

# REIMAGINING THE FUTURE



# EDITORS MESSAGE



**PARIKSHITH NAIR**  
MBA 2<sup>ND</sup> YEAR

I wish – I had the time stone to look into the future, to have the power to guide people to a better tomorrow. However, life is not a Marvel movie neither I am Dr. Strange. In the path of continuous improvement that we travel, we all imagine a better outcome. Sometimes, things do not go according to the plan- it doesn't mean that we chop the wings of our imagination. It is time to reimagine the future and soar high like a majestic eagle in the sky. I believe in magic and words are the medium that has the magical potential to unveil the hidden emotions within. So, with these emotions and experience channelled in a right way, it is time to weave a mystical spell with the words and Reimagine the future, with wings of creativity that are unchained by the shackles of obstacles we face. We hope that you spread the wings of your imagination while you enjoy reading this edition.



**HARSHITA JAIN**  
MBA 2<sup>ND</sup> YEAR

It brings me immense pleasure to be writing for AI-Inc this year. We have all had times where we recede into tranquillity thinking about the past and are often anxious about the future. This year, we realized that just imagining the future was not enough and the inspiration to our theme emerged that we needed to Reimagine our Future.

Once upon a time man lived in caves and they must have imagined a future. There were people with castles and swords who travelled on horseback and they too imagined a future. Almost everyone imagined their future, possibly filled with better and faster horses, bigger and stronger castles, and larger armies but only a few reimaged it. They chose to make it a world we live in today, that has flying planes in the sky and touchscreens on our wrists. People may envisage bigger touchscreens today, but only people who can reimagine the future can lead the rest into it.

In the year, sewn with uncertainty, disrupting any extrapolated chain of events from the past, the theme aims not to bring you what the future would hold, but what the future can be envisioned to be. We have received some amazing entries from our alumni and faculty that are bound to expand spheres of thought and imagination. We hope you enjoy taking the plunge into a different future through our magazine! Happy reading!

# EDITORIAL TEAM



**ANIMESH JAIN**



**HARSHITA JAIN**



**RUJUTA ADVANT**



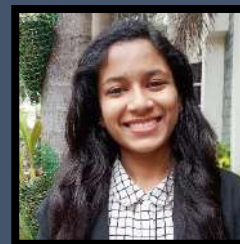
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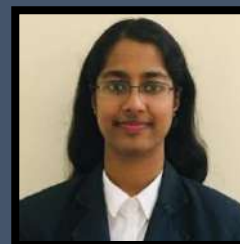
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# MESSAGE FROM THE DIRECTOR



Dear Alumni,

I am extremely delighted to bring to you all AI-Inc 2020. The theme of the magazine is **"Reimagining the Future"**. This year has reiterated the fact that the future is uncertain and ambiguous, and it is something that is completely inevitable. But we can be more prepared of what lies ahead of us, by wandering our minds into a realm of possibilities, and constantly challenging our limits, and evolving with the dynamic world. We are now living in a looking-glass world; where everything we think we know is being challenged, including our long-held notions of success and failure. At the same time, it's a world where we can imagine, create and enable like never before.

We are glad to welcome all our Alumni who have been constantly with us since the inception of our journey and have contributed for the overall development of the institute. On one hand your achievements and accolades inspire our students to strive for more and give their best on the other hand your success brings great pride to the institute.

The institute has seen one more successful year with commendable progress at various ends- we have successfully strived the online classroom learning. Our students have proved their calibre within the institute as well as in the corporate sector. The Institute has nurtured the students into becoming the best version of themselves and lead them to their holistic development.

The institute provides the students an all-round development throughout the tenure of their course and designs a curriculum that provides a holistic approach by including co-curricular and extra-curricular activities through its various clubs and committees. This gives the students an opportunity to enhance their personality and confidence to face the challenges of the industry and also helps them become corporate ready.

We are fortunate and grateful that the institute has always received strong support from the alumni along with their distinguished contributions. We hope you continue this journey with us like you have been doing for the past years.

With warm regards and best wishes.

**Dr. M Mallikarjun**  
Director



# MESSAGE FROM THE CHAIRPERSON



I am extremely pleased and proud to announce the latest issue of 'Al-Inc', the Annual Alumni Magazine of the Institute, which was launched with the sincere efforts of the Kaizen Committee.

The 2020 calendar year has brought a lot of changes in the life of a human being. Besides the pandemic, we as human beings learned a lot from the peers, systems, and the world. In the last seven months, faculty and the institute have worked very hard to provide excellent quality education to the students besides this pandemic. To ensure a better learning experience, faculties have changed the pedagogy and assessment framework to provide value addition to our students.

It is a matter of pride that the Institute is accredited by the leading council and agencies. It earned an 'A' grade from the National Assessment and Accreditation Council (NAAC) as well as the institute is also SAQS (South Asian Quality Assurance System) accredited for five years by the Association of Management Development Institutions in South Asia (AMDISA), an international association, and a 'SAARC' recognized body. IMNU has joined the league of global B-schools through this accreditation, which reflects the institute's continuous quality improvement system, benchmarked with the leading global B-schools. The institute is committed to the continuous development and emphasizing the all-around development of its students.

The Institute of Management, Nirma University is proud to share that it has now more than 3000+ alumni across the world. Alumni of the institute form the strong pillar in the development of curriculum through participation and providing feedback to the institute. The alumni also provide the bridge between academia and the institute. We are thankful to the alumni for providing strong support for their contribution to the ever-developing process of the institute. You are our valued ambassador and we would want your continued association in the future as well. We believe that it is the responsibility of educational institutions to show how best the work culture, richness of resources, career motivation of students, and commitment of faculty members could be deployed for quality education having relevance to the professional field.

**Dr. Nikunj Patel**  
Chairperson – MBA

# From the FACULTY LOUNGE

"The Further Backward You Look,  
the Further Forward You Can See" –  
Winston Churchill

## **Who would have thought that it would need a pandemic and global health crisis to rethink the future?**

In the post-pandemic world, rehearsing for the future, and understanding the possible outcome has never been more important. As the world has brought complexity and a lot of uncertainty, sensing the future and responding to it is very critical to build a constructive outcome.

How the world might react to a global health crisis? Would there be a barrier or progress? It all depends on forecasting the implications on businesses, economy, health, working environment, societal changes, geopolitics, supply chains, service economy, Sports entertainment, and education.

1. Businesses might face supply and demand-side issues, bankruptcy threats, and looming government interventions, delays in meeting customers' orders, workforce unavailability.

2. The economy faces the biggest cost of the pandemic as having to decide between the lock-downs and restarting the economic engine, rise in government debt, a decline in consumption, reduction in tax income, and large spending on public health.

3. In the Health domain, flaws of the existing system might get exposed, rise in Covid-19 treatment costs, health workers and doctors to work day and night with their risk of life, heavy costs on research for developing medicines and vaccines.

4. Supply chain disruptions due to restriction on movements for national interests, lack of a system to shift towards the shortage of core products.





5. The situation might raise anti-globalization sentiments which leads to shrinkage in global markets due to inward-looking focus.

6. Developing economies face new challenges i.e. slow-down in the development progress, anti-government sentiment might rise leading to the slowdown/ withdrawal of reforms, the effectiveness of the political regimes may be debated, and might lead to shifting in global powers. Developing countries might face immigration backlash.



7. The impact of the pandemic on the service economy could be unimaginable. Hotels and restaurants would lose out the business due to restrictions on movements, safety concerns. 8. The traveling and tourism industry might take time to resume business activities. Risks of the gig economy would be exposed and extensive job losses are expected in unorganized sectors. Employees in the various industries might be at risk of losing a job due to automation and may face challenges to remote work.

8. The education sector might suffer the most due to lockdowns. The cost of education online may add a burden to the institutions. Some educational institutions may face existential issues, and inequality among academic

institutions would be visible. Especially in developing countries, the lack of computing devices available to most populations would only make it worst. Investment in renewable energy might slow down and companies in natural resources might struggle due to heavy debt.

To get over the challenges brought by the pandemic and evolving future, we need to think in a different way and predict the future, review it, and adjust to the unavoidable changes.

We could no longer rely on the strategy that has been used

in the past as the challenges we are facing are unparalleled to anything that has happened. Success to overcome the challenges relies on mindset shift. We must think differently and embrace the new framework for future thinking and action.

### **Now let's talk about the responses which might help to sustain in the future.**

1. The situation may bring forward a new normal. The younger generation may become resilient to future challenges as they are living through the crisis. At the societal front, a shift is expected towards socializing and transformation towards healthy eating and living.

2. Pandemic is against all humans, irrespective of their nationality, race,



and gender, It would only make humanity stronger. Due to technological innovation, virtual presence will launch a new wave of globalization. Virtual governance models would enable an effective and efficient system.

3. Responsiveness would undermine the challenges that the businesses might be facing. Businesses would move towards automation and how they deliver services, changing their business plan.

4. Technology firms would definitely emerge as a winner due to inventions and innovations. 5G technology would accelerate the development of new technologies in business, health, and education.

5. The education sector which faced a major shift after the pandemic would benefit from the new technological infrastructure, and digital learning would provide new opportunities for rethinking the pedagogy.

6. The economic shock of the Covid-19 crisis has been larger than that of any previous crisis—and the Governments' economic responses are unparalleled, too: In merely two months post-pandemic, the economic-stimulus of \$ 10 million announced by governments, which has outsized the response to the 2007-08 economic crisis. The stimulus package announced by governments would protect the interest of employees.

7. Sports and Entertainment services would be flooded with digital

innovation for the delivery of entertainment.

8. In the health sector, robots and drones are expected to expand their roles. AI-based solutions would accelerate the development and testing of new drugs and diagnostic devices.

9. Environmentally too, due to change in world view, governments and organizations would spend heavily on renewable energy and technology which would reduce pollution levels.

In a quickly changing world after Covid 19, nobody can foresee the future. But the world leaders would take up the challenge, investigate possible futures, and continuously sense and respond while building adaptability into their businesses.



**Prof. Tejas Modi**

Prof. Tejas Modi has more than 11 years of experience in Academics and Research. His research areas include Financial Statement Analysis, International Finance, Corporate Finance.



# REDEFINING THE RETAIL EXPERIENCE

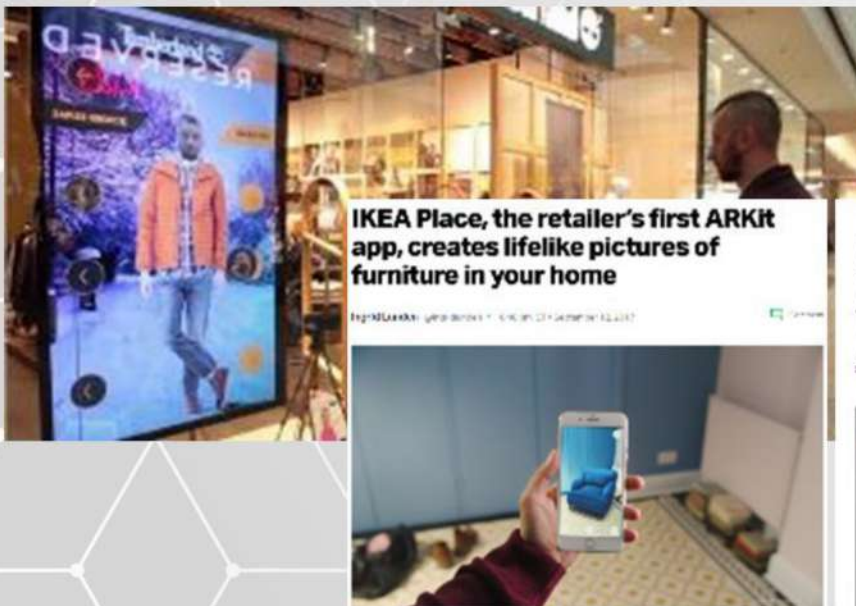
By Prof. Balakrishnan Unny



As the world slowly limps back to normalcy and the road to recovery is long, painful and would require innovation and creativity to resolve challenges that lay ahead. Discussion on recovery is incomplete without understanding the impact of Digital Services. Covid-19 pandemic has supercharged digital adoption/transformation across industries. The digital transformation is no longer limited to traditional business processes/outcomes as organisations are creatively

looking for all possible avenue's for IT investments. Global technology trends are a good indication of what are the focus areas for businesses. The first focus area for every organisation is the "smart enterprise". Artificial Intelligence and Machine Learning systems are being implemented to automate, redefine, or radical transform the business processes. The second focus area is on creating a better customer experience using technology. Focus area is in line with the changing preferences of your modern-day customer who is looking beyond the exchange of traditional product and services to a better experience in the whole interaction. Add to this, the industry adoptions of blockchain, IoT and other industry 4.0 Technologies has also gained speed in the last year. To truly understand what has happened transpired in the last year in terms of the impact of technology on traditional business practices one needs to look no further than the retail sector. In this article, I would like to explore what the future holds for the Retail Industry from the standpoint of a consumer.

Discussion is divided into 3 areas namely; seamless checkout, personalized



**IKEA Place, the retailer's first ARKit app, creates lifelike pictures of furniture in your home**

by @londoner | 10/10/2019 | 10/10/2019 | 10/10/2019

**New Live-Design Experience Promises Custom Shoes in Less Than 90 Minutes**

by @londoner | 10/10/2019 | 10/10/2019 | 10/10/2019





shopping experience and Technology-enhancement of employee tasks.

### Seamless Checkout

It's been almost 4 years since Amazon debuted its vision for retail in the form of Amazon Go. The next 2 years went into creating the technology and testing the vulnerabilities within the same. With the Amazon Go store open to the public, the world has taken note of the possibility of integrating certain advanced technologies to create a better customer experience. Check out processes were always one of the key focus areas for improvement in retail. Organizations implemented POS terminals, self-checkout kiosks. Though they were glitchy it did redefine the

Artificial Intelligence and Machine Learning systems are being implemented to automate, redefine, or radical transform the business processes.

TECH  
**Amazon wins FAA approval for Prime Air drone delivery fleet**  
PUBLISHED MON, AUG 27 2020 9:48 AM EDT | UPDATED MON, AUG 31 2020 2:03 PM EDT  
Avinash Prasad  
@AVINASHPRASAD



checkout experience. With advanced image/video processing systems, we can create a seamless experience for the customer that may include digital payments using facial recognition. The data from the checkout process could

also be integrated with other systems to safeguard organisations from potential fraud and other malicious actors. The check-out solutions also can include new pickup/checkout options such as pickup towers/vending machine, click and collect models etc.

### Personalized Shopping Experience

The Retail Industry fundamentally has built its prowess by providing standardization of both product and experience for all its customers. With

large B2C marketplaces using data-driven insights to create a personalized experience for the customers,

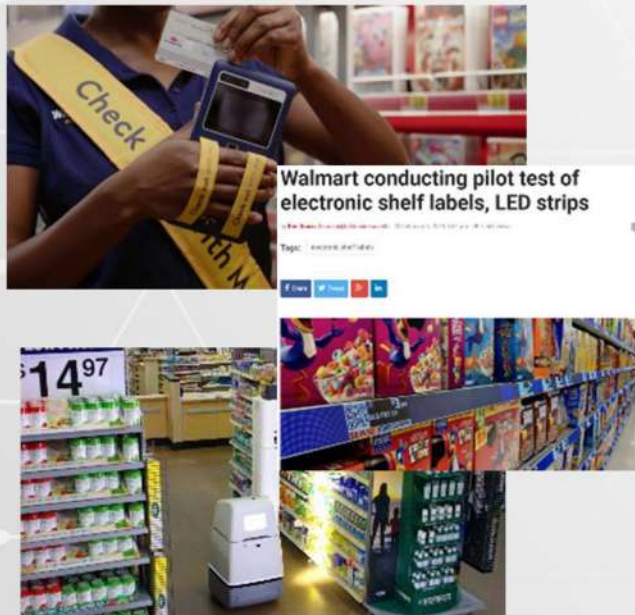
traditional retail has to rethink the business model of standardization. Use of technology such as Augmented Reality, Virtual Reality, 3D printing and IoT creates both personalization's for products and experience for the customer. The use of digital reality technologies can extend from the basic outcome of improving customer in-store experience to redefining personalized design in the form of rapid product creation. IoT based solutions such as Beacons can create a personalized experience for the customer with user-specific recommendations.

### Technology-Enhancement Of Employee Tasks

Retail firms have always looked at creating tools for their employees to enhance and improve their routine



tasks. The advent of digital technologies that are cheap to implement has further propagated such solutions. The first group of solutions that are implemented in the retail industry is "employee wearables". The wearable technologies that allow the employee to check out a customer order, provide store map, stock management have seen deployment in the industry. The



second group of technologies are focused on inventory and stock management. The Electronic shelf labels (eSELs) enable digital price-setting (and potentially dynamic pricing), reducing the need to check manually. The shelf-scanning robot can track products on the shelf and make sure things are where they should be and able to trigger replenishment or promotion.

The technology solutions described in this article is the tip of the iceberg in terms of digital transformation within retail enterprises. These technologies are the most visible implementations that a customer might experience.

Balakrishnan Unny has over 10 years of experience in academics and IT & Risk consulting. He has executed projects in Information security, Business continuity, IT Risk, IT process improvements. He also has the experience of working in projects across multiple domains including financial markets, Telecom & IT service providers. He is a MBA graduate from University of Sheffield with specialization in IT & Risk Management with specific focus on Technology Projects Risk Assessment & Mitigation Strategies. He is an active member of ISACA Cochin chapter and he has cleared CISM. He is also a member of IIBA and has led cross functional teams up to 10 members, spearheading project delivery in compliance with stringent adherence to quality and time constraints.





# IT'S A CONTINUUM

By **Aastha Tatia** (Batch 2004-06)



2020 has been unprecedented in many ways. Amongst the many experiences, the two biggest learnings for me have been first, to not take anything for granted and second, to trust the unknown.

COVID, with all its atrocities, has shaken the very roots of our existence. We had gotten so busy surviving that we missed out on acknowledging the little things in life. We got so busy chasing the big things in life that the so-called smaller things became immaterial for us. Those colourful moments with children, cosy conversations with a partner over a cup of coffee, reminiscing fond memories with parents, laughing hearts out with crazy friends, all turned very superficial and customary. The magic was lost somewhere. As much we needed all of these, we had no time to spare because the race was only getting faster and fiercer and we had to match up the pace. There was clearly no stopping.

Then something happened and we were furious because we didn't want to slow down. Look at the irony, we've

been forced to pause this race that we were running and look at where we are standing and whom we have become. Then started the forward journey in reverse gear. Getting back to basics! I am sure you would agree, what has helped us survive and move forward stronger is the basic formula - discovering and connecting with ourselves, acknowledging and being grateful for all that is there and for all that is yet to come, experiencing the power that lies within.

In these so-called relentless 'COVID months', I articulated my purpose and vision in life. I launched my own brand AASTHA as a Happiness Coach. I started extensive social media marketing. I started to think about what do I want and what not, what works, and what doesn't. I also exercised my responsibility for myself - how do I prime my brain every morning so that I choose to create the day of my desire. I connected to my powerhouse coaches and communities. I created a powerful morning routine. With each step that I am taking, with every barrier that I am overcoming, I stand more confident, with more clarity. The beauty of it all is that in the process, I started to connect





more deeply and more intentionally with MYSELF, a journey I had started 3 years back. The amount of fulfilment I am experiencing is beyond words.

I realized, nothing is permanent and it is so damn necessary to be aware of this truth every moment. COVID struck hard and gave its share of blows. They sure were not easy to deal with. And if that is the case, I need somebody to depend upon blindly, somebody I could fall back on. Yippee, I found that person - ME. I can depend upon myself! I am ecstatic every time I think and work towards this. I am proud every time I pull myself out of a mess and then I say "It's ok Aastha, I accept you love you and trust you." I may want but I do not need anybody else to come to my rescue.

This helps me stand tall and powerful. This makes me grateful for the sheer experience these last few months have brought in. It is not about what I have done but whom I HAVE BECOME.

Today I know where I'm heading. Here, I'd say trust the unknown. When it all started, I was only wondering how am I going to stay indoors, how are we going to be safe, what will happen in my professional life, how long will this last. Though I was riding strong, I was simply riding not sure of where to.

We've all experienced the fear of the unknown. Uncertainty is not what our brains like. However, when you trust the unknown, you start tapping into the immense possibilities that it holds. I have come to trust the unknown, so

much so that I know I'm protected and am sure the unknown is going to bring the best to me. And that is what is happening. I trusted this unknown to bring me every experience that is there today. Trust me, it's been MAGICAL.

We had all been wishing for 2020 to end and have our expectations already set from 2021. Remember, it doesn't end with 2020. Dates may have changed on the calendar but a lot of what was there will be there. It's a continuum. Things will not get back to what they were previously, but we'll see evolved versions. All of this may not be in our control but what is in our control, is to draw our lessons, list down our action points, and get down to massive implementation.

COVID is only one of the many experiences in-store. There's a lot to come, both small and big. It's important to work on creating a dependable YOU so that you sail through powerfully and sail into the unlimited possibilities.

I say it again do not take anything for granted and trust the unknown.

Happiness is a CHOICE.

Cheers,  
Aastha Tatia





# HOW A GLOBAL PANDEMIC REDEFINES THE WORKSPACE

By Hiral Shah (Batch 2017-19)



Many things have been put on hold recently: weddings and vacations, family and out-of-company gatherings, sporting events, and homework. COVID-19 has caused what appears to be a monumental change in how and where work gets done.

The pandemic has forced companies to invest time, money, and faith in remote working, to re-examine the relationship between the professional and personal lives of their employees, and to re-imagine what their offices will look like when they reopen. It seems like the time is right for a seismic shift - why think incrementally when

you can fundamentally reinvent the future of work? Companies will quickly adopt remote work as a long-term operational priority rather than a short-term contingency plan.

A handful of companies, most notably Twitter and Facebook, have already made working from home a permanent option for part or all of their workforce, and many others will soon be lining up for it. Remote working will save these businesses a significant amount of money on real estate and travel. Companies will make sure their employees have access to the technology - laptops, monitors, keyboards, headsets, and video conferencing, chat, and document collaboration tools - they need for remote work.

Companies will work hard to make sure remote workers feel as engaged and connected as their colleagues at headquarters. Beyond counselling and coaching sessions, forward-thinking companies will offer meditation apps, online exercise, wellness classes, more flexibility, and free time. They will encourage employees to tune out at the end of the day and to make sure there is some division between their work and their family life,





even if it is happening in the same place.

Remote working will not be a panacea for companies that have struggled to gain traction with their diversity efforts. It may seem counterintuitive to suggest that the new norm for businesses will be to support childcare as more people are likely to work from home and more businesses will have a hard time making ends meet. The reality is that most workers will still be needed on-site, and employees are also facing tough times financially. Not only will there be fewer options for care, but the remaining options will also be too expensive for many, and between leave and pay cuts, many employees will have fewer resources to address the problem. As an interim measure, several companies have launched new and expanded child care packages that offer 20 to 30 days of paid care to each employee.

To make future workspaces as less tactile as possible, companies will allow employees to control doors, lighting, audio and visual equipment, and even coffeemakers with their smartphones or their voices. Workers in many roles in many industries have had to quit what they've been doing and take on a job they've never tackled before, from librarians serving as COVID-19 tracers to distillers producing hand sanitizers and line workers. The montage that changes your skills. Many companies have seen part of their portfolio dry up

at the same time that other parts have exploded, and those companies have asked parts of their workforce to turn to where they are most needed.



The future of work may end up looking more like the way Hollywood makes movies. In a world of work that focuses

on projects rather than roles, what if companies developed coaches who work with teams to see what opportunities appeal to them and to make sure they continue to develop

skills in demand? In the past, most companies that have hired professional advisers have done so to help with leadership development. For companies, it will allow them to attract and retain talent; fill skill gaps, and increase agility by deploying teams that are tested and ready to work on the most critical projects.

Companies will work hard to make sure remote workers feel as engaged and connected as their colleagues at headquarters.





# **“DREAD IT. RUN FROM IT. DESTINY ARRIVES ALL THE SAME.”**

**By Nikunj Kanodia** (Batch 2018-20)



Being a part of the batch of 2020 was a plethora of mixed emotions. We were all gutted about our MBA lives getting over but also excited and a tad scared as our corporate life was about to begin. Most of us had even made travel & living arrangements based on the locations we'd been allotted. Little did we know we were never going to set foot outside for at least next 5-6 months.

From being tensed and worried about settling in a new job and a new city, we were worried about which movie or TV series to binge watch next. Some of us had our virtual on-boarding and most got letters of delayed joining. On one hand we got to spend a good stretch of time with our families at home, on the other hand we experienced this new concept of Working from home and watched “WFH” slowly turn from a boon to a bane.

The COVID-19 virus and its impact around the world made it clear that we

have to get used to waves of similar disruption and, therefore, we have to fight an ongoing battle. In fact, the way I would describe it is that we have gone from an all-out war to chasing a dangerous criminal who presents itself in many different places, which forces us to take different measures depending on where it appears and does not really disappear. COVID-19 is a criminal who will continue to haunt us for a while.

Now, that the situation has been on mend and a possible commencement of the vaccination is expected in the coming few months, I want to pen my two cents on the aspects of change in the Business world that I noticed during my experience in the E-commerce and Retail industry –

There are few ongoing changes we are seeing around the world. What consumers really value is changing, as is their channel selection. Consumer spending is moving towards value. I believe that these two trends are very permanent. For example, what is happening with e-marketplaces is quite astounding given the meteoric growth of all of them. Discount stores in the form are really gaining market share and continue to grow steadily around the world. More and more brands are relying on deep discounting to attract more customers. The existing customer base for E-commerce platforms has now a fresh influx of new customers who are forced to go online for their shopping needs. Another historical trend we are witnessing is: a real impact on loyalty. We see, on one hand,



consumers moving to trusted A-brands. On the other hand, there is a lot of pervasive promiscuity because consumers have so much choice after having shifted online that their consideration set has expanded quite dramatically.

Some of the changes that have already occurred include more people switching to cooking at home, potentially choosing healthier foods, or increasing the use of exercise equipment at home. I think this digital transition can gradually become permanent. I believe mall traffic and department store visit numbers will be challenged in the future. There is certainly a different feeling of physically visiting the stores, theatres, restaurants, etc. But what this pandemic has succeeded in teaching is people the value of comfort and how technology can be used to do all these physical activities within the comfort and safety of their homes.

The onslaught of e-commerce remains the main force disrupting the retail industry. In fact, the fate of traditional brands is largely determined by their positioning in light of growing e-commerce and the strategies they have adopted in this space. During COVID-19, we have seen an increase in pre-crisis issues. The most important of these is to increase the proliferation of e-commerce, especially the discretionary space, and an accelerated shift of brands selling D-2-C (instead of through third-party vendors).

This has several effects on the traditional retail ecosystem. The e-

commerce penetration growth has been seen by traditional Brick-and-mortar retailers, during the crisis. These retailers are now investing more in e-commerce deals and store closures or considering the pace of the planned rollout of the store. When it comes to brands, many are accelerating their transition to selling products directly to consumers. This has been a trend for several years and initially got easier with the rise of e-commerce. The impetus to shift has now been accelerated by the growing number of channels for many traditional multi-brand retailers (especially department stores) and quicker pace of digital adaptation by consumers.

Overall, this year has brought with it numerous changes and completely shattered the way we had imagined our future. It brought with itself a pandemic that caused grief to people all over the world, took jobs away, made it difficult for people to reach home, left people with no source of income. Life, as we knew it, came to a halt. But, with the turn of the year, things are changing. There are positive developments to cure this virus. There is hope and there is belief of a future that will bring with it a better world, a better place to live. They say that "Change is the only constant", and I think it's time to embrace these changes and reimagine a new future.





# 2020 - PARADIGM SHIFT IN WORK LIFE BALANCE AND MBA

By Saurabh Kumar (Batch 2012-14)



By reading the heading, that I have chosen, one may or may not get the gist of this professional content, with a flavour of MBA-pun intended. So, now is the right time for you to decide, to either read it completely or to move on to the next article :)

On the professional front, I will always remember 2020 to be a year full of challenges and how those challenges? were converted into Opportunities with Organisation wide, Global Transformation.

It was not only the Consumer behaviour that changed completely, but also the producers had to change themselves, to align themselves to that of the Consumers. This is a very generic statement, which I would like to simplify by stating some real-life examples:

## (1) Banking Sector

**Situation:** Before 2020, were times, where Banking Sector was moving away from Phone Banking. To cater to the tech-savvy millennials- where internet banking means more of banking via mobile apps and the next-gen was looking for even more in the

form of watches and innovative Near Field Communication (NFC) gadgets to cater to most of their needs. While, after the pandemic, I have seen Banks re-vitalizing Interactive Voice Response (IVR) Phone Banking. Just because, customer need not visit the branch and can get similar facilities via a call and in-turn talking to the bankers.

**Benefit:** It is a win-win for Bankers who need not to have a face-to-face interaction with the outside world and, customers can get personal touch via a phone call. It is also beneficial for the next sector which I have written- where the organizations got new projects and, from a regulatory perspective, like the Payments Cards Industry Data Security Standard, where (PCI-DSS), compliance was put in place.



## (2) IT Sector

**Situation:** I never, thought that Employees would be so eager to join back to offices and wait for the lockdown to get over, to meet their colleagues and work together. Earlier, the situation was that employees always wanted to take leaves and work from their homes. Although, that could have been possible with a possible tweak in work culture and technological transformation. However, work from home was pre-assumed as relaxing from home and was equivalent to paid leave by the management.

**Benefit:** Everyone can see how within months; the whole Information Technology sector brought an un-unprecedented change and people started working from their native home-town (forget about



working from their so-called house in a metro). More family time, good food, and even more productivity. Solution for team collaborations (via Microsoft Teams, Google Meet, and Zoom- got the first-mover advantage). Also, training and certifications are getting changed, evaluations can be completed from home with strict rules and measures. Who knows, the same could be replicated by college institutions soon.



**(3, 4, 5 ..... n)**

I can write non-stop, with numerous examples however there are limitations to the words and time. Working from home, one has to restrict and plan the Laptop screen hours and most importantly allocate some family time. I hope that's what the topic is all about i.e. the Work-Life Balance- that I believe can be achieved through Discipline.

### **Enough of global situation analysis?**

I don't want this write-up to sound like pre-reads, and to have no points of Class Participation (CP).

Thinking about MBA, for coming many years, 2020 will bring out multiple Case Studies of Paradigm shift everywhere and would be taught during MBAs. Just giving one basic example:

- Marketing – How COVID19 revolutionized technologically

organizations with the change in the global market?

- Finance - Whether in Share Market, it was the best time to remain patient, buy, and hold?
- HR – Why people are the biggest asset to any organization and can be trained remotely to grow together?



### **Did you know?**

You can leverage this opportunity (Time + 2020), to write books and become the next Kotler, Brigham, Ehrhardt, or Jerald Greenberg (and proactively take the help of your marketing friend to analyse the market and have both versions ready, hard copy, as well as subscription-based soft copies, or one can get in touch with your long-lost engineering friend to prepare an Android and IOS App based book for you.

Before ending, I would like to quote the last few words in the form of Maslow's Hierarchy of Need with an example. Twenty taught us that Physiological needs are not everything in life - an invisible enemy can make you so unsafe that you may not be able to meet your loved ones. Gratitude would have been a better word over Esteem, as I feel that giving respect is powerful than getting or expecting. And if you invest these times in yourself with positive introspection and a disciplined routine- you can achieve Self-actualization and realize your full potential. By this, I would like to end and wish everyone a great year ahead

Lastly, few Jargons of Corona and COVID-19:

Word	Meaning	What it taught us?
<b>COIVD19</b>	Corona Virus Disease 2019	Social Distancing over Catch-ups and Sanitiser over Soaps
<b>Quarantine</b>	Situation of being kept away from others to prevent a disease from spreading	Patience, as we Never knew it can go long for many months
<b>Lockdown</b>	A word which was originally defined for confining prisoners to their cells	With Global lockdown, people abroad, can't meet their loved ones and need Time Machines
<b>Moratorium</b>	A delay or suspension of an activity or a law	You can use this terminology on EMIs, rents etc depending on vulnerability
<b>Pandemic</b>	A disease prevalent over a whole country or the world	Only Heard so far and now realised the importance of why word social is added before animal





# REIMAGINING AND REINVENTING

By Shraddha Shah (Batch 2017-19)



The emergence and complete adoption of digitalization that we were looking forward to by the end of 2050 are right at our doorstep, knocking and forcing us towards embracing an immediate transformation to thrive in this situation.

Let me start with how this CoViD-19 has brought changes into 4 aspects of human life and what lessons we have learned from it:

**Intrapersonal:** Initial phase started with a decrease in concentration and focus, increase in overthinking, etc thereby resulting in psychological therapeutic measures to overcome them. Then came in gradual (induced) increase in self-reliance and independence, an increase in tolerance and acceptance of the scenario that helped us improve intrapersonal awareness and management. It also gave us enough time to reflect and focus



on creative arts, music, reading books that helped us heal our soul.

**Interpersonal:** Social isolation nearly led some of us to intermittent eruption of negative thoughts initially whereas, with time, family proximity, and attachment within the core family increased.

**Financial:** The recession brought us first-hand experience on how and why we should emphasize on savings and investments. The pandemic has also taught us to differentiate between the expenses on our needs and expenditure on our wants/desires.

**Professional:** On the private service front, the nature of jobs changed with the introduction of Work-from-home for a lot of the companies. Whereas on the business front, many were looking for liquid income but couldn't generate enough of it even though the opportunities were right there. A real businessman is the one that creates opportunities where nobody has overlooked before, the one who doesn't let the scarcity of capital trim away the feathers of progress. People started on their new local business even at a small scale whereas some on the other hand increased their online presence.

Most of us have experienced these 4 changes but let me focus on the Professional one in particular!

As stated by Thomas Friedman in his book Thank You for Being Late, the rate of acceleration of change in technology is much higher



than the rate of change in humans. So, if we don't quickly adapt and enhance ourselves at the same pace, technology will surpass humans exponentially. The major cause of this slow adaptability is the fear and anxiety amongst Gen Z and Y.

Let me reiterate what most of you must have heard but aren't working towards achieving it:

AI is the foundation that is expected to produce new efficiencies and enhance human capacities. Although most of us are already

Break the inertia of fear and laziness and make the most of this pandemic crisis by Reimagining and Reinventing the ways of utilizing technology for a better future.

sceptical about the negatives that it is going to bring along but I believe the enhancement largely depends upon how effectively we are able to leverage the capabilities of AI, optimize and augment human experiences to their full potential. Human Race will still be the contributor to feeding that information that will bring technological enhancement. This fear was once faced during the IT revolution where people anticipated it would result in the loss of jobs, however in reality it only created more jobs thereby emphasizing more on cognitive abilities rather than physical capabilities.

Customized solutions through detailed analysis and machine learning techniques. The human behaviour that was once read by human minds is now being understood and predicted by computers. Moreover, a lot of the recent Content companies like Netflix, Instagram, and more rely on them.

Most of our choices are honestly just one click away! In fact, Cadbury helped local players with their businesses through targeted advertising.

Lastly, apart from utilizing technology, crisis management is the key. Most of the successful technology companies whose success stories we hear of now got an unparalleled push during the

2008 financial crisis. Facebook and Google got the push whereas Uber and Airbnb got a start during this period. This economic crisis conjoined with the health crisis is

opening new doors for opportunities that we have never thought of before. Just after World War 2, Ford introduced standardization that led to a dramatic increase in their business. Chaos and recessions have been launchpads for some of the world's most successful businesses.

To conclude, I'd say break the inertia of fear and laziness and make the most of this pandemic crisis by Reimagining and Reinventing the ways of utilizing technology for a better future.







WHAT'S UP  
@ IMNU

KNOW WHAT'S GOING ON  
IN CAMPUS.



# 2019-2020 YEAR IN REVIEW



*Ignus*



*Carnival 2020*



*Business Analytics Workshop  
by KPMG*



*Edifice*



*PR-10*



*Rangelo Raas*





*Showdown*



*Investibull*



*Nirma Football League*



*Magnitude F*



*Rasparva*



*Paintball*



*Scavenger Hunt*



*PMW Workshop*





*ASQ*



*Cyclathon*



*Breakout*



*Finance Workshop conducted by CRISH*



*Live Parliament*



*Drop of Ink*



*Melange*



*Pratiti*





*Street Smart*



*Pratikbimb*



*Exposure*



*NCL*



*Rannbhoomi*



*Parakram*



*Stockmania*



*Enigma*



# PRATIDHWANI

## THE ALUMNI CONCLAVE

Pratidhwani - The Alumni Conclave was held on February 1, 2020. The theme for the year was \*The Road Not Taken\*, encompassing how one is always faced with choices, to decide upon something that will make a difference in one's lives.

The conclave witnessed eminent alumni from various industrial domains who shared their learnings and experiences with the batch to enlighten and guide the young minds. The invited versatile speakers for the conclave were Mr. Abbey Thomas (Associate director Kellogg), Mr. Anubhav Sood (Client Relationship Manager, Amazon) for Marketing domain. Ms. Aastha Tatia (Life Coach), Mr. Thomas Mampilly (HR business partner, Wells Fargo), for HR domain. Ms. Priyatna Basu (Ex VP, Yes Bank) for Finance Domain, Ms. Akanksha Bumb (Co-founder & COO, F5 escapes), Mr. Anurag Kabra (Co-founder, Pegasus), Mr. Dhruvil Patel (Director, BPC projects and Infrastructure) from the entrepreneurship domain, Mr. Parth Das (Associate director, SAP) for the IT domain, Mr. Manupratap Solanki (Innovation Manager, HUL), Ms. Charul Mohta (Lead business analyst, CGI) and Mr. Rajesh Hudda (VP, Syntex) for the operations domain.



## PRAGAMAN 4.0

### THE ENTREPRENEURSHIP CONCLAVE

Pragaman 4.0 was held by Swayam Club on 12th December 2019 which was inaugurated by Mr. Yaduvendra Mathur - Ex Special Secretary of NITI Aayog. The theme of the conclave was "EMANATING ENTREPRENEURSHIP ETHOS – YARDSTICK TO SUCCESS". All the sessions were at the epitome of brilliance as the speakers adhered to the crowd. The stage was graced by the founders of Momoman, eQuinox Design Studio, Savvy Group & Beardo in a panel discussion about Brand Management.

The founder of Dine out - Mr. Vivek Kapoor showed how he made it big and took his app to the next level. A talk show with the creator of Zostel - Mr. Dharamveer Chouhan was also conducted. Further the founder of SpeakIn - Deepshikha Anand shared her valuable insights about how networking can help you to grow. The main highlight of the event was Dharamveer Singh Chouhan's session where the crowd delved into Insightful Journey.





# ALUMNI DAY 2019

This year's alumni day was named "Alma Utsav" on 5th October 2019 bringing in the spirits of celebration along with the cheerfulness and fun of festivals. The alumni came back to their roots to once again be a part of IMNU, and cherish the good old memories by celebrating and being a part of the event organized by Kaizen- the Alumni Relations Committee. The day began with fun-filled activities, various games were hosted by the faculties re-engaging with the faculties made them nostalgic.

Later that day, the alumni had a great time reconnecting among themselves and interacting with the current batch. Post lunch, the ambience of Utsav was all around with fun and laughter as the alumni enjoyed at the stalls of delightful food items. Meanwhile, there was a curriculum review meeting organized in order to gain insights from alumni, who have been a part of the process, and along with it a board meeting was arranged with the faculties.



Adding to the charm of the day there were jaw-dropping performances by Chehre- The Dramatic club and Fiesta- The music and dance club of IMNU. Pratikriti- The Photography club launched their magazine – Lens 3.0 and the annual alumni magazine – A link, was inaugurated in the same session. The alumni relived and reminisced their golden days during their homecoming. The day concluded with a wonderful dinner with music. The memorable day was concluded by dancing on the garba tunes as "Rangeelo Raas"- The garba night of IMNU, was organized by the cultural committee





# ALUMNI CITY MEET 2019

The chapter of the Alumni City meet was conducted on the 14th December 2019. The Alumni from the early batches like 1996-98 to the recent batches like 2017-19 graced the event at the 4 venues where the event was held at being Delhi, Mumbai, Bangalore & Pune. The total footfall at all the cities was about 111 Alumni, 3 CRC members, 4 Faculty & 12 student co-ordinators from Kaizen, the Alumni relations committee. The event was planned to be a full day event from 10 AM till 5 PM at each location. The event started with the review of the current year and the initiatives taken by Kaizen, the Alumni Relations Committee, post which the highlights of Institute of Management, Nirma University and the further course of action were discussed by the attendees. The Presentation began with the message of its fundamental motto - strengthening the relationship of Alumni with the Institute. This was followed by regular updates about the ongoing Alumni engagement & the other important activities in the Institute. Post which the Faculty and the Alumni present engrossed themselves in a rich discussion on how improvements can be made and what changes in the structure and ideology of the students might be fruitful for both the institution and the students. The discussion ended at the note where the Alumni provided their feedback and suggestions on improving the various processes of the Institute along with a drive of initiative to help the institute in future in any possible way. This was followed by lunch which was continued by an informal interactive session where the Alumni were engaged in fun filled activities to recollect their B-School Memories at IMNU.



 BANGALORE



 DELHI & PUNE



 MUMBAI



# NIRMAAN

Nirmaan is not just a social club, it is way more than that. Here, the members believe in helping and happiness. Nirmaan does the things where there are no personal agendas or rewards involved; We do it happily for others who needs and deserves it. From the charitable activities to helping the NGOs, Nirmaan does not only donates things and teaches skills but it fills the moments of one's life with joy and enrich their time with the utter happiness and satisfaction. Nirmaan's one and only motto is bringing the positive change and shine to as many lives as possible and the members contribute their best to bring welfare all around the campus and outside the campus.

Nirmaan doesn't just give things and train abilities; however, it fills the snapshots of one's existence with bliss and advance. Nirmaan started as an evening activity has now graduated to coordinating with parents and schools to support and educate these kids. Also, the children are given opportunities to perform at events of the institute to improve their skills. Activities are precisely planned to impart new skills and hone the existing skills of the children. Such activities include the revision of school studies and lessons on social behaviour, hygiene, language, games, craftwork, singing, dancing, etc.

Although, the unprecedented situations this year had separated us from being physically with the kids, yet the upliftment and the emotions for the children as well as community that Nirmaan holds are still intact. We find our purpose in seeing exuberant faces therefore we did our bit by virtually connecting with an NGO to distribute some chocolates and winter caps. Moreover, as the uncertainties prevail we have launched our social media campaigns to generate insights with "Monday Motivation" and "Fact Friday". Also seeing the larger benefit of the society, challenge videos are uploaded to create wholesome awareness on an issue just like plantation challenge. We intensely believe in doing good so why keep it at halt during a crisis when society needs more during desperate times. Changing the way of living life yet keeping the belief's constant is what we adhere to.





# THE ALUMNI BOARD

S. No.	Name	Designation
1	Dr. M. Mallikarjun	President
2	Prof. Nityesh Bhatt	Vice President
3	Mr. Indranil Banerji	Secretary
4	Mr. Neeraj Arora	Joint Secretary
5	Mr. Birju Ambani	Board Member
6	Prof. Parag Rijwani	Board Member
7	Prof. Nikunj Patel	Board Member
8	Prof. Mahesh K. C.	Board Member
9	Prof. Sanjay Jain	Board Member
10	Prof. Samik Shome	Board Member
11	Prof. Meeta Munshi	Board Member
12	Prof. Nina Muncherji	Board Member
13	Prof. P. K. Yadav	Board Member
14	Prof. Hardik Shah	Board Member
15	Mr. Prabhat Vijn	Alumni Board Member & Treasurer
16	Mr. Rohit Swarup	Alumni Board Member
17	Mr. Pramesh Parikh	Alumni Board Member
18	Mr. Sharad Kumar	Alumni Board Member
19	Mr. Vishal Thakkar	Alumni Board Member
20	Mr. Vaibhav Kathju	Alumni Board Member
21	Mr. Arnav Sharma	Alumni Board Member
22	Ms. Prerrna Kapoor	Alumni Board Member
23	Mr. Alpesh Patel	Alumni Board Member
24	Mr. Anay Mashruwala	Alumni Board Member
25	Mr..Ankit Machhar	Alumni Board Member
26	Ms. Akanksha Gandotra	Alumni Board Member
27	Ms. Deepika Bhatia	Invitee
28	Mr. Digant Mandavia	Assistant Registrar



# MESSAGE FROM THE FACULTY



Hello All. Warm welcome!

These are trying times that we are all experiencing and I hope you and your families are all safe and in good health.

We are all trying to adapt to the new normal. The past year has been a year, where we as an Institute have faced several challenges and also experimented with several new things such as online admission interviews, online teaching, webinars by experts, even the first online international conference. We also organized the first international alumni meet.

Though the homecoming for you this year will be virtual but I hope you all will join us in huge numbers and relive the time you spent with us. We would be happy to know about the challenges you have faced and the goals you have achieved in the past year despite the present conditions.

I wish you all the best and hope you reach greater heights in the coming year and remain a source of inspiration for your juniors, as you have always been. Looking forward to interacting with you soon. Stay safe, stay healthy.

- **NINA MUNCHERJI**



Dear Esteemed Alumni Friends,  
New Year Greetings!!

After completing your Masters Programme from IMNU, you have scaled great heights and proved yourself in the professional arena. You are our true brand ambassador in the society and industry across the globe.

As a member of the Nirma family, you have contributed a lot to your alma mater in terms of contemporary knowledge dissemination, student's selection process, projects, recruitment, curriculum development process etc. During Covid-19 pandemic, your

support was noteworthy.

We look forward to your constructive suggestions and support in our future endeavours too!!

Our best wishes for all your pursuits!!

- **NITYESH BHATT**



Alumni relations @IMNU have always strived to build and sustain relationships with their alumni community with their active involvement. Institute is very fortunate to have many dedicated alumni who have invested their time, talents, and resources and have contributed to the success and growth of the Institute. You all have been the greatest strength as they have advocated IMNU across the globe and the institute feels proud to see their alumni growing, achieving, and contributing to their professions. We look forward to your guidance as well as active participation and partnership.

As we move through this challenging and uncertain time, wish you all good health and safety for yourselves and your family and friends.

Best Wishes.

- **SAPNA PARASHAR**





Dear Alumni,  
Warm greetings!

It is a pleasure to reconnect with you through AI-Inc. The year 2020 has been a challenging period, and I hope you and your families are doing well and keeping safe. You remain an essential part of the institute, and you have been making us proud of your achievements. I appreciate your contribution in various ways, as interview panellists, guest speakers, student mentors, and recruiters.

Because of the off-campus interaction this year, our responsibilities for the all-round development of the students have increased. The students look forward to you for your guidance in these trying times, and I know that they would be getting your support in full as always. The institute has managed to run various academic activities well, albeit in an online mode. Once we return to the usual conditions, I look forward to meeting you on campus.

With best wishes,

**- ASHWINI AWASTHI**



Dear Alumni,

Alum connect is like a time machine, enabling students and faculties to relive their past again. Nirma University's efforts towards the holistic development of students have fetched colourful results and we are delighted to see your individual progress on the professional as well as the personal front.

Your success journey will be a great inspiration and motivation to the current students. They will be obliged to have real-time and domain-specific knowledge from the industry stalwarts like you.

Wishing you greater and holistic progress. Stay healthy and looking forward to a lifelong connection.

**- HIMANSHU CHAUHAN**



Dear Alumni,

Hope the new year has begun well and continues to bring new aspirations for you. The year 2020 was a trying time for all of us. Yet, we had many wonderful opportunities to meet virtually, hold discussions, and strengthen our ties. As alumni, you have always kept us connected to the changing world, not only within the IMNU circle but also outside of it.

It is heartening to see how each one of you has reached great heights in your professional lives. Your collective achievements have brought immense pride and honour to the Institute. The learnings you have gained from your education, professors, and peers have also prepared you to understand and cope with +changing social climates.

My sincere appreciation and heartfelt thanks for your constant and unstinting support. Keep adding to the growth of the IMNU community through meaningful conversations, friendship, and a positive outlook towards whatever comes your way. Here's wishing you much success in all your future endeavours.

Looking forward to seeing you all in person soon!

**- DEEPA SANGHAVI**





Dear Alumni,

Hope you all are safe and doing well!

It gives me immense delight to reconnect with you all, who have made the institute proud by pursuing their endeavours, overcoming adversities, and taking challenges head-on. During these times of unprecedented crisis, the entire IMNU family stands with you. Your training has prepared you to understand and confront fear and anxiety to lead by example. The milestones you have accomplished reflect the learnings you have gathered during your life both, on and off-campus.

I'd also like to express my gratitude to our students, staff, and faculty for stepping up to challenge in such a remarkable way by seamlessly shifting to remote learning. As developments continue to unfold, we will respond to the best of our ability.

I wish you all the very best for the future and look forward to meet you soon!

**- INDRANIL BANERJI**



Dear Alumni,

I wish you a Very Happy New Year 2021!!

As we move forward, challenges of previous years have not faded. Yet amidst all restraints of pandemic, we have got acquainted to new avenues of connecting with each other. Alumni virtual meet is testimony to this that our belief can overcome all hurdles.

I congratulate you all on completion of 25 years of our operations!! Many of you from the earlier batch are witness to the fact and have seen our institute growing. Reaching this milestone wouldn't have been possible without an engaging association of you all.

Your contributions over the years have played an active role whether it be voluntary programs like mentoring students or sharing your best practices in a given field. Needless to say, your achievements in the professional world have helped to raise the profile of the university.

Many of you hold the key positions of major influence in the society; I would like to appreciate your efforts being done for the development of our society and justifying the years spent by you at this esteemed institution. Last but not the least; I would like to thank all of you for your keen participation as well as the support you have always extended towards your alma mater.

As you continue on life 's journey, here is wishing you growth personally, spiritually and professionally.

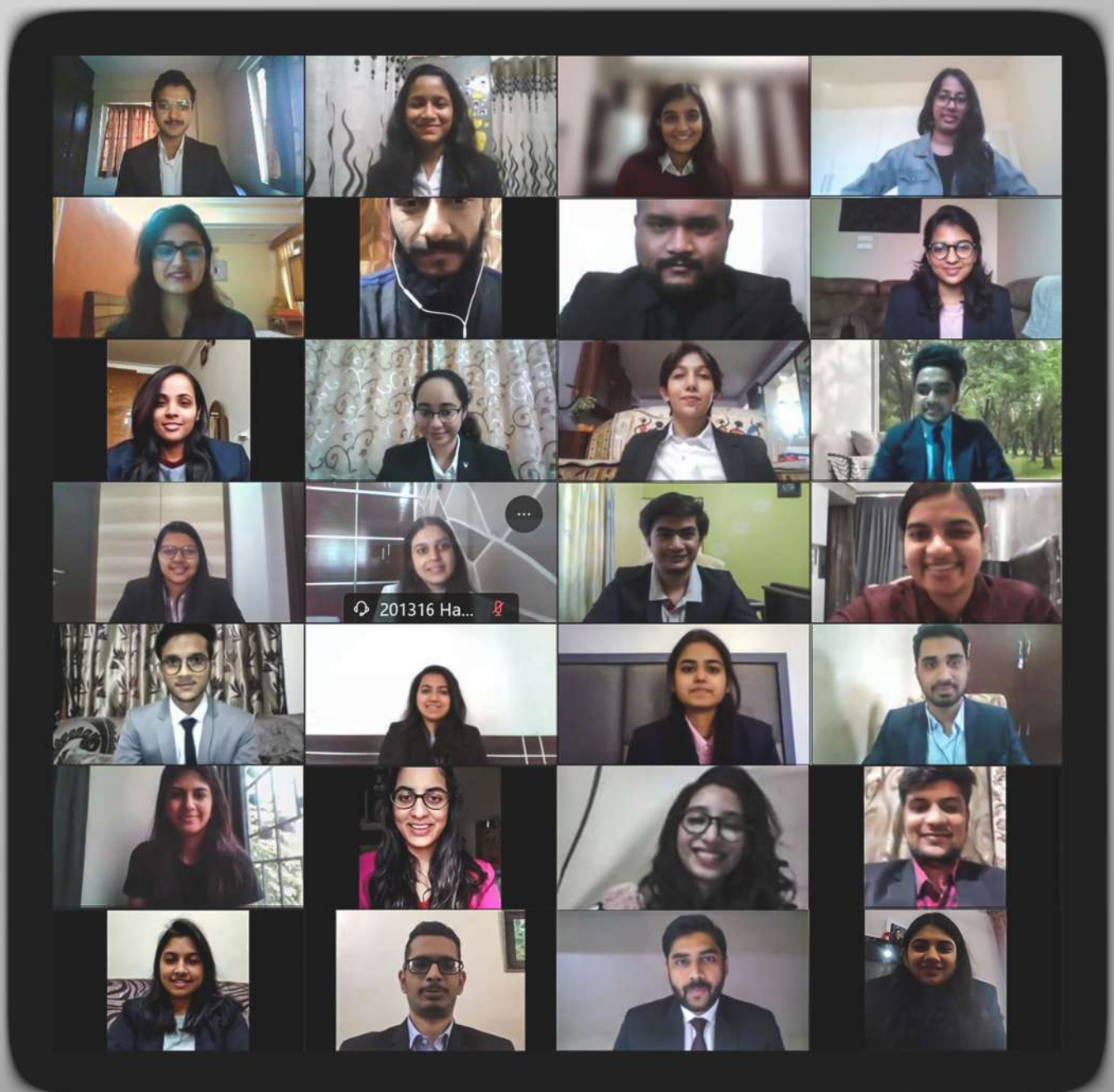
**- NEERAJ ARORA**





TEAM

# ka↑ZEN







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