



From the Director's Desk

Dr. Purshottam Patil

It gives me immense pride to uncover the Fourth Edition of our Institutional Newsletter, SVIMS Pulse a vibrant reflection of our collective journey, achievements, and aspirations. At a time when the world is navigating uncertainty, conflict, and rapid change, each edition adds value to our journey as a leading institution in India. This edition inspires us to pursue excellence, nurture talent, and contribute meaningfully to society. May SVIMS Pulse serve as a source of pride and motivation for all of us, reminding us that together we can achieve milestones that resonate far beyond our campus, and stand strong in a world that needs hope, wisdom, and unity more than ever. With great joy and optimism, I present to you the **IV Edition of SVIMS Pulse.**

NEWS

UPDATE



- **Trump & NATO:** Donald Trump criticized NATO after a tense meeting with Secretary General Mark Rutte, linking the alliance's role to the Iran conflict.
- **Mumbai Metro Milestone:** The metro network has crossed **100 km**, overtaking Bengaluru to become India's second-largest after Delhi-NCR. New lines opened in Thane and eastern suburbs.
- **Pod Taxi Project:** Maharashtra CM Devendra Fadnavis launched India's first **pod taxi system** to connect Kurla with Bandra- Kurla Complex, aimed at improving last-mile connectivity.
- **Energy Security:** The India-flagged vessel Green Asha delivered **15,400 tonnes of LPG** to Mumbai's JNPA port, strengthening energy supplies amid West Asia disruptions.
- **NASA Artemis-II Success Sharpens Focus on China's 2030 Crewed Landing Goal-** Beijing has made strides in recent years by becoming the first country to return robot-taken samples from both the near and far sides of the Moon

Geopolitics and Business Strategy: A Management Perspective on the US-Iran Conflict

"When two elephants fight, it is the grass that suffers."

Former RAW chief Vikram Sood highlights that a potential United States-Iran conflict will not be short or straightforward. Unlike past wars where the US relied on quick, decisive strikes, this conflict reflects a shift in modern warfare.

As the proverb goes, "War is not only fought on battlefields, but also in minds and markets." Iran is avoiding direct confrontation and instead using asymmetric tactics—proxy groups, regional pressure, and targeted disruptions. This "slow-burn" strategy increases costs over time, making it difficult for the US to respond decisively.

Iran's growing use of drones, missiles, and influence over oil supply adds another layer of complexity. "A long rope will eventually cut through stone," and Iran seems prepared for a prolonged struggle. In contrast, US public opinion often prefers shorter wars with minimal losses, creating a strategic imbalance.

For India, the implications are significant. Rising oil prices can fuel inflation and slow economic growth. Businesses may face supply chain disruptions, while financial markets could turn volatile. At the same time, opportunities may emerge in renewable energy and domestic manufacturing. "Every crisis hides an opportunity," especially for adaptive economies. Geopolitically, India must maintain a delicate balance, preserving ties with both sides while safeguarding its own interests. For management students, this situation underlines the importance of risk assessment and global awareness.

In essence, this is not just a military conflict but a test of endurance, strategy, and resilience. "In a long war, **patience becomes the strongest weapon.**"

Dharmendra Jagtap

Manager: Student and Institute Relations





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The US - Iran War - Regional conflicts quickly become global crises - case study

It affects energy, trade, and geopolitics. It underscores the importance of **multilateral diplomacy and risk diversification** in both politics and wealth management. The US-Iran conflict escalated in early 2026, centered around control of the **Strait of Hormuz**, a vital passage for nearly 20% of global oil trade. Iran targeted Qatar's LNG facilities, disrupting global energy supply.

Conflict Escalation

- **Military Strikes** : Iran launched missile attacks; the US responded with airstrikes.
- **Regional Spill over** : Israel carried out strikes in Lebanon, killing Hezbollah leaders, worsening tensions.
- **Global Impact** : Oil prices surged, shipping routes were disrupted, and energy security became a global concern

In April 2026, Pakistan brokered a two-week ceasefire between the US and Iran. Both sides claimed victory, but the truce was fragile. Israeli actions in Lebanon and Iran's retaliatory measures (including re-closing Hormuz) threatened the ceasefire.

Geopolitical Fallout

- **NATO Allies** : Refused US requests to use bases for strikes against Iran.
- **China & Russia** : Strengthened ties with Iran and North Korea, complicating US strategy.
- **Economic Warfare** : Iran began charging \$1 per barrel for tankers passing Hormuz, signaling a shift in oil trade power.

Lessons in Wealth & Risk Management

Modern wars are fought not only with weapons but also with **economic tools (oil pricing, LNG disruption), cyber warfare, and diplomacy.**

Neutral mediators (like Pakistan) play a crucial role in conflict resolution.

Energy security and global supply chains are highly vulnerable to regional conflicts.

Refresh yourself!

Take a break and solve the Sudoku

8			4	6			7
					4		
1					6	5	
5	9		3		7	8	
			7				
4	8		2		1		3
5	2					9	
	1						
3			9	2			5

Quiz-Answers (Edition 03)

1. **Inflation falls but prices still rise, this is called disinflation.**
2. **High GDP Growth with weak job creation Known as a jobless growth scenario.**
3. **Who benefits first when a country's currency weakens Exporters benefit first.**
4. **Commonly used economic indicator that can be misleading alone GDP.**
5. **What happens if everyone saves more during a slowdown → This leads to the paradox of thrift. Aggregate demand falls, worsening the slowdown instead of helping recovery.**

Creativity to Currency: The Orange Economy is India's Next Marketing Powerhouse

With Nirmala Sitharaman recently emphasizing the importance of the orange economy, India is witnessing a shift where creativity is no longer just an art—it is an economic force. The orange economy, driven by industries like animation, content creation, and design, is rapidly expanding, creating new opportunities for both individuals and brands.

The Finance Minister highlighted the need for schools to integrate creative skills into education. This shift is crucial, as the demand for animation, digital content, and design is growing at an unprecedented pace. In today's digital-first world, brands rely heavily on visually appealing and emotionally engaging content to capture consumer attention.

Institutions like India Institute of Creativity and Design must take the lead by aligning their curriculum with these emerging demands. By nurturing creativity alongside technical skills, such institutions can prepare students for careers that are not only relevant but future-proof.

For marketers, the orange economy opens new doors. Creativity has become the core of brand differentiation. From storytelling campaigns to influencer-driven content, brands are now competing on ideas rather than just products. This shift benefits not only businesses but also creators, designers, and consumers who seek more meaningful and engaging experiences.

In essence, the orange economy is redefining marketing in India. It is turning creativity into currency—where imagination drives value, and storytelling becomes the strongest tool for connection.

Raksha Jaiswal
PGDM (Int) II Sem



The Audacity to Dream: Breaking the Financial Barrier to an MBA

In the quiet corners of every library, students aren't just studying for exams; they're fighting for a chance to change their family's destiny. For many of us in Mumbai, an MBA feels like a distant dream, blocked by high costs and the weight of education loans. But at SVIMS, the conversation is different. It's not about the prestige of the institution; it's about the potential of the student.

As someone who's walking these halls, I see a mission that goes beyond business. The goal is simple: to ensure economic struggles don't dictate professional success. We're taught that a modest background isn't a limitation – it's a source of resilience.

SVIMS provides practical tools without making them feel like luxuries. Whether it's a laptop, corporate attire, or an AI certification from IIM Mumbai, these resources are the keys to unlocking opportunities. Combined with industrial visits, they're designed to make us industry-ready, regardless of our financial background.

For a student who's struggled for every opportunity, this is more than an education – it's a chance to make parents proud. It's a reminder that with determination and grit, no hurdle is too high to overcome.

SVIMS may be rising in the ranks, but for us, it's already the place where dreams take flight.



Nityashakthi Thevar
PGDM (Int) II Sem



The US-Iran War and the Strait of Hormuz Crisis

The world is witnessing one of the most consequential geopolitical confrontations of the 21st century. On 28 February 2026, the United States and Israel launched surprise airstrikes on multiple sites across Iran, killing Supreme Leader Ali Khamenei and several senior Iranian officials. Iran responded swiftly and forcefully, turning the Strait of Hormuz — the world's most critical maritime chokepoint — into a weapon of economic warfare.

The strait, just 21 miles wide at its narrowest point, facilitates the transit of approximately 20 million barrels of oil per day, representing roughly 20% of global seaborne oil trade. By 2 March, Iran's Islamic Revolutionary Guard Corps officially confirmed the strait's closure, and tanker traffic dropped by nearly 70%, with over 150 ships anchoring outside to avoid risk.

The economic fallout has been severe. Oil prices surged by approximately 50% since the war began, with Brent crude surpassing \$100 per barrel for the first time in four years. The International Energy Agency described the disruption as worse than the combined oil crises of 1973 and 1979.

Diplomatically, the situation remains at a deadlock. Iran formally rejected the US 15-point ceasefire proposal and issued five conditions of its own, including recognition of its sovereignty over the Strait of Hormuz and payment of war reparations. President Trump, citing ongoing negotiations, extended his deadline to strike Iranian power plants to April 6, 2026.

Shipping analysts assess that routine Hormuz transit is unlikely to resume for the remainder of 2026. As the world watches nervously, one reality is undeniable the Strait of Hormuz has become the front line not just of a military conflict, but of a broader struggle over global energy, sovereignty, and the post-American world order.

Noman Ansari
PGDM (Int) II Sem

US-Iran Tensions Boost Russian Crude Demand, India Turns Key Buyer

In recent times, global oil markets have been affected due to ongoing geopolitical tensions, especially the Russia-Ukraine war and increasing friction between the US and Iran. These situations have created uncertainty in oil supply and have impacted countries that depend heavily on imports, like India. The conflict in the Middle East has disturbed important oil routes such as the Strait of Hormuz, which plays a key role in global oil transportation. Because of this, supply concerns have increased and countries are looking for alternative sources.

India, which depends on imports for most of its oil needs, has started buying more crude oil from Russia. One major reason is that Russian oil is available at comparatively lower prices. This helps Indian refineries manage costs and maintain supply.

However, rising global oil prices due to these tensions can increase India's import bill. This may also lead to higher fuel prices, which can affect transportation, production costs, and overall inflation in the economy.

To deal with such risks, India is trying to balance its oil imports by purchasing from different countries like Russia, the US, and Middle Eastern nations. This helps reduce dependency on any single source and ensures better energy security.



Vishal Ghamman Gupta
PGDM (Int.) II Sem

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Uthaan 2026

Uthaan 2026, an intercollegiate cultural and sports festival, was successfully organized in our college on 3rd and 4th February 2026. The event aimed to provide a platform for students from various colleges to showcase their talents in sports, cultural, and creative activities. The two-day festival was filled with excitement, enthusiasm, and healthy competition. The event was conducted at the college campus, utilizing the college playground, auditorium, and other designated areas for different activities. Uthaan 2026 received an overwhelming response, with more than 1000 students walk in and 800 participants from different institutions. Several sports and cultural events were organized during the festival like, Cricket, Football, Kabaddi, Table Tennis etc, Mehendi Competition, Dance Competition, Rangoli Competition, Singing Competition, Fashion Show etc.



SVIMS Hosts Global Faculty Development Program & Masterclass

SVIMS Business School, in association with University of Mumbai, recently conducted a Global FDP on AI Driven Teaching Methodology & Research Publications and a Global Masterclass on AI & International Careers: Strategic Insights for Future Managers. Both sessions were led by Prof. Dr. William Koehler, Dean, Regis College, Boston, USA. The events, held at SVIMS Campus, aimed at equipping faculty and students with AI-integrated academic tools and strategies.



SVIMS Industrial Visit to Kerala 7th – 13th February 2026

SVIMS organised an industrial visit for the final year MMS and PGDM students to Kerala from 7th February 2026 to 13th February 2026. A total of 73 students, accompanied by 4 faculty members, participated in this enriching 4-day academic and experiential tour (excluding travel days). The organizations covered under this visit were- Cochin Port, Amazing Rubber Pvt Ltd. The 4 days' tour started on 7th February 2026 from Mumbai to Cochin- Kochi – Mattan Chery – Munnar- Alleppey. The tour was full of thrill, experience, togetherness and fun.





मराठी राजभाषा दिन

27 फेब्रुवारी हा दिवस कवी वि. वा. शिरवडकर
उर्फ कुसुमाग्रज हयांचा जन्मदिवस,
संपूर्ण विश्वात साजरा केला जातो हा दिवस
माझ्या राजभाषेचा, माझ्या माय मराठीचा...
दर्जा मिळाला आहे मराठीला अभिजात भाषेचा...
उत्सवात जल्लोषात साजरा करूया गौरव मराठीचा..

ज्ञानेश्वरांची ज्ञानेश्वरी, बहिणाबाईंची गावी ओवी,
महाराष्ट्राला लाभले कुसुमाग्रजासारखे थोर कवी,
भक्ती, ज्ञान, स्वाभिमानाची जपली त्यांनी परंपरा नवी...

मराठी भाषेचा आम्हा सदैव अभिमान,
तिच्या प्रत्येक अक्षरात दडलेली आहे शान.
माय मराठीला लाभतो जगभर सन्मान,
तिच्या चरणी अर्पितो आम्ही कृतज्ञतेने प्रणाम...

प्रेमळ, सुंदर, लाडीक अशी माझी मराठी भाषा
कोळीगीत, पोवाडा, लावणी ह्याची वेगळीच येते नशा,
मराठी भाषेदिनी करूया आपल्या राजभाषेचे स्वागत वाजवून
ढोलताशा...

शिवबाने स्थापलेले हिंदवी राज्य आहे मराठी
स्वाभिमान, संस्कार, शौर्याची भाषा..आहे मराठी
भगव्याचा धगधगता स्वाभिमान आहे मराठी
जगतो मराठी, जपतो मराठी, जपणार मराठी...

काना, मात्रा वेलांटी, किती मराठी भाषेच्या नाना तरहा
अहिराणी, वन्हाडी, मालवणी असा किती तिचा नखरा,
आवाजपेक्षाही मराठी भाषेच्या शब्दांचा आहे दरारा,
मराठी राजभाषेला आमचा त्रिवार मुजरा,
त्रिवार मुजरा, त्रिवार मुजरा...

मराठी राजभाषा दिनाच्या हार्दिक शुभेच्छा...

..... स्मितभाव



स्मिता करंजे
Accountant



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Convocation of 2023 - 25 Batch

Sir M. Visvesvaraya Institute of Management Studies & Research hosted its 13th Convocation Ceremony with great pride and joy. The event marked a significant milestone as the graduating Class of 2023–25 celebrated years of dedication and perseverance. Many graduates have already stepped into the professional world, contributing across industries and geographies, making the SVIMS family proud.

The ceremony began with the invocation of Maa Saraswati, followed by an inspiring welcome address from the Director, who emphasized growth, excellence, and transformation since the institute's first batch in 2012. Students were awarded the degree by special guests Dr. Tarun Agrawal and Dr. R K. Shrivastava and blessed by their inspiring speeches. The Convocation 2026 was successfully ended with the vote of thanks given by Prof. Ganpati Katige and the feeling of achievements, aspirations, and the promise of a brighter future.



SVIMSpire 2k26 (Alumni Meet)

SVIMS and SVIMS Business School proudly hosted alumni from the 2010 batch onwards for SVIMSPIRE 2026 on Friday, 24th April 2026, at Suryavanshi Kshatriya Sabhagraha, Dadar, Mumbai.

With an enthusiastic gathering of 160 alumni across batches, the evening was filled with meaningful connections, shared memories, and renewed collaboration. A key highlight of the event was the unveiling of a dedicated internal networking email platform—designed to help alumni connect, collaborate, and explore opportunities aligned with their skillsets. SVIMSPIRE 2026 truly reflected the strength of our alumni network and the spirit of staying connected beyond classrooms.





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!!! Congratulations !!!

Best wishes for all the students from MMS Batch 2025-27 for getting On the job Training (OJT) in BondBazar , Mumbai.



List Of the Companies for the Summer internship in 2026



Upcoming Events

- PGDM (I) II sem - May 2026 (Final Exam)
- OJT on the Job Trainig Viva in the Month of May
- Aarohanam (Farewell Party)

Congratulations !!!

Newly appointed Research and Publication Students Team

- Gund Padma Tanaji (MMS II Sem)
- Khavale Rutuja Vijay (MMS II Sem)
- Padwal Tejashree Sandeep (MMS II Sem)
- Lahane Shital Vitthal (MMS II Sem)

Admission Enquiry Contact :-

- Priyanka Oberoi - 9004554875,
- Mr Dharmendra - 98925 71460
- Murli Iyer - 9821529952

Address :- 117/119, Road No.- 7A, Besides Indulal Bhuva Park, Near VJTI & ICT, SewriWadala Estate, Wadala (West), Mumbai 400031

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Timing :- Monday - Saturday: 10:00 AM - 6:00 PM

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- Hon.Sec.NKES.Ms.Padmaja Banwasi
- Dr.Roopam Agrawal (Mentor)
- Dr. Dhanashree Potey
- Executive Committee