SAPIENCE

- IMNU'S ALUM BULLETIN

INDEX

September, 2018 Edition

INSTITUTE SEMINAR SERIES - 2018-19

The 6th Lecture Series for the year 2018-19 was held on the September 2nd. **Mr. Upendra Namburi, Chief Innovation & Marketing Officer at Bharti AXA General Insurance**, talked about new management practices in the corporate world, and provided insights into the inner workings of what is commonly referred to as the "Gig Economy". Speaking about product development, Mr. Namburi advised the students on the importance of applying the results of research methods in a proper manner. His words, "Research can lead to blindness" highlighted the importance of not relying on research too heavily. Towards the end, Mr. Namburi advised the students to "Unlearn, more than you learn". He considered the process of unlearning the common misconceptions more important than most other actions, as the preconceived notions about results in individuals thinking unidirectional. He ended the session with another quote- "The day you stop reading, you stop learning".

Mr. Upendra Namburi
Chief Innovation & Marketing Officer,
Bharti AXA General Insurance

IGNUS

The first event of the year by Clique– The IT Club of IMNU, **IGNUS 3.0** was hosted on August 23, 2018. In this three round event, participants were evaluated based on their IT industry knowledge and brand awareness. Team SUPARAS emerged as the ultimate champion, whereas Team Two Musketeers grabbed the second prize.

IGNUS

NANDOSTAV

Students dancing in ocean of colours, teams making human pyramids to break the Dahi-Handi, joy in the air and smiles on the faces of the students, this is how IMNU celebrated the auspicious festival of Janmashtmi. The Cultural Committee of IMNU organised **Nandotsav** on 3rd September, 2018 to cele- brate the occasion of Krishna Janmashtmi. Each section formed their team and attempted to break the Handi while others danced to the beats of the music. It was followed by Janmashtmi Pooja in the evening to seek blessings of Lord Krishna.

Nandostav

INTERACTIVE SESSION WITH MR. VARUN SATIA

Niche- The Marketing Club of IMNU organised an interactive session with **Mr. Varun Satia- Founder & Chief storyteller at Kraftshala** on 2nd September, 2018. The theme of the session was "Marketing in Action". The session complemented class- room theories and gave the key to crack any advertisement analysis. Students interacted with Mr. Satia and not only cleared their doubts on various marketing concepts but also discussed several apprehensions they have in the field of marketing. The session ended with a fun video played by Mr. Satia which exhilarated and revitalised students.

Mr. Varun Satia

LIFE SIZE 1.0

Anything that happens in NIRMA, should be on a big scale. Using this idea, the Student Welfare Committee of IMNU organised **Life Size 1.0** on 7th September, 2018. Aiming to lessen the stress of the students before examinations, the committee kept rounds including fun childhood games. Games like 'Dutch Blitz', 'Stick Game' & 'Human Chess' made everyone relive their good-old days.

Life Size 1.0

SHOWDOWN

Showdown - the Inter-Sectional Battle was organized by Expressions **-** the Fun Club of IMNU. The students of each section united to fight for the ultimate prize - a pool party. The event involved three elimination rounds, where the last surviving section won. Junior C emerged victorious, defeating Junior B in the finals in a game of Quid ditch.

Showdown

PAINTBALL

Colors and fun marked the first event of Imprintz – the HR club of IMNU. On 22nd August 2018, the club organized Paintball competition. **Paintball** – was played by two teams with four members each. Students of IMNU enthusiastically participated in the event. Team "Vast Deference" won the competition by defeating team "Boomerangs".

Paintball

TYOHAR-E-BANDHAN

Saral - Social Club of IMNU organized **Tyohar-e-Bandhan** on the auspicious occasion of Raksha Bandhan on 26th August 2018 wherein, students of IMNU celebrated the festival of the most precious bond with their young friends of Saral. The event was emotionally charged, as the students away from their family, celebrated the festival with their new family. The campus was filled with happiness and joy while the new bonds were shared.

Tyohar-e-bandhan

FILMYAKHADA

Chehre - the Dramatics Club of IMNU organized their first event of the year **FILMYAKHADA** on 29th August 2018 wherein all the teams showcased their filmy gyan. The event had three rounds- 'Parda hai Parda', Twister- 'Aao twist kare' and 'Naach Basanti Naach'. The participants formed teams of 3 and competed against each other in various fun activities. Team KUCH BHI and team BOOM BOOM became the ultimate winners of FILMYAKHADA.

Filmyakhada

JAW DANCE

Karwaan - the Public speaking club of IMNU organized their third event of the year, **Jaw Dance** on 30th August, 2018. The event was preceded by an online contest - 'Drop it to let go'. Akash Khandelwal, Ketan Wadhwani & Aman Anand stood at 1st, 2nd & 3rd position respectively. The main event was an Open Mic, where students from different courses came forward to talk on various topics, recount stories, recite poems and speak their heart out. Thoughts, ideas, beliefs & feelings were shared, while the audience sailed in the ocean of words.

Jaw Dance

EXPOSURE 2.0

Pratikriti - the Photography Club of IMNU conducted the workshop **Exposure 2.0** on the 27th of August, 2018, under the guidance of **Mr. Vinay Panjwani**. A documentary photographer by profession, Mr. Panjwani has had his work exhibited all over the world, and has received honors from many organizations like Sony World Photo Awards, Epochtimes (New York) and the I&B Ministry, India. Mr. Panjwani's passion lies in street photography.

Exposure 2.0

CLOAK AND DAGGER

The Rotaract club of IMNU hosted **Cloak and Dagger** on 31st August. The participants were evaluated on the basis of their ability to solve mysteries and puzzles.

The three round event included Mystery Questions, Mystery Puzzles and Solving a Murder Mystery. Team MYSTERIO emerged victorious and became the winners of Cloak and Dagger.

Cloak and Dagger

PARAKRAM

Parakram, the national level sports festival for B-schools organized by the Sports Committee of Institute of Management, Nirma University, commenced on 29th September, 2018. Parakram is organized annually with the aim to promote inter B-school relationships across the country. Students get the perfect opportunity to forge bonds both within and across teams. They also get to showcase their talents on a national platform and let off steam in this wonderful sporting extravaganza. Aspiring leaders of tomorrow display their sportsman spirit and make memories while winning their teams laurels on the field.

Nine B-schools from across the country participated in the event, bringing in teams of 40 members each.

After 3 days of gruelling matches where the players experienced stiff competition from each competing institute's teams, the following were the final standings in all the sports played:

Table Tennis: Through true perseverance and composure, NICMAR beat IMNU in a close finals with a score of 3-1.
Lawn Tennis: IMNU's Jaysheel Pandey, Sakshi Agarwal and Isha Saxena showed tremendous performances and defeated IISM in the finals.

Badminton: IMNU, after defeating United and IISM, after defeating PDPU, in their respective semi-finals, put up a good fight against each other, but IMNU took the crown in the last game against IISM.

Cricket: The game changing partnership between PDPU's Shrey and Jainik enabled them to win against NICMAR in an intense final match by 1 run.

Football: Even though IMNU started the game on a high by scoring their first goal in the first 10 minutes of the match, NICMAR's brilliant defence in the finals against IMNU's attacking skills led them to victory.

Volleyball: Under the captaincy of Yatharth Bhardwaj, team IMNU played against defending champions PDPU and through constant team support and great effort, IMNU took home glory.

Through grit and determination, undying energy and enthusiasm, each player gave their all to make this sporting event a great success.

IMNU persevered and put up great performances, to defend their winning title and emerged victorious as the overall champions.

IMNU took home the winning trophy with pride and NICMAR were runners up in the final standings.

Parakram

E_INSIGHT

E-insight S04 E01 was organised by Swayam - The Entrepreneurship Club of IMNU on 28th September, 2018.

Mr. Khantil Mehta, Founding Director- GoBananas was the guest for the evening.

E-Insight series showcases the personal stories of successful entrepreneurs about high building high growth businesses. Students got the opportunity to not only interact with our guests, but also learn many important lessons of life. These lessons enriched and motivated them to become the future innovators.

E_Insight

JAM SESSION 2.0

Club Fiesta- the Music and Dance club of IMNU came back this month with **Jam Session 2.0**. The team never fails to kill the stress of students and rejuvenate the life in the campus.

With singing and dance performances followed by Garba lessons on trending song "Kamariya", the evening brought smile on everyone's face.

Jam Session 2.0

GURU VANDANAM

Teachers, I believe, are the most responsible and important members of society because their professional efforts affect the fate of the Earth – Helen Caldicott **GURU VANDANAM** was organised by The Cultural Committee of IMNU on the occasion of Teacher's day to bestow respect and love & to express gratitude to our mentors. Students & teachers played various fun games, performed together & celebrated the precious and priceless bond of teacher and student.

Guru Vandanam

COPA

COPA 2018, the Inter-Section football tournament was organized by Sportzzzcomm - the Sports Committee of IMNU. The 7-Day tournament ended with thrill, excitement & fun, where Argonauts defeated Jr. FB and won the tournament. The zeal and excitement among students showcased NIRMAYAN's love for football.

COPA

INTERACTIVE SESSION WITH MS. LOVELEEN GAJARIA

Niche- the Marketing Club of IMNU organised an interactive session with **Ms. Loveleen Gajaria, Former Media Head, L'oreal Paris India** on 27th September, 2018. Ms. Gajaria is experienced General Manager with a demonstrated history of working in the FMCG industry. She is skilled in Media Management, Integrated Marketing, Advertising & Strategic Partnerships. The students got valuable insights about the basics of Integrated Marketing Communication. She also shared her vast industrial experience and exposure in L'oreal Paris.

Ms. Loveleen Gajaria & the members of Niche Club

AVIGHNA CHATURTHI

Celebrating the birth of Lord Ganesha, The Culture Committee organized Avighna Chaturthi. The event was filled with joy and colours as the students welcomed Bappa with love and happiness.

His presence during the 7 days of examination was a support for every student. The morning and evening aarti provided a much needed relief from the stress.

Avighna Chaturthi

HELPING CHILDREN LEARN

Kushan Jasani
Batch 2005-07
Principal Educator at Shreee Institute.

Being a parent is one of the most challenging roles in today's fast paced world. Nuclear Families, DINKS and high aspirations in career, are few of the factors making the task of being a parent super difficult. With less time to spare for their child's academic activities, a parent is always worried about their scores.

From the moment the child enters nursery he/she is subjected to pressure of performing. While it is not in the hands of parents to make a big change in today's K-12 scenario, what a parent can do is work on the child's ability to remember things. Eventually, this will help make them understand too.

There are a few techniques which I want to make parents aware about, which can be used to increase the memorizing power of a child.

Mnemonics is long being used as a tool to create abbreviations of long pieces of information and easily committing them to memory. Mnemonics can be used not only in style of abbreviations, but also as sentences, for example for a grade II child, remembering the planets is a task. Thus, to make their work easier, this tool can be put into practice, illustrated as follows: -

"My very excellent mother just showed us dwarf planet Pluto"

"Mercury Venus Earth Mars Jupiter Saturn Neptune (dwarf planet Pluto)".

Another very powerful technique to remember entire chapters of physics, chemistry or biology is Mind Mapping. Association in Psychology is yet another powerful technique. For association one must use as much imagination, animation and online tools as possible. For example, how can you remember to take medicine before lunch and dinner? Simple put a RED tag on keychain of your home and/or office keys. When you reach office, you take out your keys, see the red tag, and immediately take the medicine. Child forgets to brush at night. How could you associate it with something? Print a label with "10:00 pm" written on it.

In conclusion, my advice would be, don't sit with your child and make them cram things. Spend time to teach them how to learn, rather than what to learn.
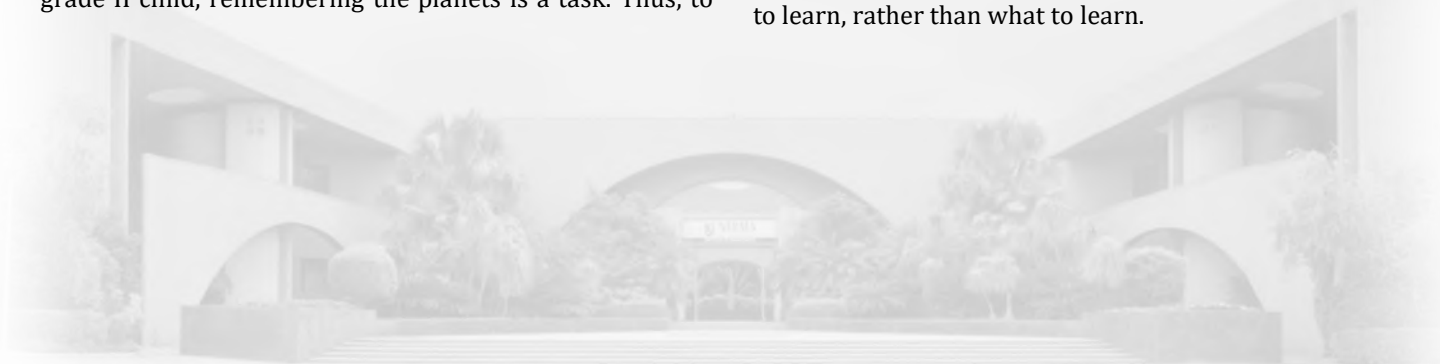
FACULTY ARTICLE

HOW TO EXPLORE AND LEARN "ANALYTICS & DATA SCIENCE"?

Neil Harwani
Visiting Faculty At IMNU.
Management & Software Teacher
Founder - TechAndTrain.com , QandA.in
PreSales Solution Architect

One of my students asked me as to how can someone explore and learn Analytics / Data Science domain with an intention to build their career in it? There are three types of roles available in Data Science / Analytics. Functional consultant like a Business / Data Analyst, Technical Consultant like a Data Engineer and Mixed profiles like a Data Scientist where you need to know the business domain and technology both.

Here are some suggestions to start your journey in Analytics:

1. Learn either of R or Python to start with. It's good if you know Java & AWS as well.
2. Explore concepts of Machine Learning, Artificial Intelligence, BigData, BlockChain, NoSQL & IoT.
3. Check the free or cheap courses on Coursera, edX, Udemy, Khan Academy, NPTEL, MIT OCW, etc. for above topics.
4. If you have LinkedIn premium account, good courses are available in LinkedIn Learning as well.
5. Regularly check job descriptions for Data Scientist, Data Analyst & Data Engineer – This tells you what's happening in the market and where to align your skills.
6. Follow people on LinkedIn / Twitter / Medium / etc. who are into Data Science / Analytics. They post really good information there.
7. Regularly read Economic Times, Live Mint, Business Standard, CNN Money, BBC Business, Bloomberg, similar sites and update yourself in at-least one functional domain like Digital Marketing, Finance, HR, Operations, Banking, Insurance, etc. via NPTEL, MIT OCW, DataScienceCentral.com, Quora, etc. Explore certifications like Google Analytics.
8. You especially may want to follow people like Andriy Burkov, Andrew NG, Liz Ryan, etc. and sites like Harvard Business Review, Inc., Forbes, Technology Review, ZDNet.com, Kaggle & Sloan Management Review.
9. Meet like-minded professionals and students in your area using Meet up app. Build your own blog / website / small start-up on what you are learning, write articles on LinkedIn / Medium, etc. which will help you to network.
10. Explore the tools used by Data Scientists.

Many jobs in Analytics / Data Science are available. You can go light on technical topics if you intend to be a functional consultant. This is an evolving field and one website or one book won't give you full information.

STUDENT ARTICLE

DIGITAL ECONOMY – THE INDIAN STORY

Somya Mehra
MBA (FT) 2017-19

The world as we know is changing and the major contributor is the digital transformation. The speed at which we see the world changing is breathtakingly fast. We come across several new inventions and business processes that affect how we live and how we engage economically. The big words that we hear every day, like AI, big data, Blockchain, cloud computing, 3 D printing etc., are becoming a part of our lives and accelerating the shift towards a growing digital economy. As some call it as the "fourth Industrial Revolution", this transformation is characterised as a complete end to end digitalization of processes and increase in connectivity as well as data flows. The companies like Alibaba, Baidu, etc., are increasingly getting dependent on digital disruption for its growth instead of traditional infrastructural development.

The Indian side of the story is really impressive as we see that by 2025, Indian digital economy is expected to be at $1 Trillion. The Indian economy is no longer dependent on its factories manufacturing in bulk and creating efficiencies and the infrastructural development, as it was earlier. It is enabled to grow and develop without being dependent on costly and time consuming industrial infrastructure investments. The companies we talk about every day, like Ola and Uber, Flipkart and Amazon, Paytm etc., are the indicators of how companies are shifting the base from Brick and Mortar stores to Online platforms, thus creating value for the economy. Home to such giant players, India is one of the fastest growing e-commerce markets in the world. What makes it successful is the advanced, evolving, inexpensive and accessible connectivity and technology solutions, which leads to the global success of this industry and increasing popularity of digital economy, challenging international physical borders and outpacing the principles of traditional economy.

As India is moving towards its digital transformation, we see ourselves surrounded by so many opportunities and we can identify the size and importance of the digital economy in terms of its output, job creation, enterprise creation etc. By 2025 it is expected to add 1.5-2 million jobs through digital India initiatives. Over 40 per cent of India's goods and services exports consist of software services and IT- enabled services (ITES) from financial analysis, accounting, and medical transcription to the provision of applications for smartphones. Cross-border data flows remain vital for India's exports of services.

However, there are various issues that automatically gets associated with such a supernormal growth, such as challenges with regards to taxation of digital transactions. It becomes a challenge when the existing global policies, essentially crafted for the traditional economy, are applied to the digital economy. E-commerce companies like Facebook, Google and Yahoo are the beneficiaries of this situation, with a major chunk of their revenue being generated from outside their country of residence. They may route their transactions through a low-tax jurisdiction, i.e. where the corporate tax rate is low or nil, as compared to other jurisdictions, leading to double non-taxation, as income is neither taxable in the source country, nor in the country of residence. Another challenge is regards to SMEs who are unable to adapt to the digital era and tend to fall behind in the race. Such organizations fail to reap the benefits and tend to slow down the growth. Other factors that are a challenge to the digital economy growth are lack of proper education of the people, not enough skilled manpower for employing, lesser technological reach for rural population, etc.

India's development has been inequitable and inconsistent for far too long and the country still has along way to go, but the long-term benefits are real. Even the adoption of Aadhar Card has become a symbol of a digital economy and opened up multiple avenues for a common man. The reality is that India is moving into the future at an unprecedented rate. And the path it is taking to get there is digital. The country will need to leverage its technology and talent to enhance the growth and contribute significantly to the global GDP.

DOWN THE MEMORY LANE

BATCH OF 2000

BATCH OF 2001

Time endears but cannot fade the memories that we have made

Hope you liked the fresh changes made in Sapience for the current Academic year . We would love to hear your suggestions & feedback on -
alumnirelations@nirmauni.ac.in

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For any queries/suggestions write to alumnirelations@nirmauni.ac.in

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