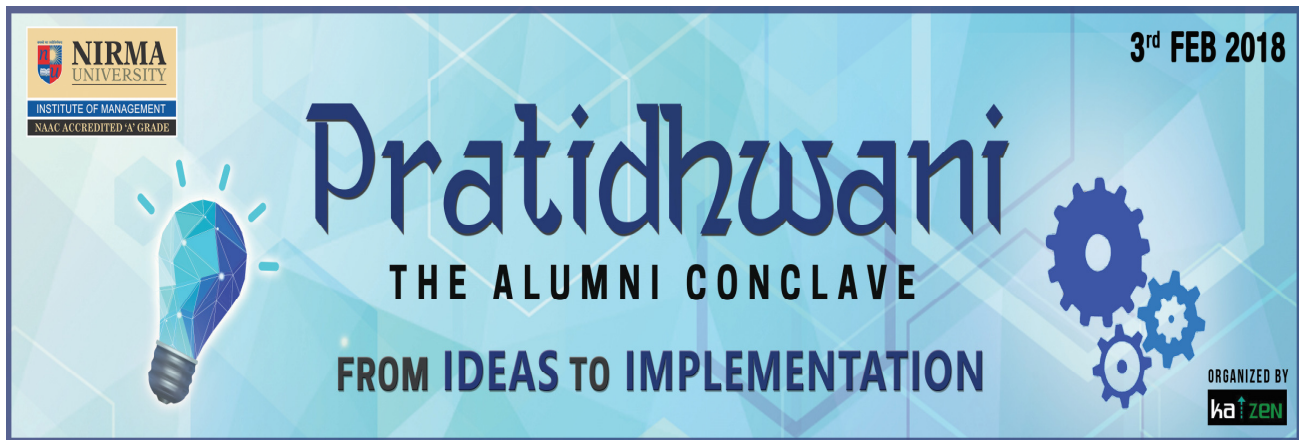


# Pratidhwani 2018 – The 5<sup>th</sup> Alumni Conclave



Kaizen – The Alumni Relations Committee of the Institute of Management, Nirma University organized Pratidhwani 2018 – The 5<sup>th</sup> Alumni Conclave celebrating the contributions of its alumni in various fields across industries.

The theme for this year’s conclave was “From Ideas to Implementation”. The Alumni Conclave is an endeavor by IMNU to bring together its alumni on a common platform to share their experiences and industrial insights with the current students. The Institute hopes to encourage industry interaction and prepare its students for the grueling corporate world. The conclave commenced at 10:30 am on the 3<sup>rd</sup> of February, 2018. The fifth alumni conclave was inaugurated by Dr. M. Mallikarjun, Director, Institute of Management, Nirma University.

Pratidhwani was divided into five panel discussion sessions consisting of marketing, finance, human resource, operations and entrepreneurship.

## Finance Panel



The first panel discussion on Finance was graced by Mr. Vishal Thakkar, Founder Director, Tridha Advisors Pvt. Ltd. and Mr. Naresh Golani, Associate Director, CARE Ratings.

**Mr. Vishal Thakkar** spoke about financial inclusion, the need to find gaps and building viable business solutions, the untapped potential in microfinance and the purchasing power of local communities. He exemplified HDFC bank to explain the cost of borrowing of a bank and stated, “I don’t need to be a Pan India best credit provider. I can be the best credit provider in Ahmedabad and that is good enough. Every entrepreneur should look into it.”

Throwing light on the great potential of financial inclusion at the bottom of the pyramid, he concluded the lecture by stressing on the fact that credit industry helps greatly by lending the money and helping the borrowers.

**Mr. Naresh Golani** began by explaining the functioning of the Micro Financing Institutions and how the credit industry operates. He explained the concept of corporate finance restructuring and its significance. The uncertainties and fluctuations that can lead the industry to lose its profitability. He also spoke extensively on aggressive pricing and bidding. He elaborated this concept by putting up the example of Road sector and on what factors the bidding parameters depend. He concluded the lecture by emphasizing on the fact that financial restructuring helps reduce the financial burden on the borrowers.

## HR panel



The three guest speakers for this session were Mrs. Shalu Sood, Mrs. Aditi Jain and Mr. Sekhar Kumar Anupindi.

**Mrs. Shalu Sood** a pass out of the 2002-2004 batch and who is currently the Head HR (Service Delivery Unit) at Sterlite Technologie was the first speaker for the HR panel. She spoke about the importance of humility at every step of one's interaction in the industry. She said, you will not get to make strategic decisions in the initial years of your professional career especially if you are working in a formal structured corporate house. The first few years are going to be more about following and then about leading. Getting your hands dirty on the first day would be the best thing to do. You will have to unlearn the theories you studied in books because the practical environment is very different from what we study in the books. There is no single practice. She concluded the lecture by advising the students to choose their battles wisely.

**Mr. Sekhar Kumar Anupindi**, DGM (Aerospace quality) at BEML spoke about how organizations need a set of right people ready to take things in the right perspective. He shared his success mantra with the audience, which was “Yada Raja Kada Praja” which means that your people and your culture determine the sustainability of your organization. The future HR aspirants gained a lot of enriching insights as Mr. Anupindi explained the need to devise the means of selecting people who are good in the emotional dimension. The lecture culminated on the thought, “Share the knowledge you have with other people. The more you share the more you get.”

**Mrs. Aditi Jain**, a pass out of the 2007-2009 batch, is currently the Corporate Manager (Strategic HR and Talent Management) at Reliance General Insurance. She gave insights on the realities of the industry by saying, the first few jobs you will land into will demand you to take things to the finish line that have already been structured. It will demand you to implement and execute rather than generate ideas.

She went on to explain how crucial it is to align what the people in the organization want with what the organization wants. She very creatively explained the significance of time management by elaborating the policy of ‘Super Wednesday’ in her organization where the office was closed right on time at 6 pm so that overtime is avoided. She summarized the lecture by focusing on the thought that first rate execution and a second-rate strategy is any day preferred over a brilliant idea and a mediocre execution.



## Marketing panel



The speakers for the marketing panel were Mr. Naveen Kejriwal, Mrs. Gunjan Yogendra and Mr. Tapan Jena.

The first speaker **Mr. Naveen Kejriwal** of batch 1998-2000, who is currently the General Manager (Eastern India and Overseas) at Lenovo. He talked extensively about the various phases through which sales has evolved, consumer behavior and the concept of Omni-Channel, which means reaching out to the customers through multiple the channels.

Mr. Kejriwal was succeeded by **Mrs. Gunjan Yogendra**, who was a student of the batch of 1998-2000 and is currently associated with Genpact as Senior Manager (Digital and Analytics). She used the phrase “Rome wasn’t built in a day”, Mrs. Yogendra emphasized on how, inspite of limited resources one can experience exponential growth, only if one has faith in their ideas. She concluded by stressing on

the fact that when an organization sets expectations from its people, it must look into the available resources and feasibility as well.

The last speaker from the domain of marketing was **Mr. Tapan Jena**, Group CEO, Sunheart Tiles. Mr. Jena talked about the importance of a good sales team in any organization and also gave insights on how to be a good salesperson. He shared three simple steps for the same. He also shared his experiences from the corporate life to the students.

### Operations panel



The speakers for the operations panel were: Mr. Deepak Acharya, Mr. Lalit Sharma, and Mrs. Neha Gupta

The first speaker for the Operations Panel was **Mr. Deepak Acharya**, COO, Inox India. He began the session by talking about his experiences in Inox and how different ideas were implemented in the organization. He took an example of the space sector as to how every time 200 Russian Engineers had to be called as India had no launch pad. He then further deliberated that it cost 1000 crores to build a launch pad and when the decision was taken to create one, Inox was one of the companies involved. He spoke about liquid nitrogen and also mentioned the development of LNG Fuel tanks for buses and trucks. “In India, 3 lakh buses and trucks are produced yearly and the Government is pushing for conversion of Diesel to LNG”, he stated. He also mentioned the developments in Inox as to how it started a line balancing system and now can deliver equipment in 6-8 weeks. He ended his discussion by sharing that the company has been divided into 45 zones and the concept of awards and small initiatives had been started so as to involve the employees.

The next speaker **Mr. Lalit Sharma**, Head of Excellence (CRM) at Cybage discussed about the fact that it is important to target the right segment of customers. He was of the thought that exploration is necessary and also trial and error method holds an advantage for forecasting actual data. He said that for successful operation a dedicated team is necessary with the right kind of employees and updated technology.

**Mrs. Neha Gupta**, Associate Director at Flipkart was the last speaker for Operations panel. She talked about various ways to make a project successful and Idea Generation is a mixture of Quality and Quantity. She explained this with the help of a case study on Flipkart and explained the concept of Idea generation and Implementation with the help of four steps namely Idea Selection, Idea validation and Review, Idea POC and Review and Idea Implementation. She concluded the session with the breakthrough ideas that have been successfully implemented by Flipkart.



## Entrepreneurship panel



The speakers for this session were: Mr. Mohit Mangal, Mr. Anay Mashruwala and Mr. Ateet Bajaj.

**Mr. Anay Mashruwala**, Coach of Innovation and Incubation Centre/ Partner – Head of Marketing at PDPV/Venus Engg. Works was the first speaker for the Panel. He started his session by interacting with the audience and throwing various questions at them. He was of the thought that the first step towards success is taking risks and bearing the brunt of the results and consequences. Also he shared that whether it is Idea Generation or Idea Implementation, the thing that stands common is the mindset.

**Mr. Mohit Mangal**, MD and CEO at iQe Ideas Pvt. Ltd. was the second speaker of the panel. His important message to the budding entrepreneurs was that even if your idea or business fails 1000 times, it's not the end of the world; rather it can be multiple new beginnings. He believes, 'There is no way one can ensure success or a



way to reach a particular goal”. He concluded the speech by suggesting that it is better to practice one trick 1000 times rather than trying 1000 tricks at the same time.

**Mr. Ateet Bajaj**, founder at Star51.com was the final speaker of the panel. He suggested that it is important to identify your priorities and objectives before starting any business. In addition to that, it is important to do proper research on the idea and the resources and other factors to achieve the objectives. He also said that the decision of quitting or stopping depends on the individual. Summing it up he stated, “You do not want to die fighting a particular battle because life is a long war.”