

SAPIENCE

IMNU'S ALUM BULLETIN



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February, 2018 Edition

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CREATIVE CUT 2018

Creative Cut 2018, a three-day flagship event of CheHre- The Dramatics Club of IMNU was a short-film making competition with the challenging theme “Trapped- An Entangled Tale”.

The first day commenced with a Movie Night wherein the evergreen entertainment movie “Welcome” was screened. The second day had two events: an inter-section short film competition on the set theme and “Batli Awards”, with 16 amusing

categories for which the senior batch was awarded based on a poll.

Team Aristocrats and Conquerors emerged as winners who went ahead to compete with the movie entries from various colleges pan India on 10th February. Here also, Team Conquerors of IMNU outshined them all and won the event with their movie “Virtual Prisoners.” The night culminated with a stand-up comedy act by Appurv Gupta which drove the audience into fits of laughter.



Appurv Gupta

Zero Ping

ZERO PING was a LAN gaming event based on counter strike V1.6, organized by the IT Club – Clique. Students participated in teams of 5 and the event was conducted in hostels. The event started on 5th February at 12am in the respected hostels

and continued till 9th of the February where a total of 15 teams participated. The teams had to follow as set of rules and the game format. ‘Team 17s Runner Up’ came out as the winners of the event.



Zero Ping

Op-Strat

Supply Chain Management is one of the most important factors in many industries. Hence looking at the trend and importance, Optimus - The Operations Club of IMNU organised Op-Strat which dealt with the analysis of supply chain of reputed and established e-commerce firms like IKEA, Amazon Prime Air, Blue Nile and Healthkart.

The task for the participants was to understand the supply chain of the above-mentioned companies and identify the flaws and suggest corrective measures if any.

6 teams qualified for the second round from the 73 teams that registered for the online round. The qualified teams had to make a presentation of about 8-10 mins on any one of the above given firms.

All the teams gave good presentations and were very well appreciated by the jury. After a close competition, the winning teams were:

Winners: Team 5-14-5

1st Runner ups: Team Executors

2nd Runner ups: Team Blue Nile

Ops-Quotient

"We are living in an interesting time as things are changing at an exponential rate." This was the opening statement of Dr. Ankur Sinha, Assistant Professor, IIM Ahmedabad when he visited for a lecture under the banner of Ops-Quotient, Organized by Optimus - The Operations Club, IMNU on 17th February, 2017.

The theme of the lecture was Integration of Big Data in Supply Chain. He emphasized on the fact that even though things, especially technology is grow-

ing exponentially, we humans are incapable of thinking and analysing them exponentially. We are limited to a linear way of thinking. He also talked about disruptive technology and giving an example of Uber, he said that there is a holistic impact of introduction of such disruptive technologies. Taking the audience through the 3 Vs of Big Data - Volume, Velocity, and Variety, he concluded his session stating that Blockchain Technology is going to be the 'next big thing' in Supply Chain Management.



Op-Strat



Ops-Quotient

INTERACTION WITH MRS. SUDHA MURTY

Mrs. Sudha Murty, renowned Indian author, Social worker, and Chairperson of Infosys Foundation visited Institute of Management, Nirma University on 17th February, 2018 to grace the interaction session, organized by Sumantra-the Literary Club of IMNU in collaboration with the IMNU Library. For a good two hours, she interacted with the students, narrated her college time chronicles, shared the social & familial struggle that she had to face to become an engineer, and reminisced on the bitter-sweet experiences that she had during her career. She elaborately talked about the reasons and people that inspired her to write her recent book, “Three Thousand Stiches”. It actually revolves around the rehabilitation of the three thousand devdadis in Karnataka, where Mrs. Murty initially had chappals and tomatoes thrown at her in response to her offer of help and ended up teaching them various skills like sewing and building a bank for them.

Iffat shaikh and Meenakshi Pandey from the Media Committee interviewed the esteemed lady while she was delightfully signing copies of her books for the tens of students who had gathered around her table to catch a glimpse of one of their favourite authors.

Q: Your writing has a flavour of common lives. You’ve substantially written on your childhood, hospitality, your views on philanthropy and remarkable travelogues. Is there any uncharted area that you wish to write on?

Ans: Oh plenty! There are numerous issues that the women today face. I wish to write about them. Apart from this, there are a total of five books I have been working on, of which two have already

been published and the other three will be published subsequently in the next three years. These books revolve around the Indian Mythology. I will be launching one more book in May this year.”

Q: You talked about how you faced gender bias during your college days. Have you experienced any form or shade of gender bias at workplace too?

Ans: No, I haven’t faced any gender bias during the corporate life. They probably must have realized that I would fight back or maybe I had become thick-skinned by then. (Chuckles)

Oh, but I did write a letter to JRD Tata informing him about the gender inequality prevalent in TELCO.

Q: You have extensively worked for public hygiene, poverty, rural education, women empowerment, and several other issues. Currently, which areas according to you need the most dedicated attention and rapid action?

Ans: In my opinion, education and mental health should be few of our top priorities today. Mental health is perhaps the most neglected issue in our country, while being prominently one of the most significant issues that need to be addressed today. There is so much stress, depression, fatigue and mental illness at every stage of life that we need good number of psychiatrists in our country, but sadly it shows sorry numbers in today’s scenario. The good part is that people have now become more upfront about this issue and are raising it publically with confidence, without considering it a taboo.

Q: What has been that one fabric that connects all your writing? Or for that matter, all the work of your life? What is it that stays common across all that you do and write about?

Ans: People who read my books are in a better position to answer this question. I write on the topics I connect to. Whenever I like to put my thoughts into words, I write. I do not greatly ponder on keeping one particular theme across all my work. If at all there is any underpinning feeling that stays common across all the work I have done so far, then the people who have read my books should review them and tell me. I'd be glad to know their reviews first hand!

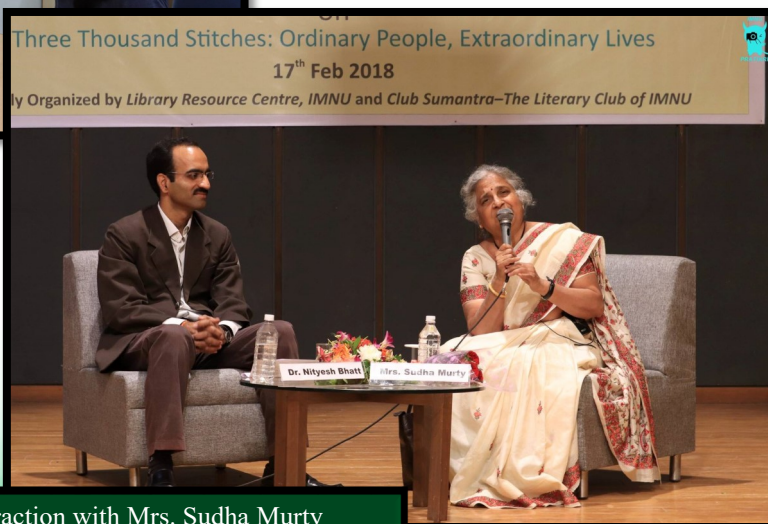
Q: What message would you like to give to us students?

Ans: The youth today should work really hard and put efforts to understand and analyze the things they do. They should focus on quality work instead

of just rushing through things. They should refrain from talking without facts and making statements out of impulse. It is of utmost importance to verify what you are speaking or about to speak. You should go slow and steady. Life will not reward you in the blink of an eye. You have to be consistent to see the results. And above all, why do you guys want everything so fast? You should love your job, kids. There is no shortcut to success in life. You have to do your homework well. You ought to climb those ladders legitimately. So be patient with yourself, and be compassionate with others!"

With such words of wisdom, this woman of great substance signed off and left us all wondering on points that surrounded us like unimportant trails, and how we failed to see the little joys, the little efforts and the little compassion that this world needs from us!

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Interaction with Mrs. Sudha Murty

Spotlight

To bring out the love and enthusiasm of students towards their favourite TV series, Club Xquizit- the Quiz Club of IMNU came up with an event Spotlight- the TV Series Quiz. The event comprised of 3 rounds, where the first one was a regular quiz that tested the basic knowledge of the TV Series. The second round had 3 different sets of levels of questions: Easy, Medium and Difficult. The third

round was based on differential scoring wherein the participants had to connect the clues given on the screen and give the answer. The event was full of fun and zeal. The winning teams were: Team Sachinists in the first place, Team Central Perk in the second place and Team Unstoppables in the third place.

Paintball

Paintball was the first event organized in the New Year by Imprintz – The HR Club of IMNU. The event saw a participation of more than 200 students. It was organized at BOOTCAMP which hosts various sporting and adventurous activities. The game

spread over 3 different rounds. At the end of the three rounds Team 511 emerged as the winners of Paintball. The event overall tested the synergy and strategy building of the members of a team.

Post budget session.

There was a live budget session held on 1st February, 2018 on the basis of which a Post- budget session was scheduled. The Union Budget 2018-19 gave the MBA students an opportunity and a platform to discuss the repercussions of the same with some of the most respected faculties of IMNU. Both the faculties and students discussed various phases of budget such as allocation of budget to

different sectors, progress of previous social sector schemes, income and corporate tax, reintroduction of LTCG tax and the constitutional aspect of presenting a finance bill every year. In a nutshell, this post- budget session gave fruitful insights to the students along with expert advice from the faculty members.



Spotlight



Paintball

Pratidhwani- The 5th Alumni Conclave

Finance Panel

Speakers: **Vishal Thakkar** and **Naresh Golani**

Mr. Vishal Thakkar, Founder Director of Tridha Advisors Pvt. Ltd. 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, Associate Director, CARE Ratings 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.



Operations Panel

Speakers: **Mr. Deepak Acharya, Mr. Lalit Sharma** and **Mrs. Neha Gupta**.

The first speaker of the 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 organisation. 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.

Mr. Lalit Sharma, Head of Excellence (CRM) at Cybage was the next to address the audience. He 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 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.



Operations Panel

HR Panel

Speakers: **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.



HR Panel

Marketing Panel

Speakers: **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.



Marketing Panel

Entrepreneurship Panel

Speaker: **Mr. Mohit Mangal, Mr. Anay Mashruwala** and **Mr. Ateet Bajaj**.

Mr. Anay Mashruwala, Coach of Innovation and Incubation Centre/ Partner – Head of Marketing at PDPU/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 iQUe 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."

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Blockchain



Darshan Shah
MBA FT (2011-13)
Statistical Analyst,
Vini Cosmetics Pvt. Ltd.

Blockchain is a continuously updated record, these records are split into blocks and secured using cryptography. This list of records is decentralised and is available for everyone to see and verify. Hash pointer is used to link each block.

Key features of Blockchain is real time settlement of records. It technology works on cryptography allowing two parties to directly work with each other and eliminates the need for intermediaries. The distributed ledger is available for everyone to see.

Blockchain are irreversible and immutable i.e. they cannot be altered or manipulated. As blockchain cannot be altered, each one is given their own identity smart contracts which can be directly executed.

The way towards the future is to combine it and AI to create decentralised autonomous organisation (DAO) or decentralised autonomous applications. These DAO can run automatically. They will have a decentralised infrastructure and will be able to manipulate the data. These DAO's will help to remove the need of middlemen. For instance, Uber is a platform that connects the drivers to their passengers. With the help of decentralised autonomous applications, the passengers can directly connect to their drivers and book a cab. This will help reduce the cost as it removes the middlemen. This DAO will be run by its community so each registered person will also be an equity owner.

Another example where AI and blockchain can be used is, if three self-driving cars come to an intersection, then who will decide which will go first? This data has to be sent by the cars to their central server which then decides who has the right to go first. This consumes a lot of time and computing power. With the help of blockchain we can link the systems of the cars so each car can communicate with each other and use AI to help decide which car has the right to go first. This also removes the need of middlemen i.e. the centralised control room for each car.

Kotak and Axis bank are also starting to research on Blockchain to ease the cross boarder transaction as it takes two days for the remittance of money. NSC is using blockchain for management of KYC documents in collaboration with some of the leading banks in India. Bajaj electrical, a lighting equipment manufacturer in India experimented with Blockchain to reduce the cycle time of Bill Discounting process for paying its suppliers from five days to almost real-time Mahindra, with the help of IBM has designed a cloud-based application to transform supplier-to-manufacturer trade finance transactions through a permissioned distributed ledger.

Block chain is bringing a change in how things used to work and it still has a long way to go. How the public adapts to this change will be interesting to see!

Music and Lyrics



Dr. Pritha Guha

Assistant Professor

Area: OM & QT

Music is the language of hearts. For almost all of us, music is a part of our life since childhood. It is not required to have formal training to enjoy music. We prefer to hear music while we are busy with our daily chores, when we are at our workplace, when we are relaxing, when we are driving for work or travel, when we are shopping, when we are amongst friends...the list is never ending. It is like the air we breathe; at times we are not even very conscious about it. There is a hypothesis that music affects us in certain ways. For example, the music of Mozart has led to different studies regarding its effects. Mozart's music was used by Alfred A. Tomatis (an otolaryngologist and inventor) to seek out cures for some cognitive disorders. He introduced the term "Mozart Effect" which was popularized by Don Campbell's book, "The Mozart Effect". The book was based on an article published in 'Nature' in 1993, which investigated the effects of listening to music by Mozart on spatial reasoning. This resulted in exploring the answer to the question "Does listening to Mozart make your child smarter?" Although Tomatis created the phrase, his method does not directly claim that listening to Mozart increases intelligence.

Mozart's music is not only confined in the area of education and research, we have also encountered his symphony no. 25 quite often in commercial advertisement. Mozart's symphony no. 25 may not ring a bell... but we remember Titan's signature tune very well. Music has a very prominent pres-

ence in the world of advertisement. Not only popular songs and music have made into the world of advertisement, there are music composed specifically to fulfill the promotional requirements of the products. As it is a very powerful language to communicate, it can create a long lasting perception about the product in the consumers mind. A long line of research is dedicated to understand the effects of music in advertising. According to some findings, music in advertising serve the promotional goals of six categories: entertainment, structure and continuity, memorability, lyrical language, targeting, and authority establishment.

Background music is also another popular way of creating a musical ambiance in the shopping malls, supermarkets and restaurants. We embrace background music very often in our daily lives. How does it make us feel? Do we start enjoying our food in a different way? The effect of music regarding wine buying behavior in supermarkets has been a popular research topic for quite some time now. The studies which are discussed in literature are majorly based on European countries and United States of America. Our country has a very rich assemblage of music which invariably contributes to our daily lives. Similar types of studies for India are not very much popular till now. I hope we would be able to contribute to the studies in the near future.

Is it Ethical to be a Guinea Pig?



Gunit Sahni
MBA FT (2017-19)

What is a Guinea pig?

Lets go through an example.

Just imagine one day some one comes up at your door saying, ‘Sir, we want to test our product on you, will you sell us your body for it? We’ll pay you for it.’

Most of us would smash such people in their faces. But, there are some who won’t. For them, its an opportunity.

A Splendor in the Darkness of Life. These needy people are called ‘Guinea Pigs’

As we ponder back upon the reflections of early Industrialism Age, we recall those images of slaves tied and chained doing work all day just to earn a square meal for their children. But, this is modern Industrialism. Its not slavery, but maybe something worse than that. People are caged in China for products to be tested on them. Chinese are so ahead of Americans, they tested their products on small, little rat; but the Chinese prefer Humans. Just because the economic indices suggest that there is more needy population in China than America. Plus, the Chinese people accept this proposal.

Let’s have an insight into it. Its a form of a legal contract between a company and the needy appli-

cants; wherein the applicant allows the manufacturer company to test a product on him before the market launch. The applicants are mostly illiterate, needy people who are paid heftily by the manufacturing company. They are unaware of the consequences and are ready to take up the risk of loss of life or limb. Just because of that money that outshines every other thing.

But who’s the manufacturer, It includes all those big cash cows in the Pharma, Cosmetic Industry, etc. Quite obvious to understand, every company wants to play safe before launching its product and that’s why they first test these products on ‘Guinea Pigs’

But the question remains unanswered, ‘Is it Ethical?’ Come on readers, its 2015. Who cares about ethics! Most of us have only heard the term in textbooks and nothing elsewhere.

But on a serious note, its a CRIME, Because selling yourself is a CRIME.

On a concluding note, I would just say, its not the fault of the poor applicants, its the need, the hunger that induces them to take such a decision.

‘Money : It can break you, it can make you but it cannot create you...

Photos Courtesy: Pratikriti; Content Courtesy: Media Committee.

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