Atharva Bhave Akshit Mathur, Ramola Vats

<b>Data Science and Business Analytics (Specialisation)</b>	Harshi Shah	
<b>Cultural Analysis and Application 1, 2 and 3</b>	Natasha Dsouza	
<b>Media &amp; Entertainment Management (Specialisation)</b>	Soham Mukhopadhyay	
<b>Divya Bhaskar Scholarship of Academic Excellence in Media &amp; Entertainment Management (Specialisation)</b>	Soham Mukhopadhyay	Bharg Mankodi Saloni Sanghvi
<b>Dissertations</b>	Bhavya Gupta	Digant Vaish Sakshi Kathait
<b>DCM Capstone Project (Group)</b>	Atharva Bhawe, Arvind Kumar, Heratkumar Talati	
<b>Search and Display Advertising Project (Group)</b>	Hritik Gulati, Subreeta Sood, Injila Gufran, Saiee Birajdar Shantanu Sharma, Swati Lambat, Ananya Jauhari Manasvi Srivastava	
<b>Digital Marketing Analytics Project (Group)</b>	Ishita Sureka, Manasvi Srivastava, Priyanshi Singhal	
<b>Allied Publishers Award for KEIC Best User</b>	<b>PGP</b> – Shah Mihir (PGDM C) <b>CCC</b> – Saraswat Vidhi	
<b>Advanced Courses</b>	Asmita Raj	
<b>Cultural Analysis &amp; Application (Industry Project Group)</b>	Bharg Mankodi, Hritik Gulati, Injila Gufran	
<b>Satpal Singh Viridi Memorial Award for Best All-Round Performance</b>	Chirag Kamath	



## ccc (2023-24)

Category	Winner
A G Krishnamurthy Awards for Academic Excellence	Karanpreet Singh – <b>Gold Medal</b> Priya Baldwa – <b>Silver Medal</b> Manjusha Nair – <b>Bronze Medal</b>
President's Award for Integrated Digital Campaign of the Year	<b>1st:</b> Karanpreet Singh <b>2nd:</b> Karthik Sankar <b>3rd:</b> Priya Baldwa
Dean's Award for Exemplary Conduct	Deepthi Priyanka, Kashish Choudhary, Vidhi Sarswat
Brand Identity	Srishti Saxena, Dhvani Sutaria
Long Copy / Wackaging / Blogging	Priya Baldwa
Video Campaign	Priya Baldwa
Film Making (Group)	Ipshita Mandal, Karanpreet Singh, Kashish Choudhary Manjusha Nair, Soumya Gupta, Vidhi Sarswat
Content Campaign (Group)	Ipshita Mandal, Karanpreet Singh, Kashish Choudhary Manjusha Nair, Soumya Gupta, Vidhi Sarswat
Sai & Anuja Award for Virtuosity & Leadership	Anand Menon, Manav Joshi, Srishti Saxena
Allied Publishers Award for KEIC Best User	Vidhi Sarswat

### FPM ACADEMIC & RESEARCH AWARDS (2023-24)

Category	Winner
Research Excellence	Parth Salunke (2021-25 batch)
Research Excellence	Pooja Shrivastava (2020-24 batch)
Research Excellence	Gyanesh Govindrajan (2019-23 batch)
Academic Excellence	Mallika Suresh (2023-27 batch)



## COMMITTED COMMITTEES



### **MICA COUNCIL FOR STUDENT AFFAIRS (MCSA)**

- Works as a conduit between the students and the administration in resolving various student-related issues.
- Laksh Walia, Saransh Sharma, and Shubhi Sharma represented the MCSA during the year 2023-24.
- They were ably assisted in their tasks by the Junior MCSA consisting of Aayushi Sachidanand, Arihant Jain, Jeet Vaishnav, Kumaril Gupta, Manan Verma, and Ravija Sahay
- Anand Menon and Kashish Choudhary represented CCC – 2023-24 batch while Madhuparna Majumder and Mallika Suresh represented the FPM programme for the year 2023-24.

### **MICANVAS: ANNUAL MARKETING FEST**

Hosted MICA's annual flagship marketing festival - one of India's largest marketing festivals of its kind, with participation from students of some of the country's most prestigious B-Schools

### **MICA ALUMNI ENGAGEMENT COMMITTEE**

- Hosted MICA alumni with City Meets at Mumbai and Gurgaon. It also hosted the batches of 2013, 2017, and 2018 as part of the Homecoming Season.

- Alumni Engagement Committee hosted a City Meet in Bengaluru following successful meets in Mumbai and Gurgaon. It organised a Grand Alumni Meet for the PGP and CCC batches of 2023 on MICA campus.

### **MICAVAANI: COMMUNITY RADIO STATION**

Began broadcasting recordings shared by the Central Institute of Educational Technology (CIET)

### **ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)**

Organised a “Start Your Own Restaurant” which allowed students to try their hand at running a food business for a day and applying marketing strategies to optimizing operations.

### **CULCOMM: CULTURAL COMMITTEE**

Organised the annual Garba Fest, 'Oorja' and a Haat Bazaar, an exhibition-cum-sale of ethnic items on campus.

### **LITCOMM - LITERARY COMMITTEE**

Organised its annual LitFest which included a book sales-cum-exhibition, Comic Writing Workshop and hosted author and World Bank economist Shreyana Bhattacharya who spoke of her book “Desperately Seeking Shah

Rukh: India's Lonely Young Women and the Search for Intimacy and Independence.”

### **SCAM - SPORTS COMMITTEE**

- Organised the MICATHON 2023 - The Freedom Run, on the occasion of the Independence Day.
- Held its annual inter-collegiate sports festival SAMAR which saw various teams competing across different sport disciplines

### **STUDIO 7 (MUSIC SOCIETY)**

Organised their annual event 'Kultura' – a blend of art, poetry, and music – in association with LitComm.

### **SANKALP - THEATRE SOCIETY**

Staged its annual production “Parchai -the shadows of the past” an original play written and enacted by the students.

### **MICA TEDx**

- First B-School in India to organise a TEDx event.
- MICA TEDx Committee held its annual TED Talk on the theme “Can/Did: Unveiling the Power of Self-Belief” with a diverse line-up of speakers who shared their stories, ideas, and experiences with the community.



#### **MICAMINDS - CONSULTANCY CELL**

- Strives to create opportunities to fulfil the aspirations of the industry, students.
- Works on live projects to equip students gain hands-on experience.
- Suggests effective marketing solutions and a fresh perspective to organisations.
- Facilitates understanding and evaluation of projects to sync with students' skills.

#### **MARKETING & LEADERSHIP SERIES (MLS)**

- Works proactively towards building industry engagement and connect.
- Organises periodic guest lectures with industry thought leaders to help students gain from their insights and experiences.
- Organised MICA's First Marketing Summit during the year

#### **PLACECOMM - PLACEMENT CELL**

- Looks after pre-placement talks and organises all formal interactions between the students and corporates for summer and final placements.
- Guides and mentors' students during the placements process
- Has been successful in MICA maintaining a record of 100% placements year after year.

#### **TEAM INTERFACE - MEDIA AND PR WING**

- Looks after the institute-level communication which covers all the happenings in and about MICA.
- Manages MICA's social media properties and maintains contacts with the press and media.
- Ensures MICA's high visibility across all media platforms.

#### **JAGRITI - CSR COMMITTEE**

- Held its annual event 'Anand Mela' – a fun carnival for underprivileged children to “empower” them on health and education through games and interactive stalls along with MICAVaani.
- Partnered with Prathama Blood Centre to hold a Blood Donation camp on campus along with MICAVaani.

#### **INFORMAL COMMITTEES**

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##### **MIQUEST**

Organises quizzes and competitions to keep the inquisitive nature of students alive and thriving.

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##### **HAPPY FEET**

Conducts dance workshops and training sessions.

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##### **MESS COMMITTEE**

Manage food preferences of students and staff and ensure that the food served on campus is tasty and healthy.

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## ILLUSTRIOUS ALUMNI

### IN THE SPOTLIGHT

**Amogh Dusad** (PGP 2002 batch) Head - Content, Mini TV, Amazon was awarded the Annual Prof Atul Tandan Illustrious Alumni Award at MICA's 29th Convocation.

Director-Producer **Shiladitya Bora** (PGPCME 2008 batch) new film 'Bhagwan Bharose' won the Best Film award at the 25th UK Asian Film Festival in London

**Nitika Satya** (PGP 2018 batch) Engagement Manager at Disney+Hotstar was crowned as the 3rd runner-up at the prestigious Mrs. India Inc Season 4 pageant at Sri Lanka and would be representing India at Orlando, Florida, In the USA in the international pageant.

**Varun Dua**, (PGP 2003 batch), Founder and CEO of ACKO joins the panel at the Sony Liv reality show "Shark Tank India 3".

**Sushant Dash** (PGP 1996 batch), conferred with the prestigious Times Now Most Promising Business Leaders of Asia 2023-24 Award

**Basant Rathore**, (PGP 1996 batch) Senior Vice President, Jagran Prakashan, appointed on jury panel of the 'Outdoor Advertising Awards (OAA) 2023.

### NEW APPOINTMENTS, NEW HEIGHTS

**Padmini Rathore** (PGP 2002 batch) appointed as Chief Practice Officer, Khaitan, and Company.

**Vinay Subramanyam** (PGP 2002 batch) appointed as the Senior Director of Marketing at Kellogg

**Gaurav Mehta** (PGP 2002 batch) appointed as the Chief Marketing Officer of Noise

**Tavleen Kaur** (PGP 2013 batch) joins as Senior Director – Creative Strategy for INSYNC, Tribes Communication

**Pulkit Saboo** (PGP 2014 batch) to head Marketing (International & New Initiatives) at Tally Solutions

**Pradeep Lamba** (2005 batch) Vice President, Marketing at Revolt Motors



# THE MICA FAMILY









## CORE FACULTY

Prof. Amit Karamchandani  
Prof. Anirudh Kalia  
Prof. Anita Basalingappa  
Prof. Ashutosh Dutt  
Prof. Banikanta Mishra  
Prof. Falguni Vasavada  
Prof. Githa Heggde  
Prof. Harmony Siganporia  
Prof. Kallol Das  
Prof. Manisha Shelat  
Prof. Mayank Kumar  
Prof. Mini Mathur  
Prof. Niyati Bhanja  
Prof. Pooja Thomas  
Prof. R M Simha  
Prof. Rajneesh Krishna  
Prof. Rasananda Panda  
Prof. Ruchi Tewari  
Prof. Santosh Kumar Patra  
Prof. Saurabh Pandya  
Prof. Shailendra Raj Mehta  
Prof. Shaphali Gupta  
Prof. Shubhra Gaur  
Prof. Subrat Sarangi  
Prof. Sunita Mall  
Prof. Suresh Malodia  
Prof. Taral Pathak  
Prof. U T Rao  
Prof. Varsha Jain

Prof. Vinod Kumar  
Prof. Viral Nagori

## STAFF

Akash Parekh  
Akbar Khokhar  
Akhilesh Tomar  
Amitava Ghosh  
Anil Chauhan  
Arpit Christian  
Ashok Chauhan  
Bhagavandas Sadhu  
Bhikhabhai Chauhan  
Biju M P  
Birju Ambani  
Brahma Raval  
Chintan Pandya  
Chintan Shah  
Dhruv Choksi  
Ernest Highland  
Forum Shah  
G K Nair  
Hardik Shah  
Himanshu Patel  
Hinal Pandya  
Hiren Bhuvra  
Indranil Banerji  
Jalp Lakhia  
Jasmeen Guliani  
Jayaraj Nair

Jaydipsinh Vaghela  
Jigar Bharwad  
Karankumar Sharda  
Keyur Parekh  
Krunal Patel  
Kuldeep Parmar  
Kunal Pandya  
Lav Thaker  
Leslin Bastian  
Madhuri Bhardwaj  
Manish Ghatge  
Mansi Shah  
Manu Parmar  
Murali Nair  
Murtaza Gandhi  
Neha Raval  
Nilotama Parmar  
Niraj Patel  
Perpetua Fernandes  
Pooja Sharma  
Praful Sevak  
Pratap Solanki  
Pratik Nandy  
Punam Rajput  
Rajaram Iyer  
Rajendar Klasuwa  
Rajesh Nair  
Rushikesh Pandya  
Samir Patel  
Sanjaykumar Pillai

Sethu Iyer  
Shantilal Patel  
Shubham Bhatt  
Snigdha Mandal  
Sukruti Phatak  
Sumit Barad  
Sunjay Chandwani  
Taniya Soni  
Tanushree Bhatia  
Tikendra Singh  
Vihar Desai  
Vijay Borse  
Vijay Christian  
Vinit Shah

#### ADVISORS & CONSULTANTS

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Shushama Oza  
Suraja Kishore  
V Kumar  
Vandana Patel

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Aditya Naishadam  
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Bikram Bindra  
C D Mitra  
Darshan Trivedi  
K V Ramani  
Kaustav Majumdar  
Keval Kumar  
L. K. Vaswani  
Pratibha Vinayak  
Siddharth Deshmukh  
Sukaran Thakur  
Vivek Rana

#### POST-DOCTORAL FELLOWS

Anushree Poddar  
Praveen S V  
Shersingh Yadav  
Sonal Purohit  
Yogesh Mungra

#### RESEARCH STAFF

Abhishek Bakoriya  
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Ananthan A  
Anjali Manglani  
Anmol Trivedi  
Ashima Mahto  
Ashka Dave  
Astha Aloria  
Ayushi Singh  
Darshini Parekh  
Debnandini Dey  
Deepak Dubey  
Dhruvi Naik  
Dhwani Shah  
Hridayesh Nimavat  
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Jemini Nainan  
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Nilanta Mukherjee

Parul Palod  
Prabha  
Pradyuman Manjariya  
Prutha Shah  
Rahul Gadekar  
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Ravi Pabari  
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Sachi Patadia  
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Shruti Kulkarni  
Srushti Govilkar  
Supriya Singh  
Sushmita Upadhyay

#### CONTRACTUAL STAFF

Anagha Smrithi  
Divya Harwani  
Grishma Trivedi  
Jeenal Desai  
Jignesh Parekh  
Kunj Ganatra  
Maaz Saiyed  
Mosam Acharya  
Piyush Makwana  
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Sakshi Shrivastav  
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E&Y  
Mumbai

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Omnicom Media Group India  
Mumbai

**Shailesh Kapoor,**  
Ormax Media  
Mumbai

**Jateen Rajput,**  
XENO Reality, Mumbai

**Gaurav Gandhi,**  
Prime Video, APAC & M  
Mumbai





## EXTERNAL AGENCIES

### IT & TECHNOLOGICAL SUPPORT

Butterfly Innovations  
Bharti Airtel  
TATA Teleservices  
ZVC India  
Baliosoft Solutions  
7Array Solutions  
Kirti Telnet  
Ridham Enterprises  
TM Solutech  
Tailored Solutions  
Korra Worldwide Advertising

### INSURANCE PARTNERS

Cholamandalam MS General Insurance  
National Insurance  
Bajaj Allianz Life Insurance  
Oriental Insurance  
HealthySure (ICICI)  
Uptrust Insurance Point (TATA AIG)

### HR RELATED SERVICE PROVIDERS

Adrenalin eSystems  
LinkedIn Learning  
LinkedIn Recruiter

Safe Management Services  
Apollo Hospitals  
Pluxee India

### BANKERS

HDFC Bank  
ICICI Bank  
Axis Bank  
Indian Overseas Bank  
The Federal Bank

### AUDITORS AND TAX CONSULTANTS

Sorab S. Engineer & Co.  
Mehta, Sheth & Associates  
Deloitte Haskins & Sells LLP  
MAAK & Associates  
Shah & Shah  
Valserve Advisors

### LEGAL AND STATUTORY COUNSELLORS

Kunte, Modha, Shah Advisors LLP  
Kashyap R. Mehta & Associates  
Mihir Thakore  
Salil Thakore  
Ankit Shah  
Bharat Kapadia

Saurabh Soparkar

### CAMPUS DOCTORS

Dr. Akhil Mukim  
Dr. Bhawana Daga

### STUDENT COUNSELLOR

Dr. Shilpa Jasubhai

### MENTAL WELL-BEING

HopeQure Wellness Solutions

### KEIC

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Gujarat Vidyapith, Ahmedabad

### MESS AND CANTEEN

Aradhana Hospitality

### MICAfe

JRV Hospitality

### HOUSEKEEPING AND CAMPUS MAINTENANCE

Aradhana Hospitality

### GARDEN MAINTENANCE

Vrundavan Plantation

### SECURITY SERVICES

Cosmos Detective & Security Services

### PHOTOCOPYING SERVICES

Alka Xerox

### GYM AND PHYSICAL FITNESS

Manas Health & Fitness Services

### WEBSITE MANAGEMENT

Tasol Global

### PRINTING SERVICES

Patel Printing Press

## VISITING FACULTY

### PGP

**Abhinav Chandekar**  
Ormax Media  
Mumbai

**Abhinav Chetan**  
Google  
New Delhi

**Abhinit Agarwal**  
Publicis Worldwide  
Singapore

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Cineman Productions &  
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**Amar Patel**  
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ET Medialabs  
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India  
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EdTech | E-Learning  
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