

SAPIENCE

- IMNU'S ALUM BULLETIN

INDEX

Institute Seminar Series - 2018-19	2	Bizarre Bazaar	10
Nouvelles	2	Ingenium	10
Alumni Day 2018	3	Kshitij	11
Pragmann 3.0	5	Sherlocked	11
Joy of Giving Week	5	Life @ IMNU	12
Vaniyika	6	Monopoly	12
Rannbhoomi	6	TTT Workshop	13
Manthan	7	Smashes	13
Market Mayhem	7	Alumni Article	14
Zero Ping	8	Faculty Article	15
Cric8	8	Student Article	16
Chakravyuh	9	Down the Memory Lane	17
Rangeelo Raas	9		

INSTITUTE SEMINAR SERIES - 2018-19

“Compelling conversations are a result of good storytelling which in turn creates compelling experience”

The Institute of Management, Nirma University, hosted the 7th Lecture Series on the 26th of October, 2018. The guest lecture was conducted by **Mr. Sameer Seth, Director of Marketing- India, Dolby Laboratories**. With over 14 years of experience in the field of Content Marketing, Mr. Seth has developed an expertise in how to market various kinds of content to their specific target audiences as effectively as possible. Mr. Seth began the lecture by sharing his insights and perspectives regarding the status of Media in India, and how it varies across the geography and demography of the country. With an increasing number of people using television as their primary source of content consumption, the impetus of the role played by the content portrayed on television is increasingly getting crucial.

Mr. Seth then moved on to discussing the nuances of developing a brand in content marketing. According to him, “Content Marketing is a lot like working out. Don’t expect overnight results.” He emphasized on the importance of having clear goals and understanding the audiences. He also said, “Extract the content and milk it well”, i.e. make full use of the content marketing that you have deployed. Finally, Mr. Seth explained Content Marketing through a Case Study of Dolby. By emphasizing on the importance of developing a core creative idea, Dolby has always been on the forefront of technological advancement in the entertainment industry. It has leveraged this core idea to develop content, campaigns, and has also focused on marketing its products by partnering with other successful brands in the industry.



Mr. Sameer Seth
Dolby Laboratories India

NOUVELLES

News Junction hosted their first event for this term **Nouvelles** on 10th October, 2018. Team VAST DEFERENCE took the crown in this event. The runners up were Team “Zippy Traders”, “Team Leaders” And “Team Vested Potential”.

Events like these are an important part of our MBA journey, where, through fun and games, they inculcate good habits like reading newspapers and keeping up with the times. Kudos to the team News Junction.



Nouvelles

ALUMNI DAY 2018

“Sands Of Time”

The Alumni Day was conducted on 6th October 2018. The theme for this year's Alumni Day was 'Sands of Time', illustrating the grandiose glory of the Egyptian Civilization.

The event served as a catalyst for the Alumni to relive their fond memories of the past. The day was filled with a variety of activities and events, both formal and informal. The event marked the presence of more than 180 alumni visiting their Alma Mater. Post breakfast, a meet-and-greet session for Faculty-Alumni interaction was held, facilitating the enhancement of alumni relations with the institute. The afternoon Auditorium Session of Alumni Day '18 commenced with the auspicious Saraswati Vandana and the lighting of the lamp by the Chief Guest, Mr. Mahesh Joshi.

Mr. Joshi, Chief Executive and Director at Larsen and Toubro, was welcomed by Dr. M Mallikarjun, Director, IMNU. He enlightened the audience with his knowledge and insights, describing his journey from a student at Nirma to an Author from Oxford. He chose this special event and his Alma Mater as a platform to launch his book "Global Business".

This was followed by A General Body Meeting. Here the deci-

sions taken during the alumni board meeting were discussed and further suggestions were given for the same. The discussion also revolved around the steps to be taken to implement the suggestions of the previous year's meeting, along with the ways to develop a deeper connect with the institute and enhancing greater engagement in the City Meets. A curriculum review workshop was also arranged to review the syllabi of the Full Time MBA course and the Family Business MBA course. The alumni were then served refreshments, post which they gathered in the back lawn for a fun event, 'Action Replay', organized by the beloved Dr. Nina Muncherji.

The guests, faculties and students then proceeded to the auditorium for the most awaited, Cultural session. 'Al-Inc', The Annual Alumni Magazine was unveiled on the onset by our very own Alums. Further, the night orchestrated entertainment in the form of a mesmerizing performances by the kids of 'Nirmaan' and the members of Chehre and Fiesta. To bring back the fond memories of the much loved sports of Football and Cricket among the Alumni, a friendly match was also planned for them after the Cultural Session. This annual event was indeed the highlight of the last quarter of the year, 2018.





Meet-and-Greet Session



Photo Booth



Action Replay



Nina Ma'am with our Alumni



AI Inc Launch



Saral



Fiesta



Chehre

PRAGMANN 3.0

PRAGAMANN 3.0, the Entrepreneurship Conclave of Institute of Management, Nirma University, was organized by **Swayam – The Entrepreneurship Club of IMNU**. The theme of the conclave was, “**Boulevard of Entrepreneurship; Build To Last**”. Pragaman 3.0 meaning ‘Progression’ is a one-day conclave for young and aspiring entrepreneurs from the student fraternity. It is a platform for budding entrepreneurs to learn from the inspirational stories of entrepreneurs. The inaugural session was delivered by **Padma Shri Dr. Anil Gupta, Founder of Honeybee Network Sristi, Gian**, followed by

Mr. Sameer Aasht, Founder and Director of Alma Mater, Mrs. Jyoti Sudhir, Chairperson- IWN Gujarat State at CII and Owner of Image Consulting Business Institute & Onkar K Khullar, The Digital Gandhi. The last speaker of the event was **Mr. Sanandan Sudhir, Founder of Invent India and President of Indian Investors Association**. With this, Pragaman 3.0 came to an end, with the student fraternity benefitting from the stories of the entrepreneurs who have made their mark in the entrepreneurial scene of the country and the speakers benefiting from the interaction with young mind



Pragmann 3.0

JOY OF GIVING WEEK

Nirmaan - the Social Club of IMNU organized the “**Joy of Giving Week**” from 2nd to 7th October, 2018. This joyful week began with the Foundation Day, where the children along with their parents had a wonderful time. The day ended with cake-cutting by the kids. Each day of the week observed a new theme. The event, ‘Chillar Party’ was held on the second day

of the week. The kids played both outdoor and indoor games, performed arts and crafts, and danced on the beats of popular songs. The week finally ended with a picnic to Kankaria Lake. The ‘Joy of Giving’ week was clearly a success, as depicted by the happy faces of the kids, their parents, as well as the students involved in the activities.



Joy of Giving Week

VANIJYIKA

From the get-go, this event by **Club XQuizIt**, made us first want to know -

- a) the meaning of the word.
- b) what it's all about.
- c) and a bit of business trivia along the way.

Vanijyika (meaning business-related), starting from an online round, culminated in a 2-round offline event, on October 16, 2018. Both the prelims and finals were rounds of well-set deduce able questions that left many quizzers with tip-of-tongue syndrome. The winners were Team Holyhead Harpies, followed by Team Without A Name and Team 50 Tola as the first and second runners-up.



RANNBHOOMI

The war of Gods, the battlefield of warriors - AlphaKnights, BlackHawks, Cavaliers, Demigods, Falcons & Sultans - this was what **Ranbhoomi 2018** organized by **Niche, the marketing club of IMNU** was all about. It was a two-week long event that tested the junior sections on four parameters - Unity, Capability, Creativity & Popularity. The battle kick-started

with a pre-event of selling corn and went on to Polling, Creating memes, display of Physical Promotions and finally to the D-Day. With Sultans stealing the winning trophy and Falcons being the first runners-up, this event gave new names and new identities to each section of the junior batch.



MANTHAN

Manthan- The event organised by **Rotaract Club of IMNU** was conducted in the light of Model United Nations. The topic of “Uniting for peace-Israel Palestine Conflict” was put forward for discussion to 15 teams that were present as delegates of different countries. Each country had the freedom to have independent stand for or against the issue. The event was divided into two sessions of one hour each. The first session started with a formal speech where each delegate put forward their introductory speech. It also consisted of a formal and informal session on “The Respective Actions of The States of Israel and Palestine with respect to each other”. In

this session, delegates were given the freedom to raise an issue related to the topic of discussion within a limited time constraint. In the second session, delegates tried to reach consensus through healthy discussions on the topic of “One State or Two State for Israel And Palestine”. Lastly, the delegates concluded by stating their solution. The executive board wrapped up the discussion and announced the winners. The best delegates were The Delegation of Syria and High commendation was bestowed to Delegation of Israel for commendable points proposed by the delegations in the discussion.



MARKET MAYHEM

Niche- The marketing club of IMNU organized **Market mayhem** on the 4th of September, 2018. The first round of the event tested the basic awareness of the participants over different parent companies existing products and their prod-

uct lines. In the second-round, teams were required to design a product, its tagline and the marketing strategy of the product. The event helped the students discover their inner marketer.



ZERO PING

The second event of the year **Zero Ping** was organized by **CLIQUE, the IT Club of IMNU**. This event was organized from Oct 22nd to Oct 25th, 2018. The event was a gaming event and the game organized was Counter-Strike 1.6. There was an overwhelming response among the gamers in IMNU with more than 50 gamers contesting in the event as teams of five members each to win the throne. Even there were female participants participating in the contest. After exciting and

neck to neck fights among the warriors finally Cavaliers won the territory and were declared as the winner of the throne. The event had prize money of INR 8,000. The contestants, organizers and the audience experienced three nights of continuous excitement, tension, and fun. Clique, the Syndics of Technology promises to conduct many more thrilling as well as developmental programs for all 'would be managers' in future.



CRIC8

Sportzzz Comm, the Sports Committee of IMNU, organized **Cric8**, the inter-sectional cricket tournament. Matches were held from the 22nd of October to the 29th of October. Brave-

hearts emerged as the champions, with Argonauts and Celestials running close as the runners-up.



CHAKRAVYUH

Chakravyuh was organised by Karwaan – the Public Speaking Club of IMNU on 23rd-24th October. The event had 8 teams coming from 7 institutes of Nirma University: IMNU, IPNU, ILNU, ITNU, ICNU, IAPNU and ISNU. There was a 5-member team from every institute. However, on winning the social media round, a second team from IAPNU also got a chance to be a part of the competition as a wild card entrant. The event was a 3-round process, held within a span of 2 days. There was no elimination, and scoring was done based on the members' performances in the overall event, with only 3 members participating in each round. First was the Election round, where participants from each team passionately spoke about their Institute, and why it was better than all the other institutes which form a part of the University. The time allotted to each team was around 5-8 minutes. The second round,

called 'Turn Coat' portrayed an out-of-the-box concept, where the team members had to switch between speaking for and against the same topic, as and when the judges asked them to do so. The teams kept the audience gripped, giving them different perspectives on the topic assigned to them by stating facts, or even reciting stories. The final round on Day 2 was the Panel Interview. In this round, two members of the team spoke about the topic, and a member from each of the other teams asked a relevant question. Judging was done based on the speaking content, the questions asked, as well as on how the questions were answered. After a good two days of this public speaking competition, the team from ILNU emerged as the winners, followed by the teams from IAPNU and IMNU as first and second runners up respectively.



Chakravyuh

RANGEELO RAAS

Colorful dresses, food, lights, music & students dancing to the beats of the Gujarati music, that's how IMNU celebrated the auspicious festival of Navratri. **Rangeelo Raas** was organised

by the Cultural Committee of IMNU on 11th October, 2018. Students danced their hearts out and everyone on the campus got ecstatic



Rangeelo Raas

BIZARRE BAZAAR

Bizarre Bazaar was organized by **Finesse- the Finance Club of IMNU** on 19th October, 2018. The market was set and participants were grouped into two categories in the preliminary round- Buyers & Sellers, with the goal to grab maximum benefits. Teams who won the preliminary round were further

tested on their knowledge of market and were given different tasks and challenges. Team 'Baniya' won the competition. Team 'Cali Cartel' and Team 'Wolves' stood at 2nd and 3rd position respectively.



INGENIUM

Imprintz, the HR club of IMNU organized a fun event – **Ingenium** – on 23rd October 2018. Teams of three competed in rounds that tested communication, team work and coordination among the members. The first round was question & answer round. Each team had to answer these general trivia questions in 100 seconds. This was an elimination round; out of 75 teams, top 8 teams were selected to go forward to second round. The second round tested communication and coordination. Members of each team were required to play blind, deaf and dumb. A structure made from Jenga blocks

was shown for 10 seconds to the person who was playing dumb, while the other two members were asked to step aside from the table. The one playing dumb had to explain the structure to the one playing deaf, who in turn will have to describe the structure to the blind-folded one. Four out of eight teams got qualified for the same. Third round tested team work, focus and patience level of team members performing the tasks. Mini tasks had to be accomplished to find their missing pieces. The team “Vast Deference” outshone as winners and the team “50 Tola” as runner ups.



KSHITIJ

"Humans are not a resource. They are a possibility." **The HR club of IMNU, Imprintz** organized a talk show on 26th October, 2018 where speakers from the field talked about immense possibilities in the HR domain. The speakers were : **Ms. Sahiba Kaur (TCS); Mr. Yash Rathi (HR at Ford Motor Company); Ms. Devanshi Raichura (HRBP at Torrent Pharmaceuticals Ltd.) and Mr. Jitendra Lakhwani (Co-founder, Mantras2suc-**

ces). The speakers motivated the students to always have a thirst for knowledge. They talked about how a budding HR manager can develop his skills and competencies. The talk show cleared many misconceptions and doubts that cloud the students' minds. It displayed a realistic picture of the industry.



SHERLOCKED

Club Sumantra- The Literary Club of IMNU, organised "Sherlocked- A Book Review Event" in association with the Library of the IMNU on the 30th of October. Students re-

viewed books written by Sir Arthur Conan Doyle, and talked about the highlights of his writing style.



CLOTH DRIVE

Continuing its legacy of contributing its bit to the society, Nirmaan- the Social Club of IMNU organises cloth drive every year, wherein students & faculty members donate their clothes and footwear to residents of the nearby slums, thus bridging the gap between haves and have nots. It is overwhelming to see how the things which we take for granted

can become reasons for someone's smile, be it in the form of a new shirt or a pair of shoes that they could not dream of possessing. Men, women and children were all equally excited to see the wide range of that was displayed in front of them, and their smiles and bags full of clothes proved the success of the event.



Life @ IMNU

MONOPOLY

Swayam - The Entrepreneurship Club of Institute of Management Nirma University organized a life-size monopoly game. It was a two-day event, wherein the first day was an auction in which all the sections bought their respective companies. On the second day, the intersectional game was enthusiastically played among the five sections. Along with Monopoly, the core game, there were a number of fillers, which gave a

chance to the five sections to earn extra money for going along with the game.

All the sections were full of energy and displayed unity. The finalists for the event were Cavaliers-Section-C and Sultans-Family Business, and the game was won by Cavaliers. The event taught the importance of strategy formulation and implementation by the auction.



Monopoly

TTT WORKSHOP

"The stage was set
The content was ready
But what brought life was those hundred faces."

A flagship workshop of **Terribly Tiny Tales** was organized on

21st October, 2018 by the **Media & PR Committee of IMNU**. It was conducted by Ms. Sanjana Singh, Chief Curator at Terribly Tiny Tales. Students learned the art of story telling, brevity and writing their own content.



SMASHES

Sportzzz Comm, the Sports Committee of the Institute of Management, Nirma University, organized Smashes, the intersectional Badminton Tournament. It commenced on the

22nd of October. Bravehearts emerged as the champions while Celestials had to settle as Runner-Up.



ALUMNI ARTICLE

DIGITAL INNOVATION AND DIGITAL TRANSFORMATION.

Parth Sanghani
Batch of 2014-16
Growth Specialist, Icreon



Every ten years there is a paradigm shift in terms of technology. Twenty years ago, when Internet was just catching up, nobody had an idea about how much it will impact our day to day life. For that matter, when Steve Jobs launched the iPhone, who could have thought that this small instrument, whose primary motive was to just have conversations, will change the way we live, the way we interact or the way we shop.

Most of the people are today talking about futuristic technologies, with AI, Robotics and Digital Innovation dominating the build-up. With the way Amazon Echo, Google Duo or Google Assistant is revolutionizing interaction, one shouldn't be surprised if ten or twenty years down the line, robots or for that matter Human – Technology interaction becomes as normal as Human – Human interaction. Things are moving rapidly across the industries and that's where more personalized interaction to digital innovation is being focused upon by most of the organizations.

So what is Digital Innovation or Digital Transformation?

Be it moving to Cloud from one premise, analyzing how Blockchain can actually change financial industries or automating the process with new tools on Robotic Process Automation, companies are trying to make sure that they are part of the Ship titled "Digital transformation" - right from affecting their customer experience to digitizing the manual process for better growth and efficiency at organization level.

A fact from Economist Intelligence Unit states that only 5%

of the employees believe that they are provided with a seamless customer experience. Thus, Customer Experience through personalization at omnichannel touchpoints is one of the buckets that is part of Digital Innovation or Transformation. This can be achieved with the help of various Content Management and Marketing Automation systems.

By Personalizing the content, you want to bring a footprint to your website or various touchpoints to sell your product. You can then look to upsell or cross-sell the product at a mature stage thereafter. That's where buying habits and insights play a role in growth. The biggest advantage of personalization is that you can mine maximum from each customer by retaining them, and thereby creating customer loyalty.

On other end, there are numerous manufacturing organizations which are focusing on digitizing their operations. As an organization - proper analysis of customer need leads to right mix of product development. An organization would not like to waste millions of dollars and reaching out with completely non-relevant content/product. By personalization, organization can save money to gain better ROI in terms of efficiency by creating the right product and streamlining processes.

According to a Genpact report, every year 100 B \$ is spent on Digital Transformation without any expected result. Thus, Digital Innovation and Transformation is a huge umbrella under which personalization and customer experience are the spokes keeping it intact.

FACULTY ARTICLE

SYSTEM AND STRUCTURE – REVISITING SOME CONCEPTS



Prof. Harismita Trivedi
Faculty
Area: Human Resource Management

‘System’, ‘Structure’, ‘Process’ – these familiar concepts were oft repeated in the class across courses. Unfortunately, one leaves the MBA programme thinking these are concepts relevant only to the reality of business organizations. Why is this unfortunate? Because, it creates single track thinking. And, life, as we all know, is never linear.

Can we then think of applying these concepts in a different context- a context that we call ‘career’, ‘professional growth’, ‘learning from experience’? How?

Let’s visualize ourselves standing by the window, watching a rainfall. There is this house with a sloping tin roof just opposite to our window. The rain water falls on the roof, flows downward and then flows away into the street. Every drop that falls has a structure. This is what chemistry has taught us. But in the absence of a system to collect it, the water simply flows away and thus its potential cannot be harnessed.

This happens to us too. Every task that we complete is the result of an effort. Effort has structure – pure intention, thought, activity and application are its elements. What is the ‘system’ here? Every task creates within us some learning – in different spheres – maybe planning, maybe about our competency, maybe about our behavior, etc. This learning conceptualized and further applied becomes a system for harnessing experience.

Often, at some point in our career, we are all prone to reflect on what makes some people move forward, what makes some people fast learners, what makes some people successful most of the times? My answer to each of these questions is only one ‘System’. Having a system ensures that we are systematic – systematic in our approach to doing what we do, be it learning, task completion, or making a career move.

How does the scene look without a system? Every task, like every drop of water, has its elements. We all continue working on these elements. So there is more effort, more planning, more focus on deadlines (so that they are not missed), and so on. So what happens? Task accomplishment. Yes, we move from ‘completing a task’ to ‘accomplishing the task’. But, there is still a possibility that tasks would remain isolated accomplishments.

Having a system, on the other hand, is likely to enhance the quality of the inherent elements viz. the quality (not merely the intensity) of our effort, of our focus, of our application. What then begins to take shape is a robust foundation – very similar to collecting water in the utensil and not just let it flow.

And what is this ‘system’? What are we collecting? This system is

the action of periodically reflecting on our learning and answering the question – what have I learnt about my knowledge and method of doing a task? My behavior? My ability to network or build and sustain relationships? Where are the gaps? What do I need to do to fill in these gaps?

the action of methodically acting on the gaps and moving to a different level of being

at a subsequent stage, the action of making planned moves – moving across roles, moving across industries, moving across organisations or simply moving up the ladder

And what we have collected is ‘experience’ that is not just the alphabets put together in a certain arrangement to create a word but ‘experience’ as a robust foundation that can convince the other person that it is strong enough to build a skyscraper on.

Without the ‘system’, our experience is just a collection of random tasks.

A system ensures that one and one put together need not always be two, it can also be eleven.

STUDENT ARTICLE

NEW TECHNOLOGY KILL THE JOBS - A MYTH



Ketan Wadhwani
MBA (FT) 2018-20

The year was 1982. Those were the days of enormous delays in cheque clearances, with money taking weeks to get credited to the accounts of customers, defeating the objective of moving away from currency to paper-based transactions. The solution to this problem was Computerization in the Banking Sector. It was a process that started around 1982, contrarian to most who would think it started post-1991. Former Prime Minister, Dr. Manmohan Singh, then RBI Governor, stressed on the need of computerization in the banking sector. Most of the changes in the Indian economy were introduced in 1980, but to incorporate those changes properly in to the system, it took 11 years. The pace of computerization increased and the banking sector ultimately was reformed by the year 1991.

Answer to the question "Will computerization kill jobs in the banking sector?" is really not required. Computerisation killed no job, rather it created the unimaginable number of jobs. All the apprehensions were vanished and the economy developed.

Did ATMs replace banks? No, by lowering the cost of opening a branch, ATMs helped increase the number of banks by more than 40%. In fact, they didn't even replace bank tellers, whose ranks increased to meet the demand for more branches.

In the current year 2018, we are standing in the same position. Artificial Intelligence (AI), IOT and Blockchain have already been introduced. Quantum Computing, though in its infancy, is being developed at a very fast pace. But to rein-

force it in a better way, are we still going to wait for another 11 years as we did in 1980? The debates have already begun that Artificial Intelligence and other technologies will kill jobs and a huge number of people will be unemployed. The same apprehensions and same misunderstandings have re-emerged.

But according to Forbes, "In 2016, one million new cybersecurity jobs were created and estimates project an increase of five or six million over the next few years. In 2015, there was a 74% increase in cybersecurity job postings, half of which went unfilled." Automation, AI, IOT, Blockchain and all other technologies are going to generate double the number of jobs they are going to eliminate. Owing to that, the benefits to the economy are going to be unimaginable.

A very wise man once said- mistakes are only expensive when you fail to learn from them. And it is high time we learn from our mistakes from the past and understand that technology brings efficiency into the system. It facilitates and makes tasks easy for human beings. If something is going out of the market, it is a certain skillset. What people need to do is to upgrade themselves and learn new skills. Those who adapt to these changes are the ones who'll derive the benefits out of it. The ones who resist are the ones who will suffer the most because resisting the change has never been an option and it never will be. The sooner we understand this, the better it is going to be for the industry. Let us all come together to welcome this change and revolutionize everything once again.

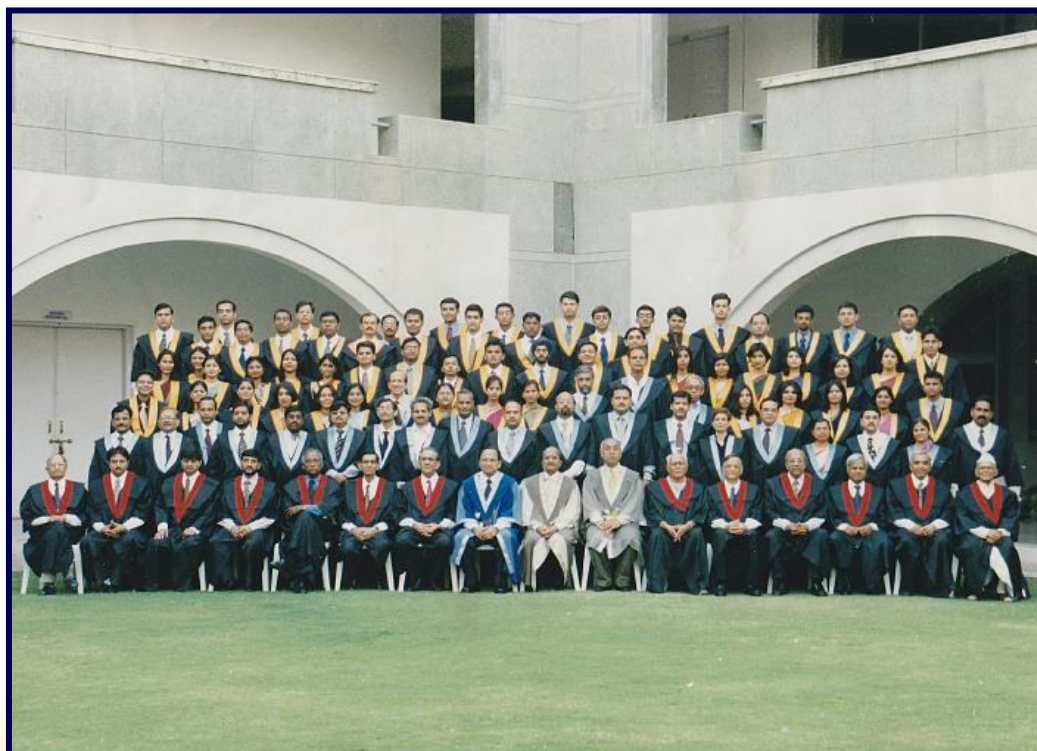
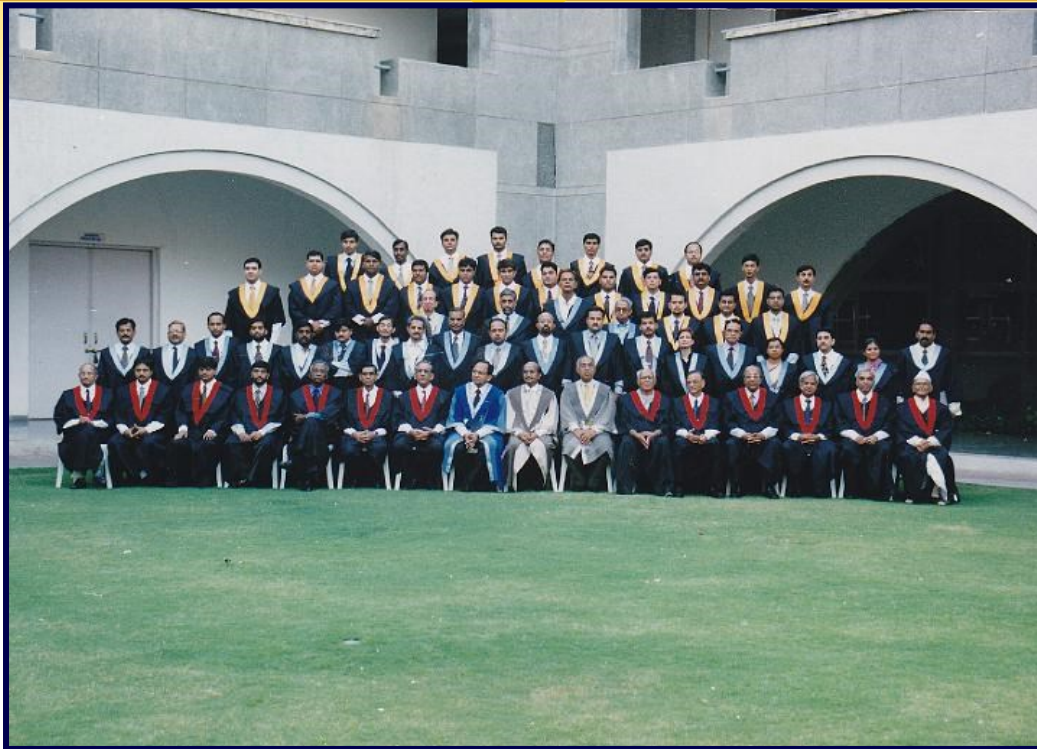
DOWN THE MEMORY LANE



BATCH OF 2002

Time endears but cannot fade the memories that we have made

DOWN THE MEMORY LANE



BATCH OF 2003

Time endears but cannot fade the memories that we have made

THE KAIZEN TEAM



*Hope you liked the fresh changes made in the Special edition of Sapience for the month October 2018 . We would love to hear your suggestions & feedback on -
alumnirelations@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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