

SAPIENCE

- IMNU'S ALUM BULLETIN

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November & December, 2018

ALUMNI CITY MEET - 2018

On the 15th of December, Kaizen - the Alumni Relations Committee of IMNU organized The Alumni City Meet - 2018 at 3 venues - Mumbai, Bangalore & Delhi. The Mumbai meet was held at VITS Mumbai, Andheri; The Bangalore Meet at RBD

Sarovar Portico, Marathahalli & the Delhi meet at Hotel Shervani, Nehru Place. The event was to engage the Alumni with the college activities including a formal as well as an informal Session.



8TH INSTITUTE LECTURE SERIES

The Institute of Management, Nirma University, hosted a guest lecture by Mr. Frank Theil as part of the Institute Seminar Series on the 10th of December, 2018. Mr. Theil works with Bosch Rexroth AG as a Board Member of Business Unit.

With an experience of 25 years in the field of operations, he shared his learnings and insights about lean manufacturing and kaizen, and how it has been implemented by firms in Japan and Germany.



Mr. Frank Theil

9TH INSTITUTE LECTURE SERIES

The Institute of Management, Nirma University, hosted a guest lecture by Mr. Ashish Tiwari as a part of the Institute Seminar Series on the 14th of December, 2018. Mr. Tiwari works with Hero Cycles Ltd. as the head of Digital Market-

ing & Public Relations. With a sharp focus on Digital Marketing, he has more than 15 years of experience across consumer behaviour, telecom and the media domain. He shared his customer experiences and insights from the same.



Mr. Ashish Tiwari

10TH LECTURE SERIES

Institute of Management, Nirma University was fortunate to have Mr. Hetal Sonpal as the speaker for the Tenth Lecture of the institute seminar series. Mr. Sonpal, Angel Investor, TedX Speaker and Marketing & Strategy leader shared insights

about the corporate and start up culture. He also shared his life experiences and learnings to motivate the students. Mr. Sonpal emphasised on maintaining balance between money and other non-materialistic experiences that actually count.



CYCLOTHON

The Rotaract Club of IMNU organized "Cyclothon" on 23rd December 2018. Students showcased their passion for fit-

ness over early Sunday morning's sleep and revisited their childhood memories as they pedalled their way to past.



AARAMBH

The Student Welfare Committee of IMNU organized "Aarambh 18- The aspirants' summit" on the 22nd of December, 2018.

It was a one-day National event which witnessed several workshops and a cultural event for undergraduate students coming from various places, and gave them a glimpse of what the life of an MBA student is like.



JAM SESSION

Jam session 3.0 was organised by Club Fiesta- the Music and Dance club of IMNU on December 20th, 2018. This rejuvenating session just before the end term examinations helped the students to refresh themselves and be exam ready. Members

of club Fiesta performed on many top tracks and the whole crowd danced with them. There were several performances by the students as well. Jam Session never fails to revitalise the life at planet IMNU.



AAROHAN

Aditya Vat: The Co-Curricular Committee of B.B.A.-M.B.A. Integrated Programme, Institute of Management, Nirma University organized its Conclave, Aarohan on 14th and 15th December, 2018. The theme of Aarohan 2018 was "NAVKALPANA". On day one, the first speaker for the session was Mr. Apoorva Vora, Founder and CEO, Finolutions Wealthcare LLP followed by Mr. Anant Narayana, Stump Vision who shared his story of how he came up with the idea of Stump Vision. The third session was conducted by Mr. Hemant Deolekar and Ms. Tejaswita Anant- Theatre Artists associated with Vihaan Drama Works.

The fourth session for day one of Aarohan 2018 was the first ever panel discussion on the prestigious platform. Mr. Jatin Chaudhary was the moderator and the panelists were Mr. Nadeem Jaffery, Ms. Khushboo Solanki Sharma and Mr. Vinay Tolambia. Mr. Vinay Tolambia, Quality Analyst, American Express hosted the last session of the day.

For the second day, the sessions were conducted by Mr. Narayana Peesapaty, Managing Director, Bakey Foods Pvt. Ltd., Mr. Prashant Desai, Founder, KAN DFY Sports, Dr. Benny Prasad & Ms. Sharmista Sarkar.



Aarohan

CHAI PE CHARCHA

Mavericks- the BBA social committee organized yet another captivating event which attracted the students. The event "Chai pe Charcha" was aimed at promoting debate/discussion, but the Indian style. The topic of this discussion was "Media in a democracy- A bane or a boon". It marked a great participation by the students who put forward their opinions, interests, enthusiasm and remarkable performanc-

es, which left the judges bewildered in order to choose the winner. Also, there was a moderator to run the event in order to ensure that the debate/discussion was just and healthy. Such platforms encourage the students to be aware about the society we live in, by channelizing their thoughts towards the plausible solutions towards pertaining issues.



Chai pe Charcha

8TH ANNUAL QUALITY CONFERENCE ON “VUCA CHALLENGES: SUSTAINABILITY THROUGH QUALITY”

On the First day, an Industrial Visit took the participants to 10 leading companies in the field of manufacturing; Bosch Rexroth India Pvt. Ltd., Omega Elevators, Hitachi Hi-Rel Power Electronics Ltd., Hindustan Coca-Cola Beverages Pvt Ltd., Inductotherm (India) Pvt. Ltd., Amul, Precision Autowares Pvt. Ltd., Haymor Ice cream Pvt. Ltd., Waterman Pumpset, Tenneco Automotive Pvt. Ltd.

The Inaugural session started with the welcome speech of Dr. Himanshu Trivedi, Chair, ASQ Ahmedabad LMC in which he mentioned how enhanced knowledge on quality helps us in personal as well as national development.

The Chief Guest of the session, Mr. Stefano Talassi, COO Transformers India, focused on the new challenge in the industry. He explained how it will be important to ensure clarity of direction and vision in each step of our activity.

The next speaker, Mr. Prashant Hoskote, Senior Director-Quality, Service Excellence and Innovation, Max Group explained the concept of VUCA from the point of view of strategic level of organizational quality by using references from his own organization, MaxGroup.

Mr. Ananda Sarangi, Director & Head of Business Development ASQ India, South Asia, Russia gave valuable insights on

ASQ, its functioning and the relevance of quality in industries and in today's changing business scenario.

A Panel Discussion on “VUCA Challenges: Sustainability through Quality” was held, wherein Prof. Mallikarjun, Sri. Chetan Kothari, Shri Vinod Venkatesh, Sri Sachin Garg & Prof. Rajesh Jain participated.

The **Second day** witnessed more than 30 Parallel live case study presentations, in which different topics on the Challenges of VUCA were covered.

The first plenary session started with the speaker Dr. Jitesh Thakkar, who explored the topic of VUCA through challenges in the education sector through the examples of Engineering and Management Institutions.

The second speaker, Mr. Jayesh Khamar, gave insights on “Unlocking the power of data for Industry 4.0”.

The second Plenary session started with Mr. Prerak Shah, Exec. Director and Jt. CEO-DEV IT and Associate Vice President-PMI Mumbai Chapter, Ahmedabad.

The final speaker, Prof. Arnab Kumar Laha, Associate Professor-IIM Ahmedabad, talked about the managing quality in VUCA times lessons from science of quality.



8th Annual quality conference

NIRMATATVA

The Inaugural Session of Perspective Richter 10 - the annual cultural fest of IMNU, Nirmatatva had Ms. Nimisha Verma, a motivational speaker.

She shared her experience with different cultures while moving around the country and explained the importance of the adaptability to change. She said "never fear from changes, they are just a way to learn". The next two speakers were Mr. Kapil Kulshrestha and Mr. Yogesh Chabria.

The final and the most awaited speaker of the day was Mr. Piyush Mishra, Film and Theatre Actor. He energized and motivated the students by sharing how his passion led him to work hard in life and made him a theatre actor. He said that following one's passion is what helps him get a peaceful sleep at night. He narrated some of his famous poems and even sang two of his songs – "Aarambh" and Husna"



Mr. Piyush Mishra

AAVARTAN

On the first day of PR 10, the annual cultural fest of IMNU, the stage of was graced by the Deewana Group. They took the students through the roads of Sufism and showed the real power of music. The Auditorium was filled with joy and everyone sang their hearts out and danced along with the group.

IMNU saw a different evening where nobody wanted the stream of music to stop. The group sang non-stop for two hours and ended the show with Vande-Mataram leaving smiles on everyone's face.



Deewana Group

MARK-E-NOVA

Niche, the Marketing Club of IMNU hosted Mark-e-nova and assessed the participants on their creative marketing tactics.



MEDIA INTELLIGENCE 360

Media & PR Committee organised their flagship event Media Intelligence 360. In the preliminary round the contestants

presented their communication and PR strategy for the assigned products.



PRATITI

Pratiti was organised by XQuizIt, the Quiz Club of IMNU, wherein, the quizmaster tested the aptitude and general

knowledge of the students.



Pratiti

AAWAHAN

Karwaan, the Public Speaking Club of IMNU conducted Aawahan. Team members debated on various topics given to them

by the judges and were assessed on their public speaking skills and the insights provided by them about the topic.



Aawahan

STOCK MANIA

ERT Capital organised Stock Mania wherein contestants faced situations for identifying industries based on

the financial statement analysis.



Stock Mania

EUPHORIA

Club Fiesta- the Music and Dance Club of IMNU organised their first event of the fest- Euphoria, the singing battle. The IMNU Auditorium was coloured with the melodious voices of

the contestants. Participants from all over the country participated in the aforementioned event.



Euphoria

PRAYAAS

The **Rotaract Club** organized **Prayaas**, wherein social issues of mob lynching, farmer distress and sanitation issues were

brought up and discussed.

KISSA EK BAAR KA

The first day of PR10 ended with “**Kissa Ek Baar Ka**” featuring the most loved youth storytellers and poets of the country – **Yahya Bootwala** and **Dushyant Singh**. From the sweet memories of childhood to bitter experiences

of heartbreak, every story was felt a bit more. Every moment was relived. With their relatable and beautifully woven poetry, the duo touched the hearts of the crowd, taking everyone on a nostalgic ride.



Kissa Ek Baar Ka

KARTAB

Kartab was organized by the Institute of Management, Nirma University, on the 6th of December, 2018. It featured the Gat-ka group performing an artistic set of performances includ-

ing sword fighting, formation building, and other such brave acts which required a combination of skill, valour and strength.



Kartab

SOMNIUM

The Institute of Management, Nirma University, organized **Somnium** featuring **Harrdy Sandhu** on the second day of PR10, the annual cultural fest of IMNU. He performed his national hits and also performed retro and popular Hindi songs, as

well as a few English pop songs. The crowd danced their hearts out on songs like "Kya Baat Ay" and "Nah". Harrdy also sang "Soch" & "Joker" mesmerising everyone in the concert.



Somnium

SPECTRUM

Institute of Management, Nirma University, organized Spectrum- an **EDM Concert** on the 7th of December, 2018, featuring **Kalpanik Bass, Zaeden & Lost Stories**. Kalpanik Bass performed his renowned mashups, while Zaeden & Lost Stories

played some of their best mixes from their soundtrack of Tomorrowland. With these talented artists at the helm of an enthusiastic audience, the night was filled with energy as the crowds danced to the beats of the music.



Spectrum



LAUGHTER RIOT

Stand-up Comedian **Sumit Anand** performed in the IMNU Auditorium on the 7th of December. The session was an actu-

al laughter riot as the crowd clapped and cracked up throughout the event.



EXPANDING HORIZONS

MBA JOURNEY & BEYOND

Ashish Agrawal
Batch of 2010-12
Asst Manager NRM, Hindustan Unilever



I am a proud member of MBA FT 10-12 batch of IMNU. When I suggested Kaizen committee to also include articles describing Alumni's MBA journey & beyond, they entrusted me with the first article. Many memories came flooding back, but what made the big difference, is what I am jotting down today. So here it goes...

Of all the fantastic classes that I had taken, Personality Development class by Nina mam comes to fore first. It is so important to understand yourself and this class somewhere helps you with that. I still have the piece of paper in my wallet with all my strengths written down by my fellow classmates. Whenever I am down, this gives me a booster.

Our then director Gopalkishnan Sir once visited us and said, "I see that your hostel rooms windows are lit till 2am and I have observed the same thing in IIM A as well. The only difference is that they are preparing for tomorrow's case and you are watching TV-series on the laptop". He continued, "Students at IIM A are the biggest critiques of any case presentation by fellow classmates. It pushes everyone to prepare well. On the other hand, you guys actually hope not to get any questions from the audience." It really was hard hitting.

To be very frank, we had more than 30 subjects in 2 years and trying to become good at everything left me no time to master any. My sincere advice will be to become world class at a minimum of 2 subjects. The new mantra of the world is, "Jack of All Trades and Master of Many."

A life changing habit that I developed during MBA, which has made the biggest difference in my life so far, is "reading". It is beyond comparison what one book on your favourite subject can bring it to you. Global Chairman of my previous organization said, "I am very selective of what I read. I don't waste my time in reading something which doesn't help me doing my job". It is fine to read a Chetan Bhagat novel or Harry Potter once in a while, but you need to read real business most importantly.

Apart from books, do listen to number 1 business podcast "The Tim Ferriss Show", Visit Farnam Street Blog (especially mental models) and follow Tim Urban's blog.

Once I was hiring for an Analytics position and I came across many resumes from applicants who did not belong to the Analytics background but wanted to get in. What differentiated a few of them was that their interest had a tangible proof with 2-3 courses in Analytics from Coursera, UpGrad etc. So, don't be shy in getting that Digital Marketing course completed that you wanted from so long.

Don't be overwhelmed by my too many suggestions and already tight deadlines to complete. Always remember that, "We underestimate what we can achieve in a year and overestimate what we can achieve in months."

Some parting thoughts, lifelong learning is the single biggest differentiator for high achievers. So, keep learning & keep growing.

ALUMNI ARTICLE

MARKETING- AN EVER-PRESENT BUSINESS FUNCTION

Antara Kalele
Batch of 2013-18 (IMBA)
Sales Manager, Capital First Ltd.



Marketing, as it was originally intended and assured of, is much more important in the current era as it has ever been. It has been one of the key drivers for any organisation, but recently it has started to lose its shine and space within many businesses. Most businesses have started to inculcate innovation in their products and services but have started to neglect the marketing function and it is underway to become more of a cost burden, which has led to missed opportunities and failures for many new and existing ventures. Surveys also reveal that organisations have started to spend less on marketing and have scaled back their annual marketing budgets while large organisations such as Walmart and Starbucks have also made lay-offs in their marketing staff. With the emergence of Artificial Intelligence and its predictive analytics, it has also been safely assumed that data and information about goods and services for the customers will be easily available and traditional marketing will take a side seat when new-age technologies become the prominently used medium. All of this has led to loss in power of traditional marketing and will likely continue to decline as well.

However, all said and done, it is imperative that to succeed in this cluttered and competitive world, true marketing potential needs to be utilised to ensure proper success. Launching an innovation is a huge milestone for an organisation, but it

must be brought to the customers and should be commercialised well to generate revenues. Newer products require intensive customer engagement for exposure irrespective of the early curiosity for something new in the market, which eventually subsides in the current market. Marketing is about connecting the right customers to the right product. Marketing helps concerned stakeholders to think from the outside- in about what is being offered, convey its value in customer-centric ways, and persist through barriers that can only be addressed through deep customer knowledge and insight. If marketing is so critical to business today, why is it overlooked or undervalued by so many? The way marketing has come to be defined and executed is to blame. Marketing has been reduced to customer acquisition and retention. These days, what most people consider marketing is really simply advertising. Search, email, content, and other common forms of marketing today are primarily methods for generating or maintaining awareness or repeat purchase. It needs to be less defined by a budget and managed by a department, and more embraced as a business discipline throughout the organization.

As businesses are being driven by innovation in the current and will keep doing so in the future era, marketing must be embraced and valued more than ever.

FACULTY ARTICLE

CREATIVITY VS COMPLIANCE: HOW TO CREATE A RESEARCH CULTURE IN INDIAN UNIVERSITIES?



Prof. Indu Rao
Faculty
Area : HRM, HRD, OB & IB

Universities cannot become world class without research output. However, traditional universities in India, post-independence, have focused on teaching. Further, we've been using content mostly developed and written in the West, in the form of books and case studies, for our classroom teaching. The indigenous context has been missing and as a result, creating the single largest challenge for Indian education system, that of relevance. The large number of young professionals, engineering and management graduates are unemployable for obvious reasons. Firstly, what we teach does not come to use in practice. Secondly, what practice needs, we do not teach in our schools, and thirdly, what works in practice and is often practiced by the not so educated business entrepreneurs in the Indian context, has not been developed as suitable content for classroom discussion; nor endorsed universally for being used in classrooms worldwide. Only well-trained and passionate researchers can fill this gap.

Despite the obvious reasons, universally accepted research output from India is scarce due to several challenges. Importantly, any effort to improve research productivity faces the dilemma of creativity Vs compliance. Our public universities are dominated by senior academicians who did little research during their early career due to lack of awareness of the importance of research, coupled with more focus on infrastructure and institution building. Naturally, they may

not be aware of the processes, and are not in favor of systems required to promote research and creativity. Our private universities are run by business tycoons who have not been through traditional professional education and depend on such senior academicians for policy formulation, consequently, discipline and compliance have traditionally been the preferred form of governance.

But the new generation of students is more aware of the happenings in the world and loves creativity. So are the new breed of Indian faculty who are returning to India after a research training abroad. Research requires creativity but the excess of compliance hampers creativity. Compliance and discipline to some extent can be acceptable as a means of university administration. But for research and creativity to prosper, the university needs to create space and freedom. Unfortunately, the environment inside the present universities is currently that of a tension between the two: creativity and compliance.

Regardless, the new generation student is prepared to question and compare the different available universities; and their functioning and governance, before making a choice for study, driving competition amongst universities for rankings. This will force the universities in India to create supporting structures and processes to foster creativity and research culture.

STUDENT ARTICLE

FOR THE SAKE OF IT



Ipshta Paul
MBA (FT) 2018-20

When was the last time you did something genuinely out of interest, that you didn't feel obligated to do? Or did something that you were really passionate about, and not just because it would "look good", either on your CV or in your virtual presence on social media?

More often than not, we millennials end up doing things under peer pressure, societal pressure, family pressure, all sorts of pressure. Many end up crumbling under the pressure, attributing them to the wrong people and souring relationships, or turning towards the wrong kind of distractions. While more serious problems like addictions, work-life imbalances or mental health issues can't be directly linked to not doing things of one's liking, one does wonder whether the situation of overworked and overstressed millennials could have been better had there more enthusiasm in our everyday workings.

We are hardly a generation to hold back. With planned obsolescence and other marketing gimmicks dictating our short-lived material preferences, and the extent to which social media has penetrated into our lives, there is hardly a moment that isn't recorded and shared. Going out to a restaurant or movie is instantly declared to everyone in our friend circle, because, that's the "cool" and "trending" thing to do. In all of this hullabaloo, we forget the one real experience that should be driving our lives: our own pleasure.

We have stopped smelling the roses along the way, because we also fear. We live in the constant fear that if we don't do something different and innovative and creative and unique, we won't land that double digit package and won't be able to buy those Calvin Klein jeans or BMW car (because a double digit salary isn't really enough for Prada or Porsche).

This doing of things just for the sake of it is far more common than one could imagine. If we look around, we will start to notice its much subtler everyday manifestations too. Sub-standard assignments, project reports, office presentations, company performance, not-up-to-the-mark Board Exam results, and a never-ending list of disappointments are all the outcomes of a lack of real interest, because they were done just for the sake of doing them. It has led us to make peace with mediocrity, while striving for that differentiating factor that will make us stand out from the crowd. How can we continue to co-exist in this conundrum of contradictions? Until we put out heart and soul into every activity that we perform, let's not perform them at all. Until we know we have found our true calling, let's keep exploring the endless opportunities. Until we discover why, let's stay curious. Let us not do things just because someone asked us to or because it was expected of us, or just for the sake of it, but because we really want to.

DOWN THE MEMORY LANE



BATCH OF 2004



BATCH OF 2005

Time endears but cannot fade the memories that we have made

THE KAIZEN TEAM



*Hope you liked the new section “Expanding Horizons” in this Special edition of Sapience for the month November & December 2018 . We would love to receive more such stories and experiences for our upcoming editions. We would also like to hear your suggestions & feedback on -
Kaizen.im@nirmauni.ac.in*

To be in touch with the current happening at IMNU & to stay connected with us, Kindly register yourself on Alma-Connect

*Registration Link :
<https://imnu.almaconnect.com>*

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