

# Sapience

- *Special Edition*



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**March, 2018 Edition**

# Paint Your Dreams

The Cultural Committee in association with Saral Foundation organized 'Paint your Dreams', a social initiative for underprivileged children on 4th March, 2018.

Children from noteworthy NGOs like St Xavier's Social Service Society, Saath Charitable Trust, Sia Foundation, The Pink Foundation and Visamo Kids Foundation were invited to be a part of the event.

All the children came to Nirma University for a day full of fun, frolic and learning activities.

The main attractions for the day were games arranged for the students, movie screening, drawing and painting session. The entire event was structured around a single thought i.e. 'Every Dream is Precious'. ONGC was the merchandising partner while Kabhi-B was the food partner for the event.



Paint Your Dreams

# Qriosity

The News Junction organised a 15-day online quiz event based upon their daily newsletter, Daily Dose, starting from 6th March, 2018. Everyday five people, who answered the question correctly and were fastest of all, were selected as winners.

All the winners received some exiting prizes. The last day had a bumper prize, where Raheen Taj won the first prize, Kumar Mulani won the second prize and Stuti Buch won the third prize.



Qriosity

# CEO Lecture Series: Dr. Mirchandani

Institute of Management, Nirma University had recently organized a CEO Lecture, wherein we were privileged to have Dr. Rahul Mirchandani, CEO of Aries Agro Limited as the speaker of the session. In his address, the distinguished and erudite speaker, Dr. Mirchandani, presented an interesting account of Story Telling and Socratic Dialogues, and Leadership Lessons the students can derive from the process. He highlighted the benefits of these lessons from the perspective of a leader and a team player.

The Socratic method of questioning is a very relevant and effective tool today, as it engages the team and also provides scope for an in-depth analysis.

The audience was explained the importance of controlling their own selves, rather than others having a control over them. Further, he asked the students to develop the habit of counting their own numbers, rather than being greedy and comparing their numbers with others. He also stressed the importance of contentment, and that one should not let others impose their ambitions on themselves. Hence, the whole focus of the approach was to urge the students to indulge in critical questioning and focus on themselves, rather than being envious of others. A lively question and answer session ensued the lecture and it proved to be a very interesting and thoughtful session.



CEO Lecture Series: Dr. Rahul Mirchandani

## Clothes Drive

Saral Foundation- the Social Club of Institute of Management, Nirma University organized a Clothes Drive on 30th March to distribute clothes and footwear to residents of the slums nearby. Members of the club placed cardboard boxes near hostels and faculty wings, in which people donated clothes and footwear that they no longer use and were in good condition. All the items collected were then sorted for men, women and children.

It was overwhelming to see that the things we take for granted in life, brings so much happiness in the lives of some people.

Through its activities, Saral Foundation aims to bring a change in the lives of all those people, especially children, whom it encounters, be it by way of education or such drives.





Clothe Drive by Saral

## Business Tantra

Marketing, administration, cost accounting, budgeting, etc. were all put to test as Finesse– The Finance Club of IMNU organized their flagship and a national level event "Business Tantra" sponsored by Zoomcar. Over 550 teams registered for the online qualifying round and only 15 teams were selected for the final business simulation round.

Each team was given a specific budget and they had to maximize it and use it efficiently. The teams had to register their business companies and record each and every transaction with the virtual banks as

and when they occurred. Various tactics like Epidemics and Earthquakes were introduced by the Finesse Club to cause the market uncertainty and to test the backup plan of the businessmen.

The teams with the highest net-worth were declared as the winners. After two hours of exciting and competitive simulation the following teams came out on top:

- 1) IRMA
- 2) IIFT Delhi



Business Tantra

# Street Smart 2018

"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance." - Steve Jobs

To imbibe these ideas in the Nirma culture and test the grit and business acumen, Street Smart 2018, a business competition was organized by Swayam Club - the Entrepreneurship Club of IMNU. This was a 3 day event from 5th to 7th March, but the heat was on even before the final battle started. The first round was online where the teams were to send a Business Plan, on the basis of which 11 teams were shortlisted. The teams were required to promote their businesses through social media and other channels. The teams shot videos, created posters

and came up with interesting techniques to promote their businesses. For the above three days, the dome ground of Nirma received enough footfall to give the local street markets a run for their money.

The winners for the Best Decorated Stall went to Team Apnu Dakkhin Café, Best Marketing award went to Team Kerala Café and the Best Team of this season was Team The Bake Story. Highest grossers were Joey's Cafe.

"Behind every small business, there's a story worth knowing. All the corner shops in our towns and cities, the restaurants, cleaners, gyms, hair salons, hardware stores - these didn't come out of nowhere". - Paul Ryan



Street Smart 2018

## The Final Fray

It was the hot and quiet day of 10th March, Imprintz conducted their last event for the academic year, The Final Fray. The event was designed to test the verbal as well as the non-verbal communication skills between the members of the teams.

The first round was a quiz based on the game of Housie. The participants had to form teams of two

and were provided a grid, wherein they had to fill in numbers in the grid from 1-36 randomly. Questions were displayed randomly on the screen, each team had to cross the question number and write down the answer. As done in the game of housie, the team to claim a line wins. Six teams were then shortlisted for the second round.



The second round was based on oral communications where one team member was blindfolded and the other member had to take him/her around an obstacle course by giving directions and instructions.

The third round had one team member acting on an object which the other team member had to guess.

After guessing the 5 objects, he/she had to go to a room where the objects were hidden and find them.

After the three enduring rounds, Brahmjot Singh Lamba and Yatharth Bharadwaj emerged as the winners and Yash Daruka and Sanchit Bhasin as runners-up.



The Final Fray

## Carnival' 18

Club Fiesta - The Music and Dance Club of IM-NU organized its annual flagship event Carnival from 5th to 9th March.

The event launch took place in the mess with a small performance made by the club members. The second day organized a jam session where students merrily sang the Bollywood classics. Samar Mehdi, a popular guitarist and budding YouTuber gave a scintillating performance which charmed the audience and made them sing along in unison. A dance workshop was conducted by Melvin Louis and Kiran J on the third and fourth day which saw a huge participation from students of Nirma as well as outside Nirma. The renowned Bollywood choreographers made the audience dance to chirpy Punjabi numbers.

The arena was set ablaze for the final day when the sections battled it out to prove themselves as the ultimate champions of Dance and Music. The enthusiasm and energy each performance contributed to every move and every beat was awe-inspiring. The senior members of Fiesta then took upon the stage to present a host performance. The routine was choreographed to perfection and executed just as well accompanied by the deafening cheers of the crowd. The tag of winners in the Dance Category was won by Bhavya Jha (Dreadnoughts) for Solo Dance, Aravinth Raj and Devashree Shah (Shahenshahs) for Duet Dance and Shahenshahs for Group Dance. In the musical arena, Uplabdh Bajpai (Conquerors) won in Solo Music, Rahul Mathur and Miraj Modha (Argonauts) won in Duet Music and the best Group Music performance was won by Aristocrats.



Carnival' 18

## Market 2025

Life isn't predictable, but markets can be! Niche-The Marketing Club organised "Market 2025", a National Level Event to showcase talent as an advertiser in teams of 4 each. It had many levels, one of them being designing of a product which could be launched in the year 2025. The commercials

made, were to be promoted on various social media platforms. The results of the event was:

Winners- Team 'Back to 2018'

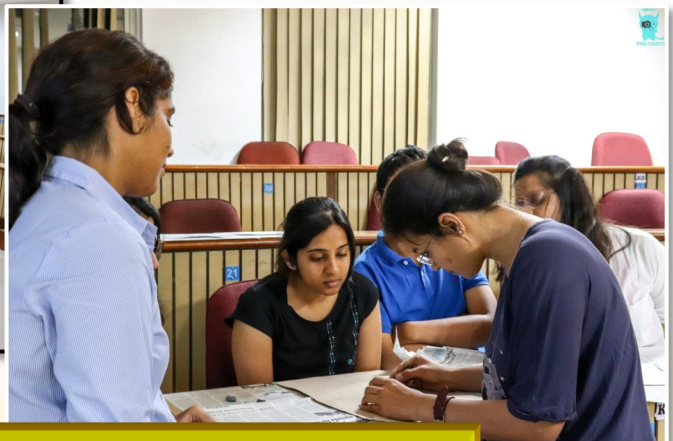
1st Runner up- Team 'Adiots'

2nd Runner up- Team 'Four-Play'

## Aphendre, 18

Student Welfare Committee (SWC) organised Aphendre'18 on 12th of March. It included workshop for Photoshop and Charcoal Painting. Experts

were called for each workshop and around 20 students had participated in it. The event was organised to develop different skills in the students.



Aphendre' 18 - Workshop for Charcoal Painting and Photoshop



# Nirma Champions League (NCL)

Nirma Champions League, the ultimate sports event of Institute of Management, Nirma University, was organized by the Sportzzz Committee of IMNU. NCL 2018, the 19 day event brought many ups and downs but above all it brought the Sportsman spirit and the will to fight, no matter what. The results of the event for different games are:

**Carrom-** The mixed doubles finals was between Sakshi and Harshit of Celestials and Hetal and Rahul of Aristocrats. Sakshi and Harshit won the gold by a set score of 3-2.

**Lawn Tennis-** The men's singles finals was between Jaysheel of Dreadnoughts and Dhruv of Aristocrats, where Jaysheel won the match easily by a set score of 5-0.

**Cricket-** The boys cricket finals was played between Argonauts A and Deagles, which was a delight to watch. Argonauts A team scored 78 runs. This target was nicely chased by Deagles with 5 wickets in hand making them the winners of cricket. The girl's cricket finals was between Conquerors and Titans, where Conquerors easily chased the target of 41 runs with the loss of zero wickets.

**Badminton-** The finals of men's singles was won by Akshay of Argonauts by a score of 21-7, 21-15,

while Abhishek of Dreadnoughts secured the second position. The third position was bagged by Maulik of Bannerets.

**Throwball-** The finals was between Bravehearts and Conquerors, where Conquerors easily won the match by a set score of 2-0.

**Volleyball-** The finals was played between Bannerets and Bravehearts, where both the teams fought equally to win the gold for volleyball. The match was won by Bravehearts by a set score of 2-1.

**Basketball-** The finals of basketball boys was between Second Year BBA Section B and Bravehearts, where Second Year BBA Section B won the match by 52-40. The finals of basketball girls was won by Conquerors, who dominated the game from the second quarter against Shahenshahs.

NCL 2018 WINNERS-

CHAMPIONS- CONQUERORS

RUNNERS UP- CELESTIALS

MOST VALUABLE PLAYER (BOYS) - SAMARTH TIWARI (ARISTOCRATS)

MOST VALUABLE PLAYER (GIRLS) - AISHWARYA SURESH (CONQUERORS)



Nirma Champions League (NCL)



# Analytics and its Magic



**Saumya Khaitan**  
**MBA FT (2015-17)**  
Senior Business Analyst  
IQR Analytics Pvt. Ltd.

Analytics is a technology facilitating business, psychology, living standard, etc. But how does it work and what makes it so strong?

The answer to above question also explains one more controversy: Why are big business giants so interested in tracking everyone and collecting their data, so much so that they are ready to risk their credibility for that?

Data Analytics is completely dependent on existing data. It uses Big Data, Data Mining, and Machine Learning to develop AI suiting the situation. Here, we need to understand the scope and strength of AI and is it worth for businesses to invest a huge share of their profit into it?

Analytics in simple words is making sense out of a piece of information. Data mining is taking away maximum inferences possible. Machine learning is coming to a conclusion using all processed information. And Big Data is our raw product to be processed for it. The level at which data is being collected currently, it's not only possible to know the business trends, forecast profit but also to get deeper into customers' mind. Predict their behaviour with accuracy and understand the philosophy leading to it.

Now it's high time to get into functioning behind AI because this is the next big boom. Artificial Intelligence isn't some Rocket Science but just a logical structure built using Big Data. Technical skills required for this is getting minimal with updated tools to churn out meaningful data but what is now required is on how to interpret it. This is where B-schools come into the picture. Each and every concept studied in Kotler and other great theories now find its way for near to perfect implementation through AI.

Traditionally, people used intuition and their own interpersonal skill to deal with a client, and this played a ma-

ajor role in deciding the course of business. Decision making relied on how powerful human brain was to interpret information on competitors, market and consumer. But now we have a machine to do it for us. Why is it better? Because it can easily analyse millions and millions of row without any bias, easily take into picture numerous factors and process them simultaneously. In the end, it gives a fast result with higher accuracy.

And the most important tool used for this: Statistics. Statistical concept defines on how to interpret data but human error had always been the concern. But with Machine doing the work, statistics is now being leveraged to another level.

The scope of AI is not just restricted to analyse simple business but it goes beyond in identifying gaps in supply and demand, competence or even a hidden problem. The right decision would give the companies an upper hand in the market and increase profit multiple folds. Unlike earlier times where the solution could be validated only after real-time implementation, now you can test multiple solutions simultaneously on sample data and predict the outcome of each with higher accuracy.

Not just limited to business, AI can now be used to predict the upcoming trends, human sentiments, mortality, climate change – basically anything and everything. The scope of it is limited to one's imagination. The more we explore and swim through data, play around it and make friends with it, the better we get at predictive modeling.

So if one is inquisitive – the kind who would rather open up their television than read its structure in the book, this is the field they are looking for! Because here, the more questions you ask and more you tear through the data.

# Fintech: A Way Of Financial Services For Future



**Ritesh Patel**

**Assistant Professor**

Area: Economics and Finance

In the 21st Century, every market and product/Service get digitally. The fintech is concerned with making the financial services and Banking services more convenient through technology. The government of India has also taken certain initiative in this regards and promoting the fintech under digital India campaign. The arrival of Fintech in the financial services has solved many issues. The payment and receipt system become faster and it had also boosted the transaction settlement. In today's busy life managing the payments and receipt become difficult. The traditional system (Physical one) is more time consuming than the fintech based services. Banks have taken a high jump in growth due to fintech. Many banks are offering Technology driven banking services and products to their customers, which has attracted many people. The

fintech has also contributed significantly in the Financial inclusion. Even in rural areas, through fintech, one can perform many functions and their payment and remittance system became easier. So, those who are living busy life schedule are preferring the fintech based services in order to get the Quick services. The arrival of smart phone into Indian market has contributed significantly in the development of Fintech. Further, fintech also helps to get the comparison of insurance and loan or other financial products. This comparison is useful to an individual in taking their financial decision in a better manner. The information pertaining to any financial product can be easily accessed. The fintech offers time saving, convenience, easy access and Quick functioning. The future is not of the financial services, but it is of fintech service.



# The Anger Games



**Saurabh Dangayach**  
**MBA FT (2016-18)**

Victory laps are present in every sport. But it's not often that teams perform a victory lap with another country's flag.

In the course of the most recent few years, everybody is by all accounts alternating to stamp over that line. Virat Kohli, the champion that he is, mis-handle, hollers, performs send-offs yet has just gotten one negative mark point.

Also, when Ashes arrived, later in the year, the Australians guaranteed they were more aggressors, even predators, as opposed to casualties. Ideal from the development when David Warner guaranteed "hatred" and "war" to even the ordinarily amicable Nathan Lyon publicly hoping for the end of some English careers, the Ashes weren't really as feisty as they were ugly.

Do the present bust-ups simply get more consideration due to the hyper-associated world we in these days with its numerous interruptions? That is a contention made by many, all the more as of late Sanjay Manjrekar who proposed that things were much the same prior; it was just that they got lesser consideration.

The fact of the matter is legitimate yet it works both courses too. Michael Holding's celebrated

snapshot of rage in 1979 when he kicked down the stumps or Mike Gatting's notorious standoff with Pakistani umpire Shakoor Rana in 1987 were just as appalling.

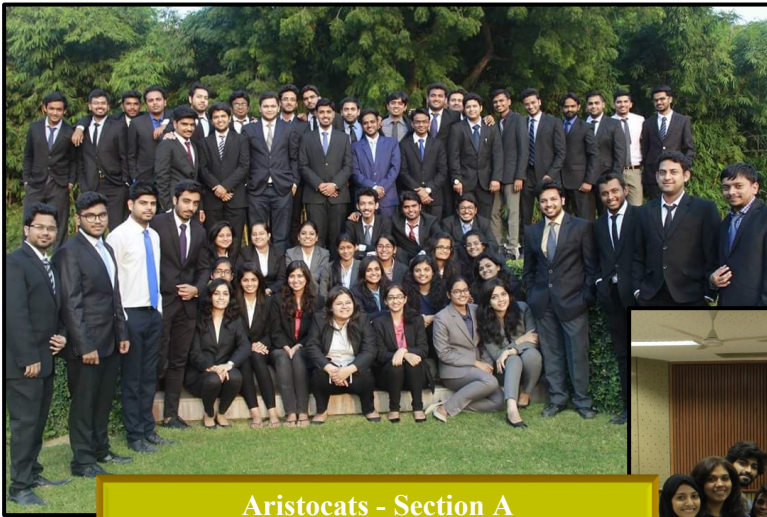
Simply put, cricket's reach is wider and far more instantaneous. The tiniest details reach millions of people, endlessly being replayed across the thousand media platforms which operate today.

The present cricketers appear angry. They appear to be furious to the point of blast. Their outrage appears to rise inside, becoming just more grounded and darker till discharge. What's more, at the purpose of discharge, it blasts forward in red stream of wild fierceness, a dull fog of anger which could without much of a stretch prompt possibly sad outcomes.

Who knows where cricket will go? Maybe, this is an impression of the world we live in now – an angrier world, a disappointed world, a world where loathe is standardized, a world where states of mind are solidified in view of your feeling of victimhood. This might be the new typical, however cricket will lose a basic piece of what made it so uncommon – a beating soul with kinship and brotherhood at its heart.

*It's time we bid goodbye to the 2016-18 batch.*

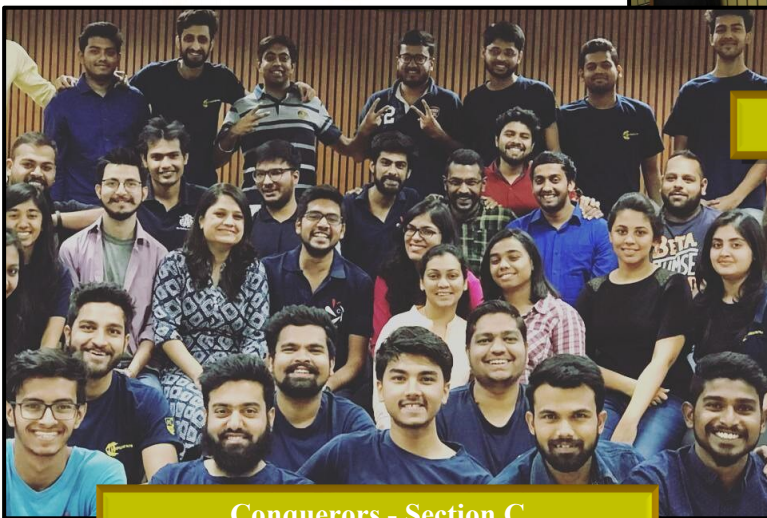
*We wish all the very best for your career.*



Aristocats - Section A



Bannerets - Section B



Conquerors - Section C



Deagles - Section D

*Photos Courtesy: Pratikriti; Content Courtesy: Media Committee.*

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*For any queries/suggestions write to [alumnirelations@nirmauni.ac.in](mailto:alumnirelations@nirmauni.ac.in)*