

INTERNATIONAL STUDENT EXCHANGE PROGRAM **DHBW** STUTTGART & KJSIM PARTNERSHIP



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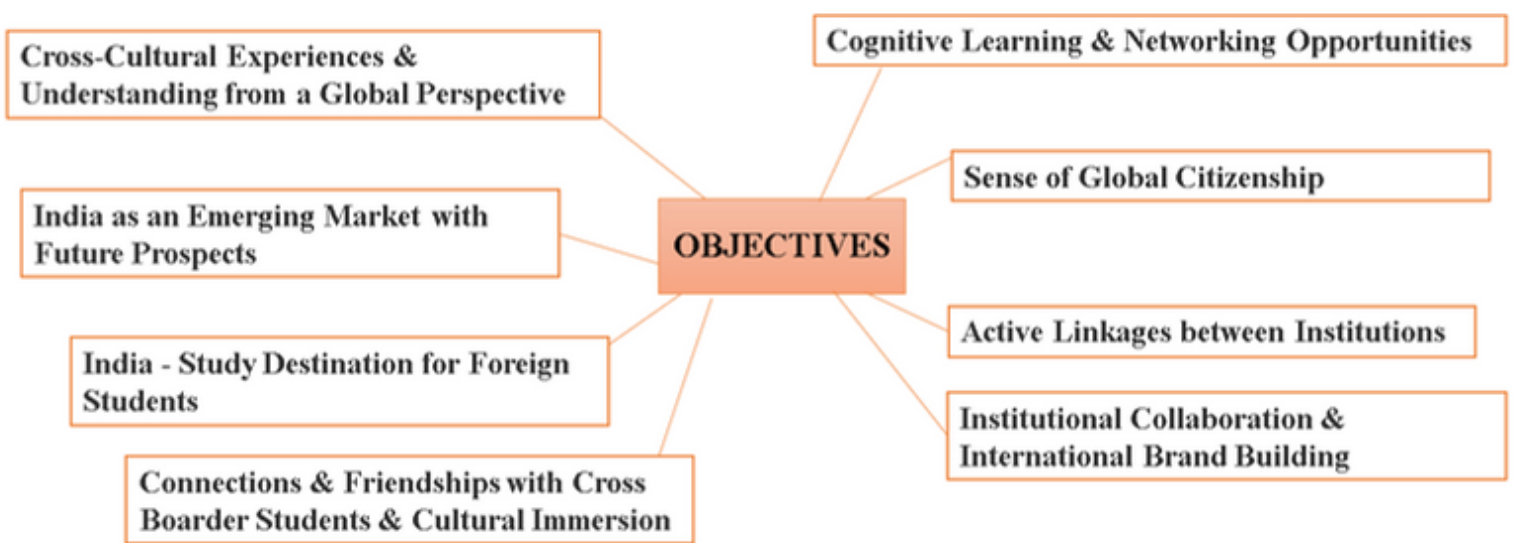
INTRODUCTION

K J Somaiya Institute of Management at Somaiya Vidyavihar University has curated an International Student Exchange Program with a blend of experiential learning where international students can tour Indian marketplaces and industries to discover the nuances of working with/in India and students can interact with Indian students to learn and share about each other's cultures, societies, and histories. Global citizenship and a global mindset are becoming increasingly important for higher education students as geographical borders disappear and new opportunities for cross-border employment emerge. Students are nurtured with such a mindset through study abroad programs, student exchanges, immersive experiences, and other mobility programs during their time in college.

The emphasis on international mobility acts as a positive social multiplier, contributing to the strengthening of the institute's values and ethos. SUV believes in 17 Sustainable Development Goals (17 SDGs) to achieve the objectives through the partnership. SUV offers diverse programs for internationalization, fostering a global environment through language appreciation, cultural understanding, faculty-student exchange, credit exchange, and collaborative joint



OBJECTIVES



EXPLORE INDIA

Choosing India for the Student Exchange Program is a compelling decision due to its diverse culture, multiple languages, and unique puzzle-like diversity, providing foreigners with a significant and enriching experience. Studying in India provides not just academic excellence but also a unique opportunity to immerse oneself in a rich tapestry of cultural interchange.



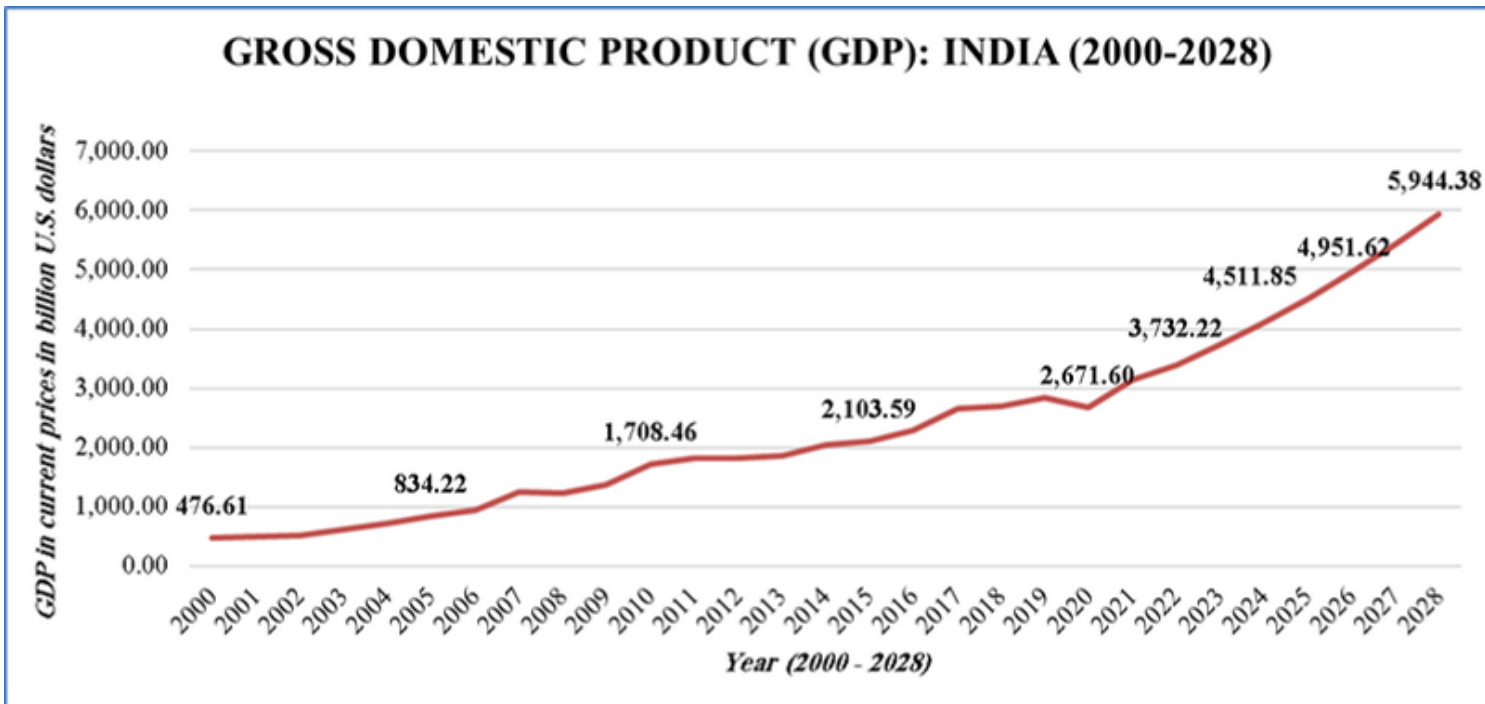
In the fiscal year 2022–23, the Ministry of Commerce and Industry reports that India's total trade amounts to \$1164.19 billion, showcasing its substantial economic presence in the global arena. India actively participates in foreign affairs, with 206 operating missions and postings worldwide and 2,377 MOUs and Agreements signed between 2014 and 2023.

Incredible India



INDIA EXPEDITION

India, which has the world's highest population, surpassing China with 1.42 billion people as of April 2023, is a demographic powerhouse, with roughly 66% of its population under the age of 35. As an emerging economy, India ranks fifth in the world by nominal GDP, with \$3.732 trillion in 2023. These qualities, taken together, make India an appealing location for students looking for a thorough and meaningful overseas exchange experience.



Data Source – <https://www.statista.com>

MUMBAI - CITY OF DREAMS



A BRIEF ABOUT MUMBAI CITY

Mumbai is an excellent choice for higher education in India because it is the country's financial centre and has the highest number of billionaires and millionaires. Mumbai is known as the City of Dreams because it is India's financial, commercial, and entertainment powerhouse. The presence of major stock exchanges, fortune 500 companies, a wide global reach in trade, and the legendary Bollywood - the Hindi film industry - all contribute to its prominence.

Bandra-Worli Sea Link Marine Lines
Nita Mukesh Ambani Cultural Centre



MUMBAI - GATEWAY OF INDIA

In 2022, Mumbai recorded a Gross Domestic Product of 310 billion U.S. dollars, the highest among major cities in India. With a population of 20 million as of February 2022, is the world's eighth-most populated metropolis. Mumbai, located on India's west coast, has a natural harbour and is known for its juxtaposition of old-world elegance with futuristic skyscrapers. The Elephanta Caves, Chhatrapati Shivaji Maharaj Terminus, and the distinctive Victorian Gothic and Art Deco Ensembles are all UNESCO World Heritage sites. Mumbai's cultural richness is exemplified by its diverse population, representing various states across India. Mumbai embraces a unique blend of tradition and innovation in its transportation, from local trains to public transportation buses. Students who choose Mumbai for higher education benefit from a dynamic and culturally immersing environment that combines historical relevance with current achievements.

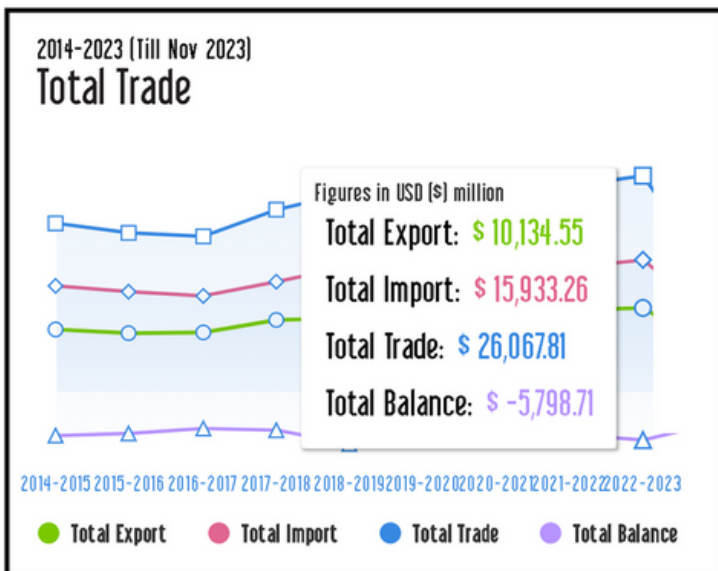
Chhatrapati Shivaji Maharaj Terminus
Elephanta Caves
Gateway of India
Flora Fountain



GERMANY



The statistics from the Federal Statistical Office of Germany, the number of Indian students pursuing higher education in Germany has increased by 26% in the last year, reaching 42,997 for the Winter Semester 2022-23. As the 5th most popular destination for international students, Germany holds a prominent position in global education. Notably, Times Higher Education recognizes Germany as the second-affordable country in Europe for studying. With a remarkable educational landscape, Germany boasts over 380 universities offering a diverse range of more than 17,000 study programs.



India's Bilateral Trade with Germany (November 2023)
Source – Ministry of External Affairs, Government of India

According to World Bank data, Germany has a GDP of 4.26 lakh crores USD (2021), establishing itself as the largest economy in the European Union. The bilateral trade between Germany and India is reported at \$26,061, as per the Ministry of External Affairs, Government of India.



Germany is one of the most sustainable industrialised nations in the world, excelling in areas such as growth, employment, social security, and environmental preservation. The country's dedication to sustainability enhances its appeal as a desirable location for international students seeking high-quality education and a supportive atmosphere for personal and academic development.



DHBW STUTTGART - GERMANY

Duale Hochschule Baden-Württemberg Stuttgart (DHBW), Germany - Active and supportive partner of Somaiya Vidyavihar University.

The collaboration extends across various domains, including faculty exchange, short-term and long-term student exchange programs, as well as joint research initiatives.

The partnership signifies to foster academic and cultural exchanges between the two institutions, contributing to a rich and diverse educational experience for both faculty and students.

DHBW Stuttgart, located in Horb, is the largest of the Baden-Wuerttemberg Cooperative State University's nine sites, offering around 60 nationally and internationally certified accredited intensive programs. DHBW's distinctive organisational structure, inspired by the US State University System, offers national and international programmes across multiple schools, including Business, Engineering, Social Sciences, and Healthcare. The unique dual study model combines academic learning with practical workplace training, with theoretical periods at the institution juxtaposed with practical phases with specified training partners.



Students from Duale Hochschule Baden-Württemberg Stuttgart (DHBW) in Somaiya Vidyavihar University



PHOTO GALLERY



Duale Hochschule Baden-Württemberg Stuttgart

Somaiya Vidyavihar University

PROGRAM DETAILS

The students from DHBW, Stuttgart, Germany embarked on the Student Exchange Program in Somaiya Vidyavihar University from 27 November 2023 to 2 December 2023 accompanied by Prof. Dirk Hartel and Waltz Annika. The programme was meticulously designed to give students a thorough grasp of Indian culture, society, economics, and business processes, including insights into startups and interactions with prominent corporations. The programme covered a wide range of topics, including India's cultural immersion and its role as an emerging market. It provided a well-rounded educational experience by exploring the difficulties and opportunities in India's financial, infrastructural, transportation, communication, and technological sectors.

German Students SVU Campus





SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

VISUAL PORTFOLIO



Duale Hochschule Baden-Württemberg Stuttgart
K J Somaiya Institute of Management

FINANCIAL SESSIONS

- The German students were warmly received by the KJ Somaiya Institute of Management (KJSIM). Prof. Dr. Raman Ramachandran, Director & Dean of KJSIM, he discussed the broad scope of partnership between Germany and India, building on his considerable work experience at the notable corporate organisation BASF.
- Dr. Satyendra Kumar Upadhyay, Director of International Relations at Somaiya Vidyavihar University, shared insights into India's cultural diversity.
- Dr Monica Khanna, Professor of Marketing, extended the programme by delivering a session on "Introduction to India as an Emerging Market, along with Challenges and Opportunities."
- The session was followed by Prof. Dr Pankaj Trivedi, Dean of the Faculty of Commerce and Business Studies, who delivered a lecture on the "Financial Institutions in India."
- The students also had the opportunity to meet with other departmental heads at KJ Somaiya Institute of Management.





SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

PHOTO ALBUM



Duale Hochschule Baden-Württemberg Stuttgart

KJ Somaiya Institute of Management

PROGRAM FEATURES

- As part of their academics, the German students got the opportunity to attend the 13th International Conference on Sustainable Waste Management and Circular Economy, a combined effort between Somaiya Vidyavihar University and DHBW University. Prof. Dirk Hartel delivered a paper titled "The Use of Artificial Intelligence (AI) in Supply Chain Management," which provided useful insights to the conference.
- The DHBW Stuttgart students, accompanied by KJSIM students, were given a complete tour of the Somaiya campus during their visit. This includes visiting modern infrastructure facilities such as BioRiidl, the Engineering College, S K Somaiya College, and the Somaiya Sports Academy. The German students were particularly impressed with the Somaiya Sports Academy's world-class facilities and actively participated in sports such as soccer, tennis, badminton and cricket with the SVU team. Dr Brijesh Singh of the K J Somaiya Institute of Dharma Studies led a Yoga practice for German delegations part of their cultural immersion.





SPORTS ALBUM



Duale Hochschule Baden-Württemberg Stuttgart
Somaiya Sports Academy

INTERACTION WITH VICE-CHANCELLOR OF SVU

The German students also had the privilege of meeting Prof. V.N. Rajasekharan Pillai, Vice-Chancellor of Somaiya Vidyavihar University, who shared insights into the overall higher education system in India. A significant highlight of their visit was the interaction with Miss Marja Sirkka Einig, Deputy Consul General of Germany in Mumbai. The discussion covered various aspects, including bilateral trade, the presence of German companies in India, and the importance of exchange programs between India and Germany.





PHOTOGRAPHIC ARRAY



Industrial Visit

Duale Hochschule Baden-Württemberg Stuttgart

INDUSTRIAL VISIT

- As part of their industrial visit, the German students had the opportunity to explore various facets of the Indian business landscape. Their tour to The Times of India Printing Unit at Airoli provided insights into advanced printing processes. Bennett Coleman and Co. Ltd. Plant Head Indrajit Sen guided them through the end-to-end printing process of The Times of India newspaper. This includes information on printing quality, colour choices, plate production, and newspaper printing improvements.
- A tour of the Bombay Stock Exchange (BSE) provided students with an opportunity to learn about the stock exchange's operations, with Dr V Aditya Srinivas from the BSE Brokers' Forum providing useful insights into topics such as market performance, investments, and portfolio management. The students engaged in a comparative analysis of the Indian and German Stock Exchange Markets.
- The industrial exploration continued with a trip to Taloja's TechNova Imaging Systems Pvt. Ltd., where the students learned about imaging technologies. Furthermore, an engagement with the team at Tata Consumer Pvt. Ltd. (TCPL) gave them insights into the Tata Consumer Products supply chain. This experience provided learners with an understanding of why Tata is regarded as one of India's premier firms.





SNAPSHOT GALLERY



Somaiya Vidyavihar University
Duale Hochschule Baden-Württemberg Stuttgart

EXPERIENTIAL LEARNING PROJECT

- German students worked together with KJSIM students as part of their experiential learning project comparing transport systems in India and Germany. The collaborative teams travelled through India's transport system, focusing on monorail, metro, local trains, and road transport (including auto-rickshaws and buses) in Mumbai. After their research, the students presented their findings in class.
- In addition to their academic pursuits, the students immersed themselves in Mumbai's colourful culture. They visited iconic locations such as Marine Drive, explored the renowned Kitab Khana bookstore, indulged in shopping in South Bombay and Bandra, and savoured the diverse array of Indian cuisine. The students also took the opportunity to explore the rich cultural and architectural heritage of India by visiting the Elephanta Caves. This holistic experience provided them with a deeper understanding of Indian culture and its unique blend of tradition and modernity.



PROGRAM ITINERARY

- The itinerary for the DHBW students' visit to KJSIM in Mumbai was meticulously designed to offer a comprehensive experience. Upon arrival on 27 November 2023 at Chhatrapati Shivaji Maharaj International Airport, DHBW students were greeted with warmth and taken to the Somaiya Vidyavihar University campus, where accommodations were arranged in Sandipani and Maitrieyi hostels for men and women, respectively.
- The first day commenced with a campus tour, followed by breakfast and a visit to The Times of India Printing Unit in Airoli. The students returned to campus for dinner in the evening. The second day began with breakfast and a yoga session, followed by various sessions on topics like Indian culture, supply chain management, and cross-cultural management. The day included an industry visit to the Bombay Stock Exchange and sightseeing at Kitabkhana, Gateway of India, and Marine Drive.
- Students attended the 13th International Conference on Sustainable Waste Management and Circular Economy on the third day, which included technical tracks and keynote speakers. A transportation experiential learning project, and an industry tour at the Technova Imaging Systems Pvt Ltd, Talaja. The fifth day featured a tour of Elephanta Cave, a visit to Somaiya Head Office and Tata Consumer Pvt Ltd, and followed by a dinner.
- Students were allowed to explore freely on the sixth day. It involved shopping, a buffet lunch at Global Fushion Restaurant, and a friendly sporting event. On the seventh day of their stay, the students boarded Flight LX155 to Zurich, bringing the immersion program to an end.



REMARKS FROM DR PROF DIRK HARTEL

Prof. Dirk Hartel expressed his thoughts, “DHBW, Stuttgart has been working closely with the K J Somaiya Institute of Management at Somaiya Vidyavihar University for almost ten years. I was able to enjoy an extensive program of company visits, lectures, cultural and sporting events. The multi-day program was organized by the program coordinators Dr. Satyendra Upadhyay, Director of International Relations, and Prof. Dr. Pramod Shetty, Head of the Department of Operations. University cooperation thrives on the commitment of individual participants. This was the sixth time I have visited Somaiya and yet there is something new to discover every time. The German students were particularly impressed by the Sports Academy on campus - despite a full agenda, there was still time to play badminton, soccer and table tennis with the Indian students in the early morning and late evening. True to the motto: *Mens sana in corpore sano!* We are happy and grateful that this program could be resumed after the Covid-related interruption.”



TESTIMONIALS - GERMAN STUDENTS

It was a pleasure to visit India, and the experience was positive. We engaged in various sports activities at Somaiya Vidyavihar University, such as playing soccer and cricket with Somaiya students. Additionally, we had the opportunity to visit some companies in India, and enjoy flavorful food with spices, and are looking forward to returning to India again.



Kruse, Tristan



Fruehauf, Finn

I love India; it is a great country with wonderful people and delicious food. The visit to The Times of India was truly impressive; I wasn't aware of India's advanced technology. They had many German machines, reminiscent of those straight out of Munich. It was a pleasure to see the printing press and witness how newspapers are made. In South Mumbai, I tried the crushed ice cream on the beach, topped with some Indian sweets, and it was delightful. We also took a train to South Mumbai and admired the architecture, which reminded me of British architecture.

TESTIMONIALS - GERMAN STUDENTS

I really enjoyed staying here because the food is a different experience than in Germany and I really enjoyed the interaction with all the students here on the campus and out in the city and I really enjoyed the company visits. We've experienced so far to get a better view of the industry that India has. I think we have all learned a lot from our experience here. We are participating in this year's Supply Chain and Waste Conference at Somaiya Vidyavihar University in Mumbai. My experience so far has been very positive. I am enjoying the food and the hospitality of the people, who are incredibly kind and friendly. This is a complete turnaround compared to Stuttgart in Germany.



Nisch, Sven



Schnapp, Tamara

I genuinely appreciate the culture and the people here in Mumbai. The city is incredibly interesting, and it's a great opportunity to learn about this culture and interact with the local students. I'm thoroughly enjoying my time here.

TESTIMONIALS - GERMAN STUDENTS



Gassert, Philipp

It was a nice experience to visit the Bombay Stock Market. The person who guided us explained the types of investments that Indians typically engage in, and we observed the similarities between Indian and German investment trends. Young people, in particular, start investing early in their lives. The guide also illustrated the growth opportunities for India, making it an interesting prospect for German investors. Additionally, we discussed the bonds, noting that a 10% interest rate is quite strong compared to Germany. This sparked a lot of discussion, especially for me. I had imagined something different because, in Germany, our stock exchange is more like a big hall with a few individuals and a large screen. In Germany, we have more small offices. Despite these differences, I think the concept is similar here in India.

TESTIMONIALS - GERMAN STUDENTS



Ferber, Simon

I am currently studying Business Administration and Service Management, with a focus on logistics and supply chain management. This trip to India, especially Mumbai, marks my first visit to the country and my initial experience in Asia. I have truly appreciated the warm hospitality extended to me here. The people, especially the students, are incredibly kind and friendly. The soccer game this morning with students from the Somaiya Institute of Management was enjoyable, and I also found the public presentation interesting. Yesterday, we visited a restaurant, commuting there by rickshaw. It was a unique experience for me in a bustling city like Mumbai.

Mumbai is much bigger, and it's the largest city I have ever been to. I have never been so far away from home, but the people here make it feel like a second home. After settling down and processing all my emotions, I am glad to be here, and I am looking forward to enjoying the rest of my trip. I aim to have a good time, meet many people, engage in interesting conversations, and learn about the culture, history, and future of India, especially the city of Bombay. I'm happy to be part of this Immersion Program.



Kruse, David

TESTIMONIALS - GERMAN STUDENTS

I am thoroughly enjoying my time here in Mumbai. The city has a rich and diverse culture, with incredibly friendly people from different backgrounds. Today, we visited Technova, and they warmly welcomed us as international guests, even presenting us with gifts. The food has been a particular highlight for me—I absolutely love it. Overall, it's been a fantastic trip and a delightful experience.



Schliwitzki, Hannah



Hirsch, Julia

We're currently on a student exchange program in Mumbai, and I'm truly enjoying it. The hospitality we've received everywhere has been exceptional. We've visited several places, including the Mumbai Stock Exchange and the Technova Plant. I appreciate the friendliness of the people, the pleasant weather, and, of course, the delicious food.

TESTIMONIALS - BUDDIES

An experience I will forever treasure in my memories. An experience with learning, unlearning, discovering and what not. When two cultures met on 28th November morning, did not expect them to blend in so well within such short duration. We had so many differences in terms of how we function on a regular basis, how we act at situations, how we perceive the world. But everything was embraced so graciously. What mattered was how we accepted each other and respected each other's values and cultures to make each one of us comfortable in each other's company. A great experience to cherish, to carry forward, to treasure!

Thank you, everyone who gave me an opportunity to volunteer for the program.



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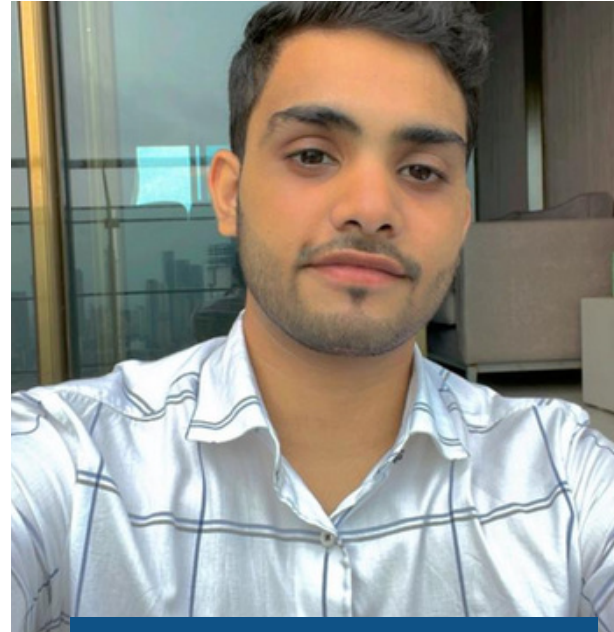


Name : Yash Jain
Course : MBA First Year
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On November 28th, I got an unexpected opportunity to volunteer in hosting students of DHBW, Germany. Despite our differences in daily life, reactions, and perspectives, we warmly embraced each other. Hosting visitors from another culture was fun. I thoroughly enjoyed explaining to them about India and its incredibly diverse culture. Simultaneously, I appreciated the unique beauty of their world. Though distinct, our cultures found common ground through mutual respect. This experience of acceptance and cultural exchange is something I'll forever treasure. Grateful for the opportunity to volunteer,

TESTIMONIALS - BUDDIES

I'm Ansh Jain and I was a buddy for the German Students. One thing that I can tell you is that they are very different from people what you find in India for example they will not talk much at first and will take some time to trust you but once they trust you they will try their best to feel included in all their conversations and talk non stop with you which was very surprising for me. The life they experience in Germany is very different from what they experience here in India and all of them are really sincere and will perform their duties and understand their role as a citizen. Lastly I would like to say that the stereotypes that you hear about Germans, forget it!



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When I enrolled in the program, I was a little concerned and excited about connecting with german students, but very soon on the first day itself, it felt so easy and comfortable around them. Interacting with them, and knowing their background and culture not only broadened my cultural horizons but has also provided invaluable insights into their educational system and work ethos. A week-long immersion program allowed me to explore and view the City - of Mumbai from a newer perspective with the views and insights from German students. Along the way on our journey, as we answered their questions, I felt very proud to represent India and its culture.

LIST OF PARTICIPANTS



Prof. Dr. Dirk Hartel



Waltz, Annika (Faculty)



Fruehauf, Finn



Braun, Simon



Ferber, Simon



Gassert, Philipp



Gebauer, Moritz



Hirsch, Julia



Ilgen, Adrian



Kaden, Irina



Kehe, Corvin



König, Simon



Kruse, Tristan



Kruse, David



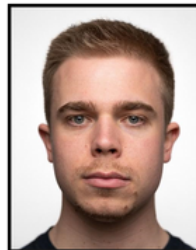
Nisch, Sven



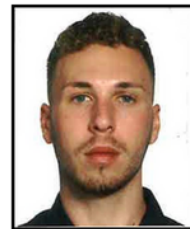
Ohlsen, Henri



Pfaff, Kai



Schelb, Florian



Schlagenhauf, Yannik



Schliwitzki, Hannah



Schmid, Jannik



Schnapp, Tamara



Tietjen, Felix



Tikvic, Filip



Weidner, Benjamin

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- Mr. Ajit Ghaware

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- Miss Ekta Gohel
- Miss Dolly Sharma
- Miss Nidhi Shetty
- Miss Nisha Panjabi

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