

# Prudence for the Past

In this year's Al-Inc we aim to explore the kind of advice our alumni would like to give to their younger selves.



# EDITORS MESSAGE



**SHRADDHA  
KAKWANI**  
MBA FT 2<sup>ND</sup> YEAR

After a lot of brainstorming and ruling out many appropriate themes, we came across an idea that was instantly liked by all. The other ideas paled in comparison, just because they all seemed repetitive and regular. The only idea that stood out was then coined as 'Prudence for the Past'.

It is said that 'who you are today is a culmination of all your past experiences'. However, everyone has those moments in life, that they wish they could go back in time and change. In this issue of AI-Inc, we invite our alumni to share with us those events of their lives that if given the chance, they would like to alter. It is an advice for their younger selves. Their stories would help our young readers understand and empathize with their situation and make them better prepared to face the uncertainties coming their way.

In addition, our alumni share with us their success stories as entrepreneurs, emerging trends in their sector and take a trip down memory lane.

Lastly, I would like to thank the entire team of AI-Inc, as this would not have been possible without their rigorous and continued efforts in rolling out this issue.



**AVISHEK  
MUKHERJEE**  
MBA FT 2<sup>ND</sup> YEAR

I can say on behalf of the entire AI-Inc team that it was an extremely rewarding experience to have worked towards the publication of AI-Inc 2017. After a lot of brainstorming we decided upon the theme Prudence for the Past for this year's magazine. Learning about the experiences of alumni from various sectors was what excited us. We thought it would be very engaging for both students and alumni to find out about the retrospective thoughts that alums had about their individual journeys.

We also decided to introduce a new section called Insider's Opinion in this year's edition. This was aimed towards finding out the latest trends and developments in specific sectors. We hope the content of this year's AI-Inc illumines and entertains you.

# EDITORIAL TEAM



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AVISHEK MUKHERJEE



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## Message from the Director

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# We hope you continue to encourage us

### Dear Alumni,

It has always been a great pleasure to write to you all. This year again we are delighted to bring to you all the latest edition of AI-Inc.

With the successful completion of another year, we have seen wonderful progress on several ends. The Institute has gone through the SAQS accreditation process. Our students have continuously delivered exemplary performance within the Institute as well as in the corporate sector. The Institute has contributed to the overall development of the students to mould young bright minds into successful future managers. Also, our relationship with you is growing stronger with each passing year.

The Institute is continuously striving for the overall development of its students by encouraging them to be a part of various clubs and committees. The Institute also offers various other growth opportunities for uplifting their careers by motivating them to engage in a range of co-curricular and extra-curricular activities.

To strengthen our bond further, it is our plan to launch a mentorship program for our students of the full time batch wherein the alumni will act as mentors to the current MBA-FT batch of the institute. Through their wisdom they would be preparing the students to face the challenges of the industry and help them become more corporate ready. We further invite all our alumni to bring forward more such ideas and suggestions.

Where on one hand your achievements continue to inspire our students to work hard, on the other hand your success brings great pride to the Institute. We hope you continue to encourage us in our endeavours like you have been doing for more than two decades. I also take this opportunity to thank you for staying connected with us and supporting us to grow by leaps and bounds.

With warm regards and best wishes.

**Dr. M. Mallikarjun**  
**Director**



## Message from the Chairperson

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# We wish that such fruitful connection continues

### Dear Alumni,

It is a matter of great joy and pride to announce the latest issue of '**Al-Inc**', the institute's Annual Alumni Magazine, launched with sincere efforts from the Kaizen Committee.

After earning "A" grade from the National Assessment and Accreditation Council (NAAC), the institute has taken a step forward by applying for South Asian Quality Assurance System (SAQS) accreditation. This initiative is aimed at expanding the brand on an international front. A significant element of the same is alumni relations and connect. We are glad that the institute has, in the past, received continuous support from the alumni and wishes to have an enduring relationship in future too.

As always, our deliberations and efforts focus on improving the teaching-learning process and emphasizing on co-creation of knowledge. On this front also, alumni have contributed their valuable ideas.

We wish that such fruitful connection continues. We also hope that you meet with success in all your endeavors.

With warm regards and best wishes.

**Dr. Shahir Bhatt**  
**Chairperson - MBA(FT)**

# FROM THE FACULTY LOUNGE

## WHAT ARE THE CHANGES THAT YOU'VE NOTICED IN THE STUDENTS OF THE INSTITUTE WITH THE PROGRESS OF TIME?

I joined this institute in 2008 and it's been 10 years now. Comparing the mindset of the students of recent batches to those of the previous batches, I see a tremendous amount of change in their attitude and approach. Students now are much better with communication technology, than they used to be earlier. At the same time, patience level and interpersonal skills have gone down drastically across the batches. This could be because of increase in digitalization and extensive use of social media in the last decade.

## WHAT SORT OF EXPERIENTIAL ADVICE WOULD YOU LIKE TO GIVE TO YOUR YOUNGER SELF?

I'd ask myself to learn to link courses in and across terms. This will help me gain knowledge of different domains and in the application of the same. Along with personality development one should focus on the organization and time management skills. Networking and teaming

up with people from diverse backgrounds helps in improving relations and I'd encourage my younger self to do the same.

## WHAT ARE THE CURRENT CHANGES YOU'VE NOTICED IN THE HR DOMAIN FROM THE TIME WHEN YOU WERE A STUDENT?

HR domain has changed drastically from when I was a student. Use of technology has increased and everything is under our fingertips. People have started becoming more comfortable as HR has become number savvy and HR Analytics is a subject now. Also, HR professionals are gradually realizing the importance and implication of human resources and are planning their strategies around it.

"HR domain has changed drastically from when I was a student."

## WHAT ARE SOME OF THE INTERESTING DEVELOPMENTS THAT YOU'VE NOTICED IN THE

## HR DOMAIN? HOW WILL THEY SHAPE THE FUTURE OF HR?

With time I have seen more and more students from non-commerce background, opting for HR as their subject for specialization. This





# DR. SAMEER SUDHAKAR PINGLE

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MBA, PhD

will lead to great changes in the way HR is being managed by 2030. It'll bring different perspectives in managing businesses efficiently. This will enable simplification of complex problems.

## WHAT MESSAGE WOULD YOU LIKE TO CONVEY TO OUR ALUMNI AND THE STUDENTS OF THE INSTITUTE?

I would request the alumni to stay in their job's capacity for longer and not change jobs frequently. HR practices cannot be learned over a short span of time. They should look for longer horizons of five years or more to build their knowledge and skills. My advice to students would be to improve their researching skills and stay updated. They could also learn foreign languages to broaden their scopes and get a global perspective. All the best!

Prof. Pingle has been engaged in industry, teaching and research from 15 years. He was awarded UGC NET in 'Management' in 2005 and UGC NET in 'Human Resource Management', 'Industrial Relations' and 'Personnel Management' in 2012. Prof. Pingle is honored with AIMS Ramaswamy P Aiyar Best Young Teacher Award in 2016 by Association of Indian Management Schools, Higher Education Forums' Academic Excellence Award on Teachers Day in 2016, Distinguished Teacher Award 2015 during MTC Global Award for Excellence, Quality Initiative Mission Educational Leadership Award 2013 in HRM by Knowledge Resource Development and Welfare Group at New Delhi and Best Teacher in Human Resources Management by Bloomberg-UTV and Stars of the Industry Group during B-School Excellence Awards 2012 at Mumbai. He was nominated for 'Business Professor of the Year 2012' award by The Economist Intelligence Unit and supported by Hult International Business School.

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# Prudence *for the* Past

Experience is a treasure gained through much difficulty. This year let's hear from our alums about the kind of experiential wisdom they would like to share with their younger selves.



# SIMPLICITY WORKS WONDERS! JOURNEY CALLED LIFE



## MALLIKARJUNA REDDY Y

Batch of 2000-02 MBA FT

Business Development Manager at  
Nestlé India

town called Tuticorin, post which I had to join the company group of Sterlite Optical Technologies, Aurangabad.

Then there came a twist when I was called by the group CEO late in the evening. He wanted me to take up the job in Bharat Aluminum Company (BALCO), which was a newly acquired and the first divestment by Government of India based in a remote place in Korba, Chhattisgarh. It's of importance for me to share this as these instances and situations made me realize the critical aspects of my journey.

**P**rudence for the Past. How do I start and where do I start? 40 years of life and 17 years of corporate life. How different are they both? Is there something called work-life balance or is it that part of the journey we call LIFE?

After graduating from Nirma in the year 2002, I was fortunate to join as Group Management Trainee at Vedanta Resources Plc., an LSE Listed Metals major in the World. It started off with 6 days GMT Induction down South in a small

*The changes through which I had to go were too many, the most important being the change in location.*

The changes through which I had to go were too many, the most important being the change in location. It was a reputed company in which I was working so I was expecting a flight ticket from Trivandrum to Raipur as the distance was more than 2000



kilometers and everything had happened in a jiffy. But in reality I was told to manage myself and reach there in a train. That's how my corporate journey started post MBA, with a RAC ticket and a 48 hour train journey from Trivandrum to Korba. This made me realize how expectations and reality differ but if you are determined nothing can stop you.

From operating heavy cranes, calling in trucks in the month end and handling production planning to taking up new projects and bonding with the people at BALCO, I realized why CVK (that's how we fondly addressed our Group CEO) wanted me to be there. I started getting along with the people from STERLITE and BALCO.

Life continued and I moved to Delhi, working for the same company. I worked there for almost 3.5 years. It was and continues to be my topmost principle that I would never join any competitor's firm or company from the same industry just for a little hike in pay.

I then shifted to Mumbai where I met the Senior VP of Godrej Agrovet in a CII forum. He selected me to work for Godrej in Vikhroli in their Head Quarters. Then I moved to Bangalore to handle FMCG related products. My journey in Godrej continued for a period of 2 years and then I moved to Walmart India as the 6th member to handle the buying & merchandising for 'Fresh Category'. We then opened the FIRST store of Walmart in India in 2007 under the brand name Easy Day at Gol Market in Ludhiana, Punjab. The firm fundamentally believed in setting up one right store and replicating it thereafter. This is what I have learned and there is no second thought that perfection in what we do, sets us apart.

I had to shift back to Bangalore after staying in Delhi for 2 years and working in Walmart. Self-realization is the best realization. Aditya Birla Group gave me an opportunity to work for "Peter England". I took up the regional role despite the low pay offered to me but my confidence didn't move an inch. My CEO made it clear that it was a national role I had. 11 months into the role I was promoted as the Function Head. My patience, confidence and the ability to be there for the team and delivering on the commitments played a key role in turning around the brand towards success. I have been working with the brand for almost 9 years now.

*There is no second thought that perfection in what we do, sets us apart.*

About 3-4 years back realization dawned on me that I was getting sucked into work. I was working for almost 14-15 hours a day and was on mobile 24/7, constantly checking my emails. I didn't take care of myself, didn't attend any family function and didn't give any attention to my family and friends. But I was always blessed as I got to work with amazing bosses.

At this point I had already crossed 35 years. I had worked with 4 different industries in various roles and was in a leadership position. This is when my boss suggested me to slow down a BIT. I realized how TRUE his words were and decided to invest some time for myself and my family.

I joined a running group and started getting up early which I did exceptionally. I completed many marathons. It gave me peace of mind, stabilized my thoughts and relaxed my body. Then I realized that work is not LIFE but just a part of it. There are things of more importance even if you don't compromise in the role you're performing at your organization. That's when I decided

to do a one year business management program for leaders from INSEAD Business School.

It is important for managers to think about the team and to work towards making it better. One always forgets that when the team grows, you automatically grow! Today I take a lot of pride in coaching people to stay happy and positive in life rather than just running a so called corporate RACE.

Before concluding, I want to share that whatever I have mentioned are just a few incidents of my journey with due respect to the people I have worked and stayed with. It has been a continuous learning journey.

Today I strongly believe in delivering my commitments. I stay focused and pay attention to health and family life. I believe in helping others whenever one can and creating a positive change in the environment. I believe how we deliver matters more than what we deliver. And finally, I believe we should PARTY HARD. After all, we have just one LIFE!

Live to the FULLEST & make others' lives happy too... that's the journey called LIFE.

P.s:- After graduating from INSEAD, India MD & Chairman recruited me and I am now working with Nestlé India on a new project. I hope to retire from here after creating a positive change!



# TECHNOLOGY NEVER LOSES THE BATTLE AND WE NEED TO BE PREPARED



## SHALU SOOD

Batch of 2002-04 MBA FT

Head - HR at Service Delivery Unit,  
Sterlite Technologies Limited

**E**ver wished you could go back and talk to your younger, 22-something self? You know, the one who was just starting out and could have used some sound career advice — or at least a bit of reassurance that you were doing the right thing?

While you can't go back in time, you can pay it forward. Hindsight is 20/20 — and some of the best insights come from past experiences.

I feel now that I would have been perfectly fine if I spent a little less time on school work and more time on alumni coffee chats, joining organizations, and reaching out to second-year students.

Some thoughts I think will make a larger impact on the forward looking self...

**1. Experience is greater than grades** - do not discount the social and personal experiences you will share with your

classmates. Truly learning about someone who's from another corner of the world will not only grow and challenge you, it will have the most lasting impact of all.

**2. Acknowledge when it's not a good career match** - My advice to my younger self will be that if a job really isn't working out, find something new and change. Life is too short. It's the random experiences that make life exciting and lead to new opportunities.

**3. Power Dressing** - Always dress with success in mind. Power dressing and dressing for occasions will make you and take you places where you have dreamt to be. It will chart out a space for you for a higher playing ground and help you score from the start.

**4. Success is a misnomer when weighed in terms of position and money** - Success is satisfaction and what you have created for yourself.

**5. Technology never loses the battle and we need to be prepared** - The changing arena and the VUCA world will challenge us and be ready for the rollercoaster.

Finally, I would like to tell the younger me to be more me and less someone else.

*Life is too short.  
It's the random  
experiences that  
make life exciting  
and lead to new  
opportunities.*

# MY PURSUIT OF ENTREPRENEURSHIP- THOSE 2 YEARS



## ANKIT MACHHAR

Batch of 2011-2013 MBA FB&E

Mentor at  
The Startup India Hub

them and focused on creating a value for myself. It was these 2 years that I worked dedicatedly, shaping my career and learned and earned that every possible way required to reach the goal. It was definitely not easy and I faced various challenges, struggles, failures and frustrations. Eventually it all paid off, as would happen in any start-up, for which we have to work with dedication & honesty by focusing on that ultimate goal.

**B**eing from a family business background, I always had this urge to do something of my own, something big, and something where I could use my skills and knowledge to add value. I joined Nirma University with that aim and decided to take these 2 years as a start of my entrepreneurial journey. I fixed my goal that at the end of these 2 years I should have something to go back with and decided to earn the Gold Medal. I planned my entire journey and carefully crafted the way and methods to reach the goal. I considered marks as money and started working towards earning

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*Now when I look back, I didn't know that what I was working towards, slowly and steadily, was a better 'ME'.*

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Now when I look back, I didn't know that what I was working towards, slowly and steadily, was a better 'ME'. Every-day, I would get ready and go on this mission of learning one new thing. Many colleagues of mine felt what they were doing here, was wasting time, and that it was not going to work and all sort of things. But for me, patience was the key. I had read somewhere which remained in my mind and kept me on track – 'I did not ask for the life that I was given, but it was given nonetheless,



and with it I did my best'. I quite followed it, took the circumstances and situations as challenges and tried creating best of it. Throughout the 2 years, like in any start-up, I made and maintained good relationships with all the stakeholders, be it my colleagues, faculties, management, friends or family. I created a huge network in and out of Nirma which became a backbone for me. No one can deny that the supporting environment has a strong impact on our successes. I had wonderful mentors to guide and support me in this journey and this is why as an entrepreneur it is always ideal to have the ideal support system at our side. I was lucky to have one at IMNU also. They may not help us run our start-up (here the 2 years of journey), but they certainly help us to navigate through the tides and meet our entrepreneurial goals.

Key take-away, if any, from my pursuit of entrepreneurship –

- Got to know myself – firm understanding of what I am good at (my strengths) and what I cannot do (my weaknesses);
- Confidence to do new things;
- Multitasking as well as multi-rolling (ability to don different roles);

- How to work in resource constraint environment;

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*No one can deny that the supporting environment has a strong impact on our successes.*

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- Power of networking;
- Execution is the key;
- Valuing the money (here the marks)!
- Personal brand building – lot of hard work, small steps at a time;
- Incremental and continuous learning (and more importantly – getting into the habit of learning new things);

I am sure each one of us is in the similar pursuit and is entrepreneurially sailing through it. 'Keep going' is KEY.

# EACH OPPORTUNITY, CHALLENGE & STRUGGLE HAS BEEN ESSENTIAL



## TANVI SANGAL

Batch of 2009-11 MBA FT

Founder at Indiavaale

### 1. Respect age & experience:

When you complete your MBA and start working, you are the smallest fish in the pond. Do not assume that you know better. Observe your seniors and learn from the experiences they share.

### 2. Do not take things personally:

As a young professional you are bound to make mistakes from time to time. If you are a supervisor and client reprimands you for a job not done properly then do not take it to your heart. For the organization, the work assigned is of paramount importance, and all that matters is if it was delivered properly or not.

### 3. Aim to develop your skill set:

Do not chase money for the first few years of your career. Understand

Dear Younger Me,

They say that the years go fast but the days go by slow. Over the years, life has taken many interesting turns and today I am exactly where I wanted to be. It was not easy, yet each opportunity, challenge and struggle has been essential.

I want to give you five advices today which I received over the years. Each of these has impacted me deeply and has led me to where I am today.

*If you are lucky enough to find a way of life you love, then you must find the courage to live it.*

that we spend more waking hours at our workplace than with our family & friends. In effect, we become what we do. Choose your profile accordingly. Money, position and recognition will follow in the years to come.

#### **4. Have a solution oriented approach:**

There will be many situations which you will feel you are unequipped to handle. During those times, first take a deep breath then follow a structured thinking process. Realize that no problem is unsolvable. Start with the smallest problem and before you know, you will have the capability to manage the most complex situations.

#### **5. Passion trumps logic every time:**

I read once '*If you are lucky enough to find a way of life you love, then you must find the courage to live it.*' Make yourself that lucky. Find something that you believe in and are passionate about. It could be your job or starting your own venture.

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Tanvi Sangal is a graduate of the IMNU MBA-FT 09-11 batch. She received a campus placement from Citibank and worked with

the MNC for five years. There she donned roles in Investments for ultra-high net worth clients and Credit Cards (Product) where she led initiatives across branding, strategic business alliances, loyalty & reward programs, cash back campaigns etc. In 2016, she founded Indiavaale. She has been recognized among the top 10 global writers on social entrepreneurship by Quora.com and as 'Youth for Change' by Times of India.

#### **About Indiavaale:**

Indiavaale is a social enterprise that innovates on ancient Indian crafts to create contemporary home & lifestyle products. The organization works with artisans from all around the country to create over 350 unique handmade products across fashion, artwork, home décor & lifestyle. The company sells primarily through its website [www.indiavaale.com](http://www.indiavaale.com) and their collections are present in three retail stores across Gurgaon & Bangalore. They have received media coverage across Times of India, Little Black Book, ET Retail, Business Standard, Ideal Home & Garden magazine & Femina Wedding Times.



# TRY YOUR HAND AT EVERYTHING YOU HAVE ALWAYS WANTED TO DO



## PRITHISH NARULA

Batch of 2006-08 MBA FT

Founder & Director at Kisaan Express Pvt. Ltd. and Partner at Dr. Green

class in academics, don't study but make your time worthwhile. Learn a new skill, hone existing ones. Try your hand at everything you have always wanted to do. Learn how to play the drums, it will make you look good and you will have the satisfaction of disturbing your batch-mates and that will be retribution for your time.

**Y**ou! Prithish Narula! Yes You! I am talking to you! You handsome hunk you! At 19 years, a 2 year course ahead of you, you have the liberty to be a free soul, the license to sit back, relax, watch life float by and have unrealistic dreams.

As the older you, let me give you some unsolicited advice. Why, you ask. Because when I was your age, I got it too, just returning the unsavoury favour. Oh, wait, this is a time loop. Never mind, here goes.

**1.** First and foremost, don't waste time. If you do not wish to top the

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*Real success is only measured by how happy and contented you are, don't let anyone tell you otherwise.*

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**2.** Don't take yourself too seriously, be content and you will see how relaxed you feel. Focus on your well being, both mental and physical. Sleep more. It might just help you deal with mid life crisis better too.

**3.** Real success is only measured by how happy and contented you are, don't let anyone tell you otherwise.

**4.** Don't think the job is the end-all, your boss will disagree, let him. It is just a means to an end, it is certainly not the end itself. By the way, if you haven't already sold your kidney for the latest i-Phone,



you will need it when you don't meet the monthly target at your banking job.

**5.** Don't get a phone for as long as you can avoid it. Try and get your kicks from the number of goals you score or the trophies and awards you win at competitions and not Facebook and Instagram likes.

**6.** Don't get a credit card and then a personal loan to pay the card debt off and then a card to pay the loan off. If at all you do, fly off to Canada and burn your passport. You get the drift.

**7.** Don't judge, let go of stereotypes and learn to accept. Everybody is somebody's idiot, just like you are to that QT professor.

**8.** Make a habit of taking notes, it may sound like dull advice but you will thank me (yourself in our case) later.

**9.** Travel as much as possible. Experience other cultures, if anything it will enlighten you on how their hypocrisy is different from yours and also give you some enviable anecdotes for social gatherings.

**10.** Work on existing friendships; don't put too much pressure on yourself to make new friends.

**11.** Don't fret, you have totally got it. Embrace your OCD and ADHD.

**12.** Think hard and long about starting a family, it will change your life in ways you can't imagine. Your parents or the 'society wali aunty' will not live with your wife and your daughter, you will. (Spoiler alert: you will have the most beautiful girl in the world).

**13.** Stop giving unsolicited advice when you are older and stop talking to yourself, you hate that.

I am not going to give you any B-school advice because I already know you are going to have a blast.

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*Travel as much as possible. Experience other cultures, if anything it will enlighten you on how their hypocrisy is different from yours.*

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# Insider's Opinion

Alums share their insights on the latest trends in their sector



## THE MISSING PLUG

*Shalabh Saxena*

*“Kasturi-Mriga” (Musk-Deer) has an intoxicating perfume embedded inside its navel”. Since it is embedded inside the navel, it is not visible to the naked eye of the deer.*

*However, the scent is very addictive and exciting. The deer, of course, smell it and becomes totally attached. However, it has no idea that the scent is coming from within its own body. Therefore, it starts searching for the scent in its surroundings.*

*When it does not find the source of scent anywhere, it goes wild. It starts running from here to there.*

If we look around, this is also the story of electric vehicles today. The predictions have been made that the world will be moving on electric vehicles because Internal Combustion engines are polluting & they are inefficient. These predictions have been made by many & for many years now. However, we are yet to see even a 2% share of electric vehicles in the world automobile market & even less than that in the Indian market.

The reasons quoted are many- like the high cost of batteries, limiting range & lack of charging infrastructure. Of course, all of them are true & yet none is sufficient enough to make electric vehicles a raging success.

The governments across the world have been plugging these insufficient reasons to overcome the challenges through artificial measures of incentivizing customers to buy such products.

Even in emerging economies like India, where the government can still afford to spend money on discounting the products that customers buy for personal use - these methods have been tried.

But Alas!

Very few are creating a product, which is great enough to be considered, even with few limitations.

Like the water always finds its own level, a right product will always find the demand & its consistent infrastructure will come up as the dynamics of free markets take over!

But there are very few players who are working towards creating products which will have a strong pull. One such Player-Tesla has been able to create strong demand around their products. The industry needs to look – Within & not outside & take some clues from the success of others.



### About the Author:

**Shalabh Saxena**

**Head- Brand & Marcom at Bajaj Auto Ltd**

Follow him on <https://www.linkedin.com/in/saxenashalabh/>



# 5 TRENDS ABOUT DIGITAL MARKETING

you must know to stay ahead of the curve



*Meenu Bagla*

We have embarked on a digital journey that has predicted to change marketing more in the next few years than it has in the last fifty. As of 2016, Google is believed to have crawled over 5 billion pages and the volume continues to grow by each passing second. Also, mobile is going to account for almost 72% of the amount spent on total digital ads by 2019. What this means is - the screen space and time spent by your target audience will only shrink further.

Here are 5 digital marketing trends that you must know to stay ahead of the curve.

## Marketing Automation

It is estimated that close to 65% of content distributed online is mostly unused. This is mostly because it is not available or relevant. Marketing Automation is about to get a lot smarter and will go from mere rule-based, to being AI powered. It will help digital marketers immensely in building conversations instead of just pushing content.

## Video Marketing

Online video now accounts for approximately 50% of all mobile traffic. Given the fact that mobile today is the most preferred source of online consumption, live video is the next big thing for digital marketers. It has the potential to draw in millions of people who are eager to participate in a live interaction like a launch of a new product, a live demo, etc.

## AR/VR

With the use of AR and VR, storytelling is going to evolve to the next level where digital imagery will merge with the real world. In the future, audiences will expect immersive experiences in their physical journey as a given. A good example here is the hype that's building around "Star Wars: The Last Jedi" where viewers battle it out in a virtual environment and catch a glimpse of the movie.

## Short lived content

Close to 2 million blog posts are being churned out every day by B2B marketers, so how does one stand out? The answer lies in creating content that educates buyers and interacts, instead of feeding content. Over the next 2-3 years, we will witness short content in the form of images and videos spilling over to B2B through interactive e-books, whitepapers, case studies, and more.

## Data driven personalization

According to a research, close to 97% of all data driven campaigns lack application of thought in delivering creatives to the targeted audience. Analytics of the future will not only help you identify potential customers, but will also let you know which content to display next, to the visitors.

Digital marketing is an art as well as a science that's completely within everyone's reach. What matters more is whether you are going in the right direction. Only by experimenting can you cultivate greater problem-solving abilities while you continue to learn. Nothing can stop you from experimenting and you will only get better at your game in this evolving technological landscape.



## About the Author:

**Meenu Bagla**

**Head Global Brand and Digital Marketing,  
Tech Mahindra**

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# The Entrepreneur's Zone

Get to know IMNU's very own entrepreneurs.

**TAPAS GUPTA**  
BATCH OF 2010-12

FOUNDER:  
**SPARESHUB.COM**



I started SparesHub.com after I worked for 1 year at Crisil Ltd. as a financial analyst after post-graduation at Institute of Management, Nirma University. I ventured into entrepreneurship because I have a burning desire to create a long lasting business institution which would outlast me. I always had the desire to build a successful conglomerate and create a name for myself in the business world. My inspirations are Ratan Tata, Kumar Mangalam Birla, and Narayan Murthy.

We started SparesHub.com because we saw the need of an e-commerce platform for buying automobile parts in India. We saw that there was a problem of unavailability of automobile parts especially in tier-II and tier-III cities, and it could be solved using e-commerce. Today, we are a team of 26 people, based out of Pune. We had a roller-coaster ride because entrepreneurship is all about ups and downs. We are lucky to be supported by good investors, customers and colleagues. It is exciting to see and witness the growth of a startup and be a part of it. It is very necessary for the founder to demonstrate leadership qualities, problem solving attitude, innovation and perseverance. It is necessary to establish the company culture early on and be process oriented from the beginning. This is necessary to make the company scalable and operationally efficient.

People who are looking to start their own ventures must always have some form of a back-up or fall back option, because entrepreneurship is a high-risk-high-reward activity. They must have a long-term commitment to the business, must be able to attract high performing team members, have clear understanding of business fundamentals and be flexible enough to adapt the business as the circumstances change. They must have a dogged belief in themselves and the business because there will be many challenging moments.

We are lucky to be in India because India is a land of a billion opportunities and a large market. Citizens of other countries, barring a few exceptions, struggle for the lack of domestic market. The ecosystem and the economy are very supportive of new ventures right now in India. The cultural shift in the country and the social acceptance of startups is a very positive development happening right now. Thus, it is a very good time to startup.

"The ecosystem and the economy are very supportive of new ventures right now in India. "

*"I think it is possible for ordinary people to choose to be extraordinary"*

– **Elon Musk**

*"I knew if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying"*

– **Jeff Bezos**

## ANSHUL TALOKAR BATCH OF 2010-12

CO-FOUNDER:  
RAPIDELS



### About RapiDels

**R**apiDels, offers Urgent Delivery Services to customers in Metro cities – within 4 hours. With a network of bikers & equipped with the right technology, it provides on-demand pickup and drops of consignments inside the city limits. Currently present in 3 Cities, viz, Mumbai, Pune and Ahmedabad, RapiDels plans to expand to 12 cities very soon.

### The Inception

The concept for RapiDels struck me when I saw people struggling to get their errands done in day-to-day life, says Anshul Talokar, who co-founded RapiDels with Atul in 2015.

A first-generation entrepreneur from a middle-class family, Anshul, had always believed that a good pay job leads to a secured living. While these thoughts are constantly seeded, and practiced, at times, initially it becomes difficult to convince that you can actually be an entrepreneur. However, his zeal was powerful enough to drive across this self-protecting barrier.

We started our office from Atul's place and operated from there for 8 months. From whatever savings we had, we built-up the initial capital investment. To operate lean & save on employment expenses, like instead of hiring regular employees we decided to take management interns, asked employees to work through BYOD setup; and hired part-timers to carry out ground operations. This helped us to divert essential financial resources towards business development and marketing.

### Growth

The key to growth was 'persistence'. Initially while targeting large corporates, we realized that the nature of requirement was different and turnaround period to get associated with them with a new product is quite long. This was a lesson for us and we immediately shifted our focus on SMEs and start-ups. With easy reach, it was easier to talk directly to decision makers in small companies and put our value proposition ahead. The product was a perfect fit for these types of businesses and it helped us to generate a decent traction month-on-month.

### Entrepreneurs have to focus on:

a) Technology b) People

As the operations expand, the transactions and processes become complex and it becomes difficult to manage it manually. This is where technology plays an important role by automating the processes in some standard formats. At the same time, a manual angle is required to comprehend the outcome of machines and redirect it in the right direction, towards growth of business.

A good and cohesive team can take care of everyday business thus enabling its growth. This relieves stress as it keeps the business going. Thus, the people of the organization should be trusted.

### Success Mantras

The "mantras" that I have followed and that I often share are:

- Invest in your people (Build a good team, give adequate attention)
- Plough on the field of operations (Put maximum efforts to standardize processes, take quick & difficult decisions, provide quality services)
- Harvest maximum from business sciences and technology (Base decisions on data, get machines/software to do mundane & recurring activities).

"Entrepreneurs  
have to focus on  
technology and  
people."

# Alumni Meet

# 2017

23<sup>rd</sup> JULY

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**T**he Alumni Meet is a formal medium to keep the alumni informed about the various events and happenings in the institute throughout the year and thus strengthen the Alumni- Institute relations. It is a perfect reunion of the alumni as well as introduction of new alums (recent pass outs) to join the legacy. In the meet, the Alumni discuss about the various initiatives, which can be incorporated, in order to ensure holistic development of the students.

This year, the Alumni city meet was held on 23rd July, across three cities – Mumbai, Bengaluru and Delhi which saw the presence of close to 100 plus alumni. The focus was on how the institute could expand its reach to the alumni and how the alumni could help the institute to make the students more industry-driven. A common point of discussion across all cities was to conduct more Institute Lecture Series in the upcoming sectors like FinTech, Digital Marketing etc. which would help the students gain better insights of the current industry scenario. Suggestions like introducing credit courses for SPSS, Excel, Digital Marketing etc. and making Strategic Management a compulsory course or a minor field, were made. There were discussions on how the institute could improve its presence on social media platforms and how it could

tie up with companies offering various certification courses for the students. Also, the division of alumni into corporates and entrepreneurs was suggested, to make it easier for the students to connect according to their aspirational values. The Alumni Mentorship Program as was suggested this year, is in the planning phase and will soon be put to execution.

The alumni has always been an integral part of the institute and will continue to be for the years to come. The institute stands by its commitment to cater to the needs of alumni and the alumni ensures their institute's integrity over all the platforms. Both look forward to enhance and strengthen their bond with each other, for the present as well as the future.







# SARAL

“HAPPINESS IS NOT SO MUCH IN HAVING AS SHARING. WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE”

**T**he members of SARAL live by this motto and bring about a change in the lives of underprivileged children. SARAL was started in 2009 and it has organized several charitable activities such as clothes distribution drive and free health check-ups for NIRMA students. The SARAL kids have become an integral part of IMNU and the members of SARAL have been instrumental in planning out various activities for these children. From organising their performance in the Talent Night to celebrating festivals such as Rakshabandhan and Janmashtami with them, SARAL leaves no stone unturned in making sure the children are involved in all the major events of IMNU. SARAL members also teach the kids daily for an hour and put in a lot of effort to schedule their studies in a manner which ensures each and every child builds a strong base in all the subjects be it Science, Maths, English, Hindi, Gujarati or General Knowledge.

The students of IMNU also play a major role in SARAL's success by participating in all the fund-raising activities of SARAL. SARAL gives students a chance to do something for the kids which gives a feeling of immense satisfaction. Above all, SARAL gives every student an opportunity to contribute and make an impact on the society at large.





# WHAT'S UP @ IMNU

Let's take a look at the various activities organized at the institute over the past year.

# 2016-2017 YEAR IN REVIEW



1. Apratim  
Cultural Committee

4. Carnival  
Fiesta

7. Fintalk  
Finesse

2. Brandwizer  
Niche

5. Clothes Drive  
Saral

8. Friendship Day  
Saral supported by Rotaract

3. Break the Code  
Optimus

6. Creative Cut  
Chehre

9. Junk to Jewel  
Swayam





10.



11.



12.



13.



14.



15.



16.



17.

**10. Lohri**  
Cultural Committee

**13. Showdown**  
Expressions

**16. Street Smart**  
Swayam

**11. Monopoly**  
Swayam

**14. Slam Dunk**  
Sportzzz Comm

**17. E-Insights**  
Swayam

**12. Nandotsav**  
Cultural Committee

**15. Spic Macay**  
Fiesta



# CONCLAVES 2016-2017

## Industry Interactions

### UTKRISHTA | MARKETING CONCLAVE



The first session was conducted by Mr. Kamal Taparia, Director at M/s D. S. Kulkarni Developers Ltd. and M/s Universal Construction Machinery & Equipment on the theme “Brand Management”, explaining how the consumers prefer the idea of “Build more, but build to last” to “Build fast, build more”. The second session was addressed by Ms. Lubna Khan, National Strategy Head at Leo Burnett Orchard on the topic of “Culture Based Marketing in Digital Era”. Mr. Suraj Kumar Sharma, Marketing Head at MTR Foods Pvt Ltd, headed the third session, addressing the students on ‘Disruptive marketing’ with the example of Jio’s innovative strategies. The fourth session was taken up by Mr. Samak S. Chakrabarti, MD at Social Quotient, on the theme “Marketing for the Future – Youth, Rural and Experiential”, emphasizing how a successful marketer must use influencer strategy.

### UTKRISHTA | FINANCE CONCLAVE



The first session was conducted by Mr. P.A. Padmanabhan, Senior Vice President at Zydus Cadila, where he introduced facts on GST bill, its features and their impact on Indian Market. The second session was taken by Mr. Yogesh Shah, DGM & Rating Head of CARE Rating Agency. He spoke about the current state of affairs in the Indian Debt market and explained the three categories of debt: Government securities, corporate bonds and Municipal bonds. The third session was addressed by Mr. Hemendra Shah, President (Finance), Sadbhav Engineering Ltd. on the topic “Corporate Governance Practices and Business Ethics in India with Special Reference to Finance”, stating honesty, integrity, transparency and accountability as the basic principles of Corporate Governance.

### UTKRISHTA | OPERATIONS CONCLAVE



The first session was graced by Mr. Samir J. Shah, Owner of JBS Group of Companies, who shared his views on “International Logistics – Introduction & Future”. The following session was taken by Mr. Siddhartha Nangia, co-founder of Smytten who shared his insights on “Customer service to customer delight – Opportunities and Challenges”. The last session was conducted by the Alumni, Mr. Bhavin Pandya, who is the General Manager at Atlas Copco (India) Ltd., sharing his valuable thoughts on “Operations: The step you can’t afford to skip”.

## UTKRISHTA | H.R. CONCLAVE



The first session was by session chair Dr. Col. Naveen Malhotra, who is the CHRO & Group President at Sintex Industries Ltd., talked about the link between Innovation and HR.

Second session was held by Mr. Roy Joseph, VP- HR Services at MRF Ltd., where he introduced Globalization and its effects on HR in expansion and organisation restructuring.

For the third session, Mr. Yogesh Nene, Manager- HR Employee Services at Atos India Pvt. Ltd., discussed Employee Engagement model.

The valedictory session was taken up by Ms. Neetu Wadhwan, Head HR International Business at Cipla, on the differences between International and Indian HR practices.

## PRATIDHWANI | ALUMNI CONCLAVE



Pratidhwani – The Alumni Conclave was organized by the Kaizen Committee on 4th February, 2017. The theme of the conclave was “Uncertainty is the New Normal”. Twelve distinguished alumni from five different panels namely Marketing, Finance, HR, Operations and Entrepreneurship addressed the audience. They spoke on how to face challenges and deal with uncertainties in their respective sectors. Their discussion ranged from effects of demonetization to the need for disruptions and innovations. Strategizing and staying updated with the technology to sustain in global competition were some topics on which the speakers shared their views. The conclave was quiet insightful and knowledgeable.

## NICOM | NIRMA INTERNATIONAL CONFERENCE ON MANAGEMENT



The 20th Nirma International Conference on Management (NICOM) was organized by the Institute of Management, Nirma University (IMNU). It was a three day event which commenced on 5th January, 2017. It witnessed an interactive discussion between academicians and industry veterans on a plethora of topics under the common theme “Contemporary Marketing: Concept, Practice and Method”. The Conference had academicians and practitioners from India and abroad, presenting their research in as many as 40 sub themes viz, Brand Management, Marketing Research and Analytics, Retail Marketing, Consumer Behaviour etc., in five track sessions spread across the three days. Four plenary sessions were arranged during which, the prominent personalities from the industry addressed the audience on various topics.

Mr. Tarun Arora was the Guest of Honour for the occasion. He began the session by sharing his views on the fast changing consumer behaviour. Next, Mr. M.G. Parmeswaran, the chief guest for the inaugural session, spoke about the role emotional advertisements play in marketing. Dr. Anup Singh then shared his insights about changes in marketing.

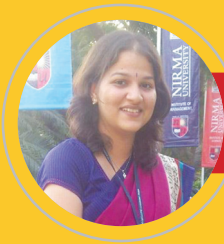
The first plenary session of Day 2 was addressed by Mr. Aditya Agarwal who discussed about Digitization in Banking and its emerging market challenges. Mr. Neeraj Hasija began second plenary session by talking about customer satisfaction. This was followed by Mr. Sameer Pitalwala who threw light on digital marketing and its trends.

On Day 3, Mr. Rajendra Nargundkar addressed the audience on the topic: “Thoughts on Advancing Marketing Theory & Practice”. He shared his views on how faculties, academicians and researchers can improve and elevate the level of marketing, and the importance of networking.

The event ended with Dr. Sapna Parashar presenting the vote of thanks.



# BEST MEMORIES at IMNU



Twisha  
Pai



IMNU means a lot of things to me. Made a lot of friends, had a fun hostel life and of course, without a doubt, got a chance to take part in sports I would have never dreamed of taking part in.

I'm among those few souls who got to experience NCL thrice. The first time was chaotic, not sure what to do and everything happened too quickly. The second and the third times shaped some of the most memorable moments at IMNU.

We were great at group sports. Didn't win medals every time, but whenever a match was scheduled we looked forward to it. We trusted each other, we knew that no matter how messed up we were in the middle of the match, there was a slight chance of us winning. The only time I think we had an argument was whether or not we should beat up the opponent in a basketball match because we kept getting hit and it was never called a 'foul'. (No hard feelings, it was a long time ago)

But probably the most important thing that none of us ever forgot was that we went into a match to have fun, we were never under the pressure to win. We went in with the most positive attitude possible and laughed hard whenever we made mistakes and celebrated even harder when we won. We knew that no matter what the result, we were spending time together, having each other's backs and just had a good time. And that made NCL more fun for us.

In my second NCL, we came second in cricket. The opposing team was really good and we put up a good fight. In my third NCL, we went all the way and won the gold. I do not want to get into details of it, but yeah we crushed the opposing team (Sorry, had to do it). Like I said earlier, we never put ourselves under stress of winning the match, we just looked at it as any other match, and we won. We were thrilled! After that, we went on to win bronze in throw ball in a 3-set match, another memorable match for us.

All in all, these games really helped in shaping my mentality towards sports. Sometimes, more than winning, it is the participation that is important. How enthusiastic are you even though you are on the losing side and how much fun it really is when you put your mind into it.

P.S. Shout-out to my Blitzkreis girls for those special moments and to the guys for having trained us and supported us in huge numbers every time there was a match!

# MEET THE BOARD



Get in touch with the  
IMNU Alumni Board

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# Message from the faculty

Greetings!

Days, weeks, months and years – every unit of time that flies by makes you that much more dearer and precious to all of us here at IMNU. Meeting you, either individually or collectively, remains a gratifying experience to be cherished with photos added to the family album. Recalling events and anecdotes of your time spent at IMNU brings light hearted laughter and happiness in the faculty lounge many a time.

Alumni meets, events and newsletters are our efforts to relive those days. These are opportunities for us to seek your help and support as we try to cope with the ever changing requirements of the industry and help successive generations deal with them. Do reach out to us, hold our hand and lead your alma mater forward on this journey of developing a new generation of corporate citizens.

Best wishes.



**Prof. Harismita Trivedi**

Dear Alumni,

I'm happy to have this opportunity to connect with the alumni. You are an integral part of the IMNU family, and the students in the campus look up to you. The institute has maintained its standing among academia and industry, and your hard work and success has contributed to this. The university has got NAAC 'A' accreditation, and the institute is working for other accreditations as well. I request you to remain active at different levels in the alumni association, and also look to the university as a resource for exchanging new ideas and information. I look forward to lively engagements with you, and I wish you a bright future.



**Prof. Ashwini Awasthi**

Dear Alumni,  
Greetings!!

It gives me immense pleasure to re-connect with you through this medium. As part of Nirma family, it's a matter of great satisfaction to learn about your progress. You are true brand ambassadors of IMNU and we wish to have continuous engagement with you. My sincere wishes for your professional and personal growth!!

Together we can and we will make difference!!



**Dr. Nityesh Bhatt**

Dear Alumni,

Alumni are one of the fundamental mainstays of any management institute. The paradigm shift of management education from the traditional approach "to give", which has now been the focus on "to draw". This process ensures sturdier teaching-learning process. The alumni can expand qualities to this teaching-learning process by giving contributions of industry hones that guarantees and builds employability to the budding professionals.

Best wishes.



**Dr. Nikunj Patel**

Dear Friends!

It's always a pleasure to have you with us at the Alumni Meet at your very own Alma Mater!

Alumni Day revives all the beautiful memories we have made together. Each year we await your presence and hope you come to relive those moments. A lot has changed and who you were then isn't who you are now. The same is true for everyone else.

It delights us to see you making progress and succeed. Hope we meet each year to build new memories. Best wishes to you till the next time we meet.



**Dr. Nina Muncherji**



THE

COFFEE MILK

CHOCOLATE MILK



CONTACT US : **9227034649 / 9724289397**



# ka↑ZEN

The collage features seven hexagonal images:

- Top Center:** A photograph of a speaker at a podium with the text "LECTURE SERIES & CONCLAVE".
- Top Left:** A magazine cover for "Prudence for AI-INC Past" with the subtitle "In this year's AI-INC we aim to explore the kind of advice our alumni would like to give to their younger selves".
- Top Right:** A screenshot of a website titled "e-Connect With Your Alma Mater ALMA CONNECT" with social media login buttons for LinkedIn and Facebook.
- Middle Center:** A poster for "ALUMNI DAY 2017" on "15th November" with the hashtag "#TheHomecoming17".
- Middle Left:** A cover for "SAPIENCE IMNU'S ALUM BULLETIN SAPIENCE" featuring a statue in a garden.
- Middle Right:** A poster for "QUIZ B" with the text "UNIVERSITY BRINGS TO YOU" and "WIN A CHANCE TO EXPERIENCE LIFE AT IMNU".
- Bottom Center:** A poster for "ALUMNI MEET 2017" on "23rd JUNE" at "GAI • BENGALURU • NCF".







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