Showcasing all that it *takes* and *makes* MICA a happening place
Dear Friends,

It gives me immense pleasure to bring to you, MICA’s news magazine, MICARENA. MICARENA will bring to you—on a periodic basis—all the exciting news of MICA relating to faculty, staff, students, and alumni. It will also attempt to capture the exciting events and engagements that take place on the MICA campus. I use the word attempt deliberately here, because there is only so much that text and visuals can capture and convey about MICA. MICA is an emotion that transcends the tangible and needs to be lived, absorbed and experienced.

MICA has completed 27 years of a dream run from 1991 when it was conceptualized as a different School of Thought. We believe that as we move forward, we need to embrace new innovations and new processes, while retaining our basic values and core strengths. If MICA has to change its orbit and move to the global space, it needs to evolve, adapt and imbibe new and exciting international norms and standards. Today, we are sitting on the cusp of change and transition. These changes will strengthen our fabric and will help take MICA to the next level.

As the MICA launch ad released in 1992 said quite simply, “We are a different school of thought.” We admit and recruit differently. We teach and research differently. We work and facilitate differently. We place and train differently.

The difference is MICA! Come join me in this journey.

Best wishes.

Dr Shailendra Raj Mehta

FROM THE DESK OF THE PRESIDENT AND DIRECTOR
Dear MICA Community and Friends,

Warm Greetings from the beautiful and vibrant MICA Campus!

It is with great pleasure, I welcome you as the Dean of MICA while we bring to you the much awaited MICA newsmagazine.

MICA is continuing to evolve as an exciting and innovative institution in so many different ways. Our curriculum, pedagogy and partnerships always emphasize out-of-the-box thinking and creativity, and yet we are inclusive at the same time. The constant endeavor at MICA is to marry cutting edge classroom learning with real-life projects to prepare our students for the challenges and demands they will face as they enter the industry and connect globally!

We are constantly innovating and strengthening our connect with MICA alumni, industry, government, social sector, communities and all external stakeholders while forging new collaborations and linkages - both within India and abroad.

We are committed to enabling and facilitating a truly exciting and stimulating life-long learning environment, and experiential education to combine creativity, innovation, entrepreneurship and management learning on campus.

Glad to share with you, all the wonderful and great strides that we at MICA, individually and collectively, are taking as showcased in the pages that follow.

Welcome to MICA, The School of Ideas! Best Wishes!

Dr Preeti Shroff

DEAN’S CORNER
As part of a Global Study (Phase-1) being undertaken to analyze critical transitions in women’s personal lives and impact on career choices, helmed by Prof. Preeti Shroff, Dean, MICA and supported by Prof. Shailendra Raj Mehta, President & Director, MICA and an independent researcher, Ms. Priyanka Raja, MICA held a Roundtable Conference at Alibaug where a select group of women leaders (along with their partners and mentors) shared their professional and personal life journey and experiences. Those who were in attendance at the Roundtable included Ms. Renu Sud Karnad, Managing Director, HDFC Ltd. Prof. Indira Parikh, Former Founder - President FLAME University; Former Dean, IIM-A Ms. Ganga Ganapathi, VP, Epsilon Agency Ms. Anjalee Tarapore, Joint Gen. Manager – Management Services & Investor Relations, HDFC Ms. Padmini Rathore, CEO, DSK Legal Ms. Yan Han, Chairperson, International Business, Topline Group Ms. Jaya Deshmukh, Senior Director, Business Strategy, Microsoft Digital, AI and Industry Ms. Rajeshwari Ragav, AVP – Data Excellence, Head Customer Insights and Analytics team, Madura Microfinance Ms. Juhi Chaturvedi, Scriptwriter Prof. T V Rao, Chairman TVRLS and Ex Professor, IIM-A Mr. Nishith Desai, Founder, Nishith Desai Associates, Founder, Imaginarium Prof. Siddharth Deshmukh, Sr. Advisor and Adjunct Professor, MICA Mr. Michael Song, Chairman, China Topline Brand Management Corporation.

Miccanvas – The annual marketing fest by MICA received an overwhelming response from 25+ B-schools with 6000+ registrations across different competitions. 30 events spread across 3 days made the festival a spectacle worth experiencing.

As a part of Miccanvas, MICA hosted some renowned faces of the industry including Anirban Dasgupta (Stand-up comic), Kartik Krishnan (Creative Director, Dice Media), Dhruv Sehgal (Actor & Writer), Aniruddha Patanakar (Director Of Photography, Pocket Aces), and acclaimed actor and lyricist Piyush Mishra. The festival concluded with a mesmerizing musical performance by the renowned music composers Salim-Sulaiman.

The community radio station at MICA organized RJ Wars on the topic “Comedy for a cause.”

The musical band ‘River’ paid a tribute to Pink Floyd through a live concert at MICA.

Team ‘You Gotta Be Cool’ from MICA stood 3rd and won a cash prize of ₹30,000 in Case Study Solution Competition held as a part of Micanvas.
Mr. Ajit Mohan, CEO, Hotstar was the Chief Guest at the Inaugural function of current academic year, which saw 234 students from the 3 major in-campus programmes viz. the Post-Graduate Diploma in Management (Communications) –PGDM(C), the Crafting Creative Communications Programme (CCC) and the Fellow Programme in Management (Communications) –FPM(C), being formally inducted into MICA.

Orientation saw a host of eminent dignitaries sharing their experiences and expertise with the new batch which included:

- **Mr. Revanta Sarabhai**
  Actor and Dance Artiste

- **Ms. Shriya Damani**
  Chairperson, FICCI-FLO Gujarat

- **Ms. Jyoti Sudhir**
  Director, InventIndia Innovations

- **Dr. Tridip Suhrud**
  Professor and Director of CEPT Archives

- **Mr. Sandeep Menon**
  Digital Entrepreneur

- **Mr. Kunal Jeswani**
  CEO, Ogilvy, India; MICA alum

- **Mr. Paurush Sharma**
  Vertical Business Manager, Google

- **Mr. Kishan Kumar**
  Managing Partner, Wave Maker

- **Mr. Sudip Mitra**
  Senior VP, Aditya Birla Group

- **Mr. Arun Sharma**
  Associate Category Director, Perfetti Van Melle, India

- **Ms. Nandini Singh**
  Senior VP and GM, Star India

- **Mr. Prasanna J K**
  Associate Director, Direct to Consumer Marketing & Emerging Channels, Kellogg
The MICA Leadership Series (MLS) is about bringing perspectives of thought leaders to the MICAn community. The student-driven MLS committee proactively works towards building industry connections by having leaders across diverse fields deliver guest lectures to the larger student body at MICA. MLS hosted the following dignitaries:

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- Mr. V Swamy: Global Head of TCSiON
- Mr. Abhijit Bhaduri: Founder, Abhijit Bhaduri & Associates, Member, MICA’s Governing Council
- Ms. Chanpreet Arora: CEO, VICE India
- Mr. Sumir Lal: Director of External and Corporate Relations, World Bank
- Mr. Amit Tiwari: VP Marketing, Havells
- Mr. Sudip Ghose: CEO, VIP Industries
- Ms. Rashi Goel: Head of Consumer Communications, Nestle India
- Ms. Virginia Sharma: Director, LinkedIn Marketing Solutions
On Librarians’ Day 2018, MICA in association with ADINET organized a seminar on Startups in India and the Role of Libraries in society which saw dignitaries such as Ms. Rhoda Barucha (Director, ADINET) and Dr. Madhukumar Mehta (Chief Mentor Emeritus & Founding Team Member, iCreate) sharing their thoughts with the participants.

Eminent classical dancer and renowned exponent of Bharatnatyam and Odissi dance, Sushri Sonal Mansingh, performed the dance drama “Shri Devi Mahatmaya” at MICA.

MICA hosted a Chinese entourage of entrepreneurs with varied profiles, ranging from Entrepreneurs and CEOs to Designers and Architects, who visited MICA along with Topline International’s Chairperson Ms. Yan Han. The group were exposed to Ahmedabad City’s rich cultural heritage and held interactive sessions with MICA’s senior management team to strengthen students’ placements, international immersions and faculty research collaborations with the corporate and the academic institutions in China.”

As part of its Distinguished Professors-in-residence initiative, MICA hosted Prof. Naresh Malhotra, Senior Fellow, Georgia Tech CIBER and Regents’ Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA; Prof. Edward C. Malthouse, Theodore R. and Annie Laurie Sills, Professor of Integrated Marketing Communications at Medill and Research Director of the Medill IMC Spiegel Center on Database and Digital Marketing and Prof. Sudipta Sarangi, Professor and Head, Department of Economics from Virginia Tech, Blacksburg, Virginia.
Prof. Varsha Jain also received the Woman Academic Leader Award in higher education at the Women Leadership Conclave under the aegis of FMRT and ASMITA. Moreover, prior to this, Prof. Jain was selected for the prestigious Dr. A P J Abdul Kalam Lifetime Achievement National Award by Innovative Research Developers and Publishers, Chennai, India.

The MICA – The School of Ideas brand and logo was successfully registered under the Trademark Registration Act, 1999 and under the Copyright Act, 1957.

MICA was awarded accreditation by the National Board of Accreditation (NBA) for its flagship programme, the 2-year Post Graduate Diploma in Management (Communications) – PGDM(C). The PGDM(C) Programme is recognised by the All India Council for Technical Education (AICTE) since 1995.

MICA was awarded the 2018 Education Leadership Award under the Pride of India Awards sponsored by Yes Bank and the ABP Group.
The Centre for Development Management and Communication conducted Capacity Building Programmes for consultants under the Institutional Strengthening of Gram Panchayats (ISGP) Program II, under Government of West Bengal and the World Bank, and also for senior level officials of the Directorate of Information and Public Relations (DIPR), Government of Arunachal Pradesh. The Centre is also in the process of forging partnerships with eminent organisations such as UNICEF, World Bank and BISAG (under Government of Gujarat).

The Management Development Programme Centre ran programmes for executives of Viacom, IOC, NTPC, Cadila Pharma and BIAL.

The MICA Case Centre developed cases such as “Taarak Mehta ka Oolta Chashma” and Cineman Films (under Prof. Darshan Trivedi), Wealth out of Waste (under Prof. Mini Mathur), CEAT Shoppe (under Prof. Subhash Tendle), Nutralite’s Marketing Twist (under Prof. Falguni V Oza), Navneet Publications (under Prof. Ruchi Tewari), WittyFeed (under Prof. Siddharth Deshmukh and Prof. Sanjeev Kotnala), Jaipur Living (under Prof. Varsha Jain), Maganbhai Moment (under Dr. Shailendra Raj Mehta), Red Bricks School (under Prof. Rajneesh Krishna and Prof. Anjali Bansal).

The MICA Consultancy Wing offered its services to Institute of Business Administration, Pakistan and IIM-Ahmedabad (by Dr. Shailendra Raj Mehta) Michigan State University (by Prof. Rajneesh Krishna, Prof. Siddharth Deshmukh, Prof. Amit Kishore), Symphony Ltd. (by Prof. Ashutosh Dutt, Prof. Rajneesh Krishna, Dr. Shailesh Yagnik), Ambuja Cements (by Prof. Santosh Patra), House of MG (by Prof. Rajneesh Krishna, Prof. Ashutosh Dutt, Prof. Jay Trivedi, Dr. Preeti Shroff).

MICA’s Online Programmes continued to offer courses in Business Management, Advertising & PR, Market Research & Data Analytics, Marketing & Brand Management and Digital Marketing & Communications.

MICA’s Centre for Media and Entertainment Studies came up with their first OTT (Over The Top) Report titled “Indian OTT Platform- Streaming The New Age Narrative.”
The MICA faculty has been busy from the start of the academic year teaching, mentoring, and researching. In midst of all this, they have also figured and featured at prominent places off the campus.

Dr. Shailendra Raj Mehta, President and Director, MICA’s article titled ‘Colonialism 2.0’ was published in The Indian Express. It was also cited in a New York Times article on Crimes against women in India. Dr. Mehta was invited to the Indian Institute for Advanced Study, Shimla where he gave a talk on “Freedom of Speech, Inquiry and Religion in India and in the West.”

Dr. Preeti Shroff, Dean, MICA graced the symposium on ‘Daisaku Ikeda’s Peace Proposal’, organized by Bharat Soka Gakkai, in Ahmedabad where she shared her experiences and anecdotes about World Peace and Women Empowerment. Dr. Shroff also delivered the inaugural address at the seminar “Save Food. Think Today. Tomorrow Will Be Too Late,” organized by the National Campaign on Reducing Food Wastage at Ahmedabad. She also took part in a women’s forum held by the Confederation of Indian Industry (CII).

Prof. Varsha Jain, was selected as an ‘Associate Editor’ primarily for marketing communication by Media Asia, a scholarly peer reviewed journal published by AMIC.

Prof. Varsha Jain along with Mr. B E Ganesh (FPM) paper: “Exploring and consolidating the brand personality elements of the political leader” was published in the Spanish Journal of Marketing – ESIC.

Prof. Falguni Vasavada Oza participated in the 6th edition of the Redi Digital Dialogue 2018 and took part in the panel discussion on “Mental Health in the Digital World.” Prof. Oza was also invited as a panelist to “Digital Trust Dialogues” by Google and She the People TV, where she talked about the changing digital and social world and its dangers.

Prof. Harmony Siganporia’s book “I am the widow: An intellectual biography of Behramji Malbariwas” got published. Further, her papers and note viz. “The (Non) problem,” “Scoring the city” and “The warp and weft of Ahmedabad,” which includes interviews with Mirali Chatterjee, Director of Social Security, SEWA, Ahmedabad and Jayshree Lalbhai, Educationist and Trustee, NLRDF, Ahmedabad were published in the journal “Seminar.”
Prof. Harmony Siganporia’s book chapter viz. “Memories of/and mobility: Parsi diasporas in South-east Asia” was published in an edited book ‘Mapping migration: Culture and identity in the Indian diasporas of Southeast Asia and the UK.’

Prof. Manisha Pathak-Shelat participated in a global debate on “World Trends in Freedom of Expression” at the International Association of Media and Communication Research (IAMCR) held in Oregon, USA. Prof. Shelat served as a jury member at the CSR Impact Awards 2018 and was invited as a speaker at the Global Media and Information Literacy Week - Youth Agenda Forum held in Riga, Latvia and at the Feature Conference in Lithuania. The University of Latvia, Riga invited her to conduct a workshop on Social Media Research Methods for the students of Communication.

Prof. Arbind Sinha, chaired a 2-day Colloquium on Health Communication, organized by the Department of Journalism and Mass Communication, English and Foreign Language University campus, Shillong.

Prof. Sunita Mall published a paper on “Relationship between FDI distribution and regional economic aggregates: An evidence from India” in the journal “Romanian Economic Business Review,” Romania. Her other publication was “Management of Fraud: Case of an Indian Insurance Company” in the journal “Accounting and Finance Research.” She also wrote a book chapter on “Loan loss provisioning practices in Indian banks” for the book “Advances in analytics and applications: Springer proceedings in business and economics.”

Prof. Niyati Bhanja’s papers “Stock returns and inflation: A tale of two periods in India” was published in the journal “Economic Change and Restructuring,” USA, while “Do gold mining stocks behave like gold or equities? Evidence from the US and the UK” was published in the International Review of Economics and Finance.

Prof. Jay Trivedi wrote a paper on “Measuring the comparative efficacy of an attractive celebrity influencer vis-a-vis an expert influencer: A fashion industry perspective.” A joint paper titled “The Effect of Social Media Communications on Indian Consumers’ Travel Decisions” by Prof. Jay Trivedi and Ms. Mitali Rozia (RA) was selected for the “Best Paper Award” at Symbiosis International University, International Conference ICMAC 2018 and has also been selected for publishing in a Scopus indexed journal - Media Watch.
Prof. Jay Trivedi, Prof. Siddharth Deshmukh, and Prof. Amit Kishore wrote a joint research paper which was the first empirical study on YouTube’s new advertising format – Bumper ads which was published in the International Journal of Electronic Marketing and Retailing, Inderscience Journal. Prof. Anjali Bansal along with a former PGP student of MICA, Mr. Ayan Bairoliya wrote an article on “Backpackers’ hostel” in the ‘Travel Biz and Hospitality Biz Magazine.’

Prof. Aniruddha Pangarkar finished his PhD earlier in the year from Texas Tech University. He also presented a paper at the American Marketing Association conference (AMA) and made a presentation to students and faculty at the FLAME University.

Prof. Pooja Thomas served as a guest editor to the issue of the journal “Interactions: Studies in Communication and Culture” based on the theme ‘Visual Fields in the Changing Media and Entertainment Environment in India.’

Prof. Pooja Thomas

Prof. Viral Nagori won the ‘Instagram Research Awards for Social Technologies’ and was rewarded for his research on “The Role of Social Media Platforms in Enabling Women to be Entrepreneurs.”

Prof. Viral Nagori

Bhikhabhai Chauhan (KEIC) has successfully cleared the exam for Master of Philosophy in library and information science (MPHIL) from Hemchandrabharya North Gujarat University at Patan.

MICA reported great progress in its endeavour in co-creation of pilot courses specially designed by groups of students, faculty, and experts from academia and industry such as Prof. Pradip Khandwala, Mr. Aditya Kanthy, Mr. Sumir Lal, Mr. Kandaswamy Bharatan, Dr. Bibek Debroy, Prof. Laxmi Pratury and Mr. VS Parthasarthy in subjects ranging from Creativity and Innovation, Global Governance, Intensity of Thought, Change Management, Finance and Storytelling.
MICA, for the first time, hosted the campus round of Steel-A-Thon Season 5 by TATA Steel.

Pranjali Morchale, Krishna Rao and Rohit Ramesh emerged as the Grand Finale Winners of HUL Carpe Diem Season 5. The winning team also gets an opportunity to work on a live HUL project.

The Flipkart Wired 2.0 campus round was held at MICA with the winning teams moving to the National Finals.

The Team Herbivores from MICA with their pledge to “Reduce food wastage on campus and promote a healthy lifestyle for students by combining both technology and
the Top 5 at L’Oreal Sustainability Challenge 2018 Nationals.

Antra Fuloria, Jayneel Modi and Snehashis Panda emerged as winners in the regional round of The Sweden India Nobel Memorial Quiz 2018 held at IIM-A.

“Team Hustle Bustle” comprising of second year students – Anushree Roy, Neha Agarwal and Sruthy Whence of PGDM-C, emerged as the National Winners at Nestle India’s 4Ps Challenger, conducted across 14 select B-schools across India by Nestle India.

“Team Jenga” comprising of second year students – Jyot Singh Gill, Kanchan Supekhar, Sruthy Whence of PGDM-C, emerged as the Grand Finale Winners of Samsung E.D.G.E. from a pool of 850 team registrations, which involved a case study challenge which was open to different domains like marketing, engineering, design etc. The MICAn winning team was also awarded a pre-placement offer from Samsung along with the main prizes.

MICA achieved 100% Summer Placements for PGP-1 (2018-19). A total of 55 companies participated in the campus placement process. The average domestic stipend was recorded as Rs 81 K (an increase of 30% from last year) while the highest stipend rose to Rs 3.2 lakh – a 60% jump from that offered in the previous year. There were also 3 internship offers in China.

Recruiters included regulars such as ABP, Amazon, Amul, DB Corp, DDB Mudra, Future Group, Google, Group M, HT Media, L’Oreal, Nivea, Publicis, Raymond, Royal Enfield, Sony, Shemaroo, Titan, Usha, VIP, Yes Bank, while new companies such as Alt Balaji, Zee5, Apollo Tyres, Britannia, Del Monte, Intel, LinkedIn, Pidilite, Topline and Welspun entered into the fray.
The Sports Committee at MICA (SCAM) organized “The battle of the batches” across 6 sports – Throwball (women’s), Cricket (men’s), Volleyball (men’s & women’s), Football (men’s & women’s), Frisbee (mixed) and Basketball (men’s & women’s) – where PGP-2 won every sport except Basketball! SCAM also organized “The Freedom Run” – a 4 km run to celebrate the spirit of India’s Independence Day.

Team Jagriti (the CSR wing) held a talk on organ donation awareness in collaboration with “Shatayu,” a not-for-profit organisation along with a wall painting competition. The team also partnered with “Volunteer4India” in organizing a Blind Cricket Match to promote employability among the differently-abled.

MiQuest (Quiz & Competition Wing) held its first Brand Quiz of the academic year.
**MICAVaani (Community Radio Station)** collaborated with Women and Child Development Ministry, Govt. of Gujarat for spreading awareness about nutrition and effects of malnutrition in the country through online promotion through social media handles and radio broadcasts.

MICAVaani’s team members visited a government school in Telav village, and spent a day teaching them through various participative competitions and playful quizzes. Activities like Dodge ball competition and Drawing competition cheered up the children.

**CulComm (Cultural Committee)** celebrated various festivals such as Independence Day, Diwali, etc. and hosted popular events such as Friendship Day, Fresher’s Party and Cul Night. However, keeping with the sentiment of the rest of the country, CulComm decided not to celebrate Onam and instead initiated a drive along with Jagriti, to gather funds to support those affected by the Kerala floods.

**LitComm (Literary Committee)** organized ‘Dead Poets’ Society’ – a celebration of poetry and the written word, in all its forms.

**Team MiCompass (case study, research and academic support wing)** conducted knowledge transfer events wherein winners of corporate competitions from the 2nd year shared their learning and experiences with the junior batch. Further, Mr. Mayank Majumdar, (a MICA alum and currently working with Xiaomi Technology) held a workshop to teach the Do’s and Don’ts of Powerpoint Presentations. The senior batch shared their internship experiences and general guidelines of the placement process specific to each recruiter with the juniors.

**Studio 7 (Music Band)** revamped its MICA jampad on campus. They also organised a Karaoke night along with the Organising Committee of the Bryan Adams
concert happening in the city, to garner interest about the concert and drive ticket sales and later held an expo event to distribute tickets, T-shirts, badges and personalised notes to all students about the concert.

Sankalp (Theatre Group) presented its first production of the year, “Caravan – 7 Track Stereo” – an adaptation of a famous play by playwright Mahesh Dattani. The Group also hosted Shamiana, which is Asia’s largest Short Film Club, and screened multiple short films for the MICAn community. It also hosted film producer and theatre artiste, Mr. Cyrus Dastur, who shared anecdotes from his rich experience in the field of theater and films.

Sankalp staged its grand Annual Production – ‘Born from Fire,’ a dance drama which was adapted from the famous novel ‘The Palace of Illusions’ by the celebrated author Chitra Banerjee Divakaruni.

MICAMINDS (Consultancy Wing) rolled out 3 projects and awarded following students for the same:
1. “Career Anna”
   Shubhaish Kannodia and Debarshi Majumdar
2. “Praveg Group”
   (a) NRI Samaj - Dhruv Kumar and Sushant Sharma
   (b) “Welcome2gujarat” - Avnish Dawar and Vishesh Arora

MICA faculty who joined the institute in recent times include

Prof. Subrat Sarangi
(As Assistant Professor in the Business Management Area)

Prof. Aniruddha Pangarkar
(As Assistant Professor in the Strategic Marketing Area)

Prof. Santosh Patra
(As Associate Professor in the Media and Entertainment Management Area)

Prof. Suresh Malodia
(As Assistant Professor in the Strategic Marketing Area)

Prof. Viral Nagori
(As Assistant Professor in the Digital Platform and Strategies Area)

Prof. Taral Pathak
(As Assistant Professor in the Business Management Area)

Prof. Nitesh Mohanty
(As Assistant Professor in the Creative Communications Area)

For the third year in a row, MICA Alumni have made it to the LinkedIn Power Profiles list, with

Ms. Manmeet Vohra
(Head Marketing at VISA)

Ms. Shradha Sharma
(Founder and CEO of YourStory)

Other MICA alum who glittered are

Ms. Menaka Menon
(Appointed as the Executive Vice President & Branch Head – Bengaluru at Leo Burnett)

Mr. Navonil Chatterjee
(Appointed as Joint President and Chief Creative Officer at Rediffusion)

Ms. Vaishali Verma
(Appointed as CEO of Initiative, Interpublic Group)

Mr. Ajit Gurnani
(Elevated to the position of Chief Client Officer for Zenith India)

Ms. Geetanjali Jaiswal
(Selected as a part of the annual show Jury at The One Club for Creativity, Denver)

Ms. Raisa Chakravarty
(Won a Silver Lion at the Young Lions Marketers competition at the Cannes Advertising Festival)

MICA adopted a pair of beagles, christened Pfaff and Frozo.
**INTERNATIONAL IMMERSION**

Eight students from the 2nd Year of the PGDM(C) Programme undertook a two-week international immersion programme to USA, accompanied by six MICA faculty members. The programme included intense classroom learning, city tours and industrial visits to GM, Leo Burnett and Henry Ford Museum. The group got an opportunity to interact and learn from renowned academicians such as Prof. Jagdish Sheth, Prof. V Kumar, Prof. Rajan Varadarajan, Prof. Prabhu David, Prof. Naresh Malhotra, Prof. Jason Archer, Prof. Edward Malthouse and Prof. Tom Collinger to name just a few in esteemed business schools such as Michigan State University, Georgia Institute of Technology, Georgia State University, Texas A&M University, Northwestern University, Northeastern University, MIT, Harvard University, State University of New York, University of Pittsburgh, and Virginia Tech. The visit also provided a spring board for possible future joint academic and research collaborations.

**RURAL IMMERSION**

MICA’s unique offering “Rural Immersion” a 2-credit mandatory module, saw the 2nd Year PGDM(C) students interacting closely with around 5000 people across 125 villages. They visited chosen places in collaboration with partner organizations such as Swades, Adani Foundation, Jaipur Rugs, SEWA, Ambuja Cements and worked on diverse projects such as Rural Tourism, Village Branding, Marketing Homestays, Community Radio Usage, Health and Hygiene Awareness and much more.