

**MKSSS's**  
**Smt. Hiraben Nanavati Institute of Management & Research for Women**  
**Collaborative Activities**

**Address by Mr. Amit Kothari – 10<sup>th</sup> Jan. 2023**

**HNIMR Collaborates with Labdox to Enhance MBA Students' Skills**

As part of its industry collaborative activities, HNIMR has signed a Memorandum of Understanding (MoU) with Labdox, a platform that helps learners acquire engineering and entrepreneurial skills from core engineering, scientific research, and emerging technology sectors.

**Session on Digital Marketing and Future/Emerging Technologies**

HNIMR invited a co-founder of Labdox to deliver a session for its first-year MBA students and faculty members. The session aimed to provide a platform for the MBA junior students to interact with industry experts. During the session, the Labdox co-founder, Mr. Amit Kothari, enlightened the students about:

1. Areas of domain knowledge required
2. The need for and importance of cross-functioning
3. Sharing real-life experiences

**Guidance and Organization**

The session was organized under the guidance of Dr. Surya Ramdas, the Director of HNIMR, and Dr. Ashok Pawar, along with the support of student volunteers.

**Outcome**

The session proved to be highly informative and constructive, providing the MBA students with valuable insights and opportunities to interact with industry experts.

