

Wind beneath my Wings

In this year's AI-Inc we invite our Alumni to share with us the winds that kept their wings flying high.



EDITOR'S MESSAGE



VIVEK AHUJA
MBA FT 2ND YEAR

It was truly an enriching experience to bring out this issue of AI-Inc. After having pondered over a good many ideas, we decided on the theme 'Wind Beneath My Wings'.

Even the most positive of us occasionally hit a wall and find ourselves losing the drive to achieve. It is then that we require a little motivation, in any form, to push us towards our potential and open windows to new possibilities. With this edition of AI-Inc, we bring forth the experiences shared by our esteemed alumni apropos their inspirations - what kept them going and aided their success. These experiences will offer wider perspective and encouragement to derive inspiration from all walks of life. This will help our readers to endure the challenges coming their way and steer towards success.

In our newly introduced section 'Strings Still Attached', we also have our alumni rehash their most cherished moments. We hope this issue to be an affluent reading experience for you.



RAHEEN TAJ
MBA FT 2ND YEAR

It has been a delightful experience working for this edition of AI-Inc. Right from finalizing a theme to reaching out to our esteemed alumni for their contributions, it was a wonderful endeavor.

We chose the theme to be 'Wind Beneath My Wings' so that our readers could be inspired by the stories and experiences of our alumni. Inspiration for one can be in different forms, whether it is a role model who motivated us or an event which changed the course of our lives. And sometimes the success of another, works as an inspiration for us. This year, we aimed to collect a few such stories which would motivate our readers and give them the wind to soar higher. Enclosed within these pages are words that we hope will instill in you a sense of positivity and give you a new outlook towards life.

Through our new section 'Strings still attached', we hope to take you down the memory lane of Nirma where we are sure nostalgia will bring smiles to your face.

We also have a dedicated section for our entrepreneurs. Our alumni here speak of the winds which made them the successful entrepreneurs that they are today. In another section named 'Insider's Opinion', our alumni give expert insights of their respective sectors.

All in all, we earnestly hope this edition is an enjoyable read for all. Happy Reading!

EDITORIAL TEAM



RASHI VIRMANI



ANCHITA VOHRA



SHREYANS SARUPARIA



PRASHANTH MUDALIYAR

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Message from the Director

Your success stories are our pride and inspiration

Dear Alumni,

It gives me great pleasure to write to you in this year's edition of AL-Inc. This time the theme is 'Wind Beneath My Wings' where the Alumni share with us their support system that gave their wings the motivation and inspiration to keep flying high.

With the completion of another successful year, I am proud to announce that the institute has been awarded with the SAQS (South Asian Quality Assurance System) accreditation for five years by the Association of Management Development Institutions in South Asia (AMDISA). This comes in support of the institute's persistent goal to provide quality education in line with the global benchmarks.

We feel overwhelmed seeing our alumni base getting stronger with every passing year. Your success stories continue to inspire us and our students to strive to work harder and perform better. You bring the institute immense pride and encouragement.

We, as an institute, are committed to identifying ways in which our alumni can offer opportunities,

learnings and personal development to our students. Conforming to our objective, we aim to strengthen our Mentorship Program this year which will help our students by providing them with a relevant corporate exposure. This will facilitate their career advancement and progress.

I look forward to staying connected with you all and hope that you will continue to walk the journey with IMNU for generations to come.

Wishing you all the success for your future endeavors.

Dr. M. Mallikarjun
Professor & Director at IMNU



Message from the Chairperson

We wish for a continued relationship in the future

Dear Alumni,

It gives me immense joy and pride to announce the latest issue of 'AI-Inc', the institute's Annual Alumni Magazine, launched with sincere efforts from the Kaizen Committee.

Having earned a Grade 'A' accreditation from the National Assessment and Accreditation Council (NAAC), the institute takes pride in announcing its further accomplishment of attaining the SAQS (South Asian Quality Assurance System) accreditation for five years by Association of Management Development Institutions in South Asia (AMDISA), an international association, and a 'SAARC' recognized body. IMNU has now 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.

We are fortunate and grateful that the institute has always received a strong support from the alumni along with their distinguished contribution. We

wish for a continued relationship in the future as well.

We aim to give a concrete shape to the Mentorship Program this year along-with building an enduring co-working environment. This would facilitate in providing guidance and aid to our students with respect to their summer and final placements, with a prime focus on their holistic growth. Our efforts remain directed in raising the standards of our knowledge dissemination to support our students in achieving the zenith of their career trajectories. We look forward to the association with our alumni to help us achieve the same.

We wish you success and happiness in all your endeavors.

With warm regards and best wishes.

Dr. Sameer Sudhakar Pingle
Chairperson - MBA(FT)

FROM THE FACULTY LOUNGE

YOU HAVE BEEN ASSOCIATED WITH THIS INSTITUTE SINCE A VERY LONG PERIOD. HOW HAS THE TRANSITION OF STUDENTS BEEN, THROUGH THE BATCHES, IN ALL THESE YEARS?

Each batch is different and has its own flavour. But I am inclined to think that the earlier batches that I taught from 2003 onwards were more excited and had questions in the class. They were eager to learn and were more responsive in classroom interactions. The subsequent batches, one experiences, are passive as learners. Maybe they have their own reasons. But one definitely looks forward to more interaction and challenges in the classroom.

WHAT WOULD BE THAT ONE THING THAT ALWAYS MOTIVATES YOU TO KEEP MOVING FORWARD?

It's a simple line often said, "All that happens is for your own good". I have tremendous faith in the Almighty and his love for me. I believe that nothing happens without a purpose. And having moved on, when I look back in time, I am clearly able to see the good that has happened to me. This continuous hope keeps me positive, happy and contented all the time, creating a lot of energy in me.

"Events are temporary, but how we change is what is permanent"

YOU STARTED YOUR CAREER IN THE CORPORATE SECTOR AND THEN MOVED ON TO THE EDUCATION SECTOR. WHAT MOTIVATED YOU TO CHANGE THIS PATH AND HOW HAS THIS JOURNEY SHAPED YOU AS AN INDIVIDUAL?

Honestly, this was not a planned move. I was pushed by the environment in the Corporate Setup. I wasn't too comfortable working on execution all the time and running without any time for reflection. Value difference with my boss led me to leave my first job and take on a new role in another organisation. Wanting to add value to myself, I started doing a PhD, and little did I imagine that it is what is going to create a second career for me. Now when I retrospect, I realize that it was a very logical move, though an unplanned move. I feel happier than what I was in the Corporate Sector. The academic world has put me in touch with myself as an individual.

WHAT ARE YOUR THOUGHTS ON THE CHANGING SCOPE OF HUMAN RESOURCE MANAGEMENT IN TODAY'S ERA? AND WHAT MORE NEEDS TO BE DONE?

HR as a function has changed completely since the time I started working in the 1980s. One very clear message is that any HR professional needs to be



PROF. HARISMITA TRIVEDI

MBA, Fellow Programme in
Human Resource Development

business professional first. They have to understand the organization, its business and the operational elements thoroughly. At the same time, they must understand that society has changed and the employee of today has different expectations. They have the opportunity to help the decision makers to think about the people who work for them. HRM as always still needs to remain customised and unique to each organisation. One needs to resist the temptation to 'cut-copy-paste' what worked for another organisation. In today's stark number driven businesses, HR professionals need to be even more sensitive, perceptive and responsive than ever before.

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

Always remain strong as individuals. Spread lot of love, and you will get that in return and remain happy always. Forget events, they come and go. What you learn from them and what it does to you, is what stays permanently. Life is a lot about loving others, being happy and showing care. The last message would be that always care for your parents. The pure experiences that you create for them are an investment that lasts a lifetime. So, Invest!

Prof. Trivedi is a human resource professional with over two decades of practicing experience in industry, which includes six years as head of the function. Prof. Trivedi's professional experience spans across functions such as recruitment and selection, training and development, performance management, administration and employee relations. Having moved to the academia in 2003, Prof. Trivedi currently teaches courses in Human Resource Management, Written Communication, Organisation Structure and Design & Dynamics in the Masters programmes of the Institute of Management, Nirma University. Apart from this, Prof. Trivedi also teaches courses in Strategic Human Resource Management, and Teaching Learning Process in the Doctoral Programme of the Institute.

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Wind beneath my Wings



UTOPIA AND DYSTOPIA - SEEKING THE EQUILIBRIUM



SAPAN OZA

Batch of 1999-2001 MBA FT

Regional Manager at

Tata Consultancy Services

reality of a four letter word called life which will make this article sound like an art film. A fatalistic and dystopian line of thought. And you would agree that utopia and dystopia are the two extremes and while life cannot sustain at either, these states do create a lot of turmoil. Philosophical as it may sound, but this is true of life for anybody. Hits and misses, wins and losses, exultations and miseries, all these lead

us to oscillate between the two extremes, desperately seeking equilibrium, thus creating stress. The challenge is not about not oscillating between the extremes, but is to come back to equilibrium from that state and eventually reach a point where the amplitude of oscillations is dampened.

Over the last 18 years, the wind beneath my wings (to make Kaizen committee feel good) has been the effort to maintain this equilibrium. There have been

As I sit and put words to thoughts, there are a few options available to me on how to go about this. This is an alumni magazine and will be read by fellow colleagues – seniors, juniors and peers. The first option is to write what others want to read and something that makes them feel good. In other words, write a Miss World interview answer, “I want to change the world, make a positive contribution, work for the downtrodden and make the world a better place to live.” Sounds good and utopian on stage but is an eon away from reality. The other option is to portray the harsh

*"All along,
the line that
kept me going
was, this too
shall pass"*

wow moments in my career and there have been real harrowing experiences (not getting salary for 4 months to promotions being delayed). All along, the line that kept me going was, "This too shall pass." What this means is no state whether utopian or dystopian is constant or forever and every situation changes. These four words helped me keep a balanced head amidst chaos and flux all around. What these taught me, and I believe them in letter and spirit is that no situation, however good or disastrous, will stay forever. It provides that uncanny ability of not losing your head when successful and not to be depressed when things are not going your way. This may sound philosophical for some and clichéd for others, but a centrist approach provides that calming influence which prevents hysteria, depression and most importantly, stress. It enables you to control the situation rather than the other way round.

One more thing which has constantly kept me going is the consideration of Life Wholesomeness Index while making crucial career decisions. You may call it Life Completeness Index or any such name that you would like. What this means is that any decision that I make has to be evaluated in totality with the overall impact it will have on my career, family, safety & security, personal space, health, hobbies and others. What happens is while focusing on one factor strongly, we often lose sight of the other factors and while that one factor will have an exceptionally high score, the scores of other factors take a beating. The little pleasures of life such as watching your children grow or reading them a Geronimo Stilton or Harry Potter or a quiet evening watching the sunset have an intangible cost which needs to be considered while making a decision. It does

"Passion and conviction are the two words that drive my life"

not come as a surprise that organizations today focus tremendously on Work-Life Balance and if early indicators are symbolic of any trend, there is already a buzz around this of improving the wholesomeness of life rather than work more for a fatter paycheck.

Last but not the least; I would also fall into the trap of the cliché. Passion and conviction are the two words that drive my life. Right from the time that I was on the campus (1999-2001) till date, I have decided and practiced that I will not take up anything that I am not passionate about, however lucrative it might be. With passion

comes conviction. And conviction provides that dampening coefficient to prevent oscillating between the two extremes.

I believe in the above three winds (if I can use that term) viz. this too will change, life wholesomeness index and passion, and have practiced them during the last 20 years. Am I successful? Have I done well? Just like our case studies at Nirma, the answer is depends (how you look at

it). But, let me tell you, following these winds (gosh..again..these winds are now into a full blown storm)...life has been exciting and more importantly, I can face that man in the mirror, right in his eyes.

Epilogue: To all those you managed to survive reading this and suppressed the urge to be into a self-destruct mode thinking why did I even read this, let me give you the real wind beneath my wings that keeps me going – mere dono bachche chhote hai aur installments kaafi bade bade hai....!!!

Adios and be good...!!!

DIFFERENT IS NOT ALWAYS BAD



ACHINTYA RAI

Batch of 1999-2001 MBA FT

Director Operations at
Video Volunteers

The world looks different from the eyes of the poor. It sounds different, smells different and feels different. Generally speaking, different is not necessarily bad. While studying business we are taught to embrace change, to welcome it even. We are ever encouraged to be the agents of change. Different is not always bad.

Now imagine this scenario – look at it as a case study about differences and management thought, apply your intellect to arrive at an answer and solve this problem. Solving a management problem is a three step process:

1. Define the problem - its causes and effects.
2. Define the possible solutions - all possible solutions, no matter how bizarre some of them may be.

3. Assess the resources available and choose the solution that gives the most return on investment.

Case study:

Someone was at a crowded railway crossing in a city in one of the poorest states in India. A child approached. She was an 8 year old girl. Every day, a person

would give that girl some food. But today this person doesn't have any food left over. So she offers the child her mouth freshener- sweetened aniseeds. The child is puzzled. She asks, "What's a mouth freshener?"

The concept escapes her – to eat something for reasons other than for quenching incessant hunger. To eat for joy. To exercise choice in food. To have choice. To want and not need.

"It's the easiest to roll up the windows of the car"

The above case study has various problem statements. It also has many solutions. The easiest and most economical being, to roll up the windows of the car.

Unfortunately that's not how it went in real life. Kshama Hastak, who is a 2001 pass out of the IMNU, tackled it differently. She went to that girl's home and collected the children from her slum and started free classes for these children the day after the railway crossing incident. This was 2013. She started Sarthak Foundation that today has close to a 1000 children who get free classes every day all year in their slums. These children used to comb litter for food, suffered from sexual and physical abuse, used drugs, worked at shops and as beggars and street performers. Today they study English, mathematics, computers and about gender issues, environment and empathy.

Like all entrepreneurs Kshama runs a tight ship juggling between front facing fundraising roles and operational and efficiency related responsibilities that have a direct bearing on the lives of her children. A non-profit is similar in many ways to the service industry. One crucial difference though is that the receiver of the service is not paying for the service. The challenge is to not make compromises on the quality of the service delivery. When there are two clients- one who receives the service and one who pays for it, who do you please first? Especially when, in most cases, there is no direct connect between the two clients. If the receiver of the service is not paying for it, what incentivises one to make sure the service is good? I would go on to say that it's certainly 'winds beneath the wings'.

"If the receiver of the service is not paying for it, what incentivises one to make sure it is good?"

Kshama did not come from a family of entrepreneurs. She had worked at regular full time jobs in the corporate sector and academics for close to 12 years when she decided to start Sarthak. The decision was not a planned one. An unplanned decision- and a major life changing one to boot. How unMBA-like!

The decision might have been a result of an impulse that broke through the years of cynicism that studying management and working in the private sector brings in all of us, but everything that followed was all about good managerial skills and planning:

- Like any entrepreneur she recruited collaborators- team members, volunteers, advisors and funders. Network, network and network they say, and she did.
- She set up detailed processes to standardize her operations- a necessary requirement if you are not a boutique service provider and plan to scale.
- She constantly thinks about efficiency and economy. How to ensure that most of what is raised reaches the service receiver- I am loath to use the word "beneficiaries"- with minimum spillage?
- She thinks about ways to augment her service, whether by adding counselling for parents, taking the children on corporate field visits or organizing workshops on gender and patriarchy.
- She thinks about social media and communications. How to reinforce the faith of existing supporters and how to recruit more allies?
- She thinks about funder engagement.

- She thinks about HR related issues- whether related to the staff or the children or their parents.
- She thinks about finance, audits and financial reporting.

Sarthak today has close to a 1000 children, 9 centres, 1 primary rural school and 25 full time staff. Kshama finds ways to interact with and teach the children. This is what keeps her going- the wind beneath

her wings. She is fond of running and reading- not at the same time though. Kshama quit her full time job in 2015 to join Sarthak full-time. She doesn't yet draw a proper salary. But soon...

THE INGREDIENTS OF SUCCESS



KSHITIJ JOHARI

**Batch of 2006-2008 MBA FT
Director - Equities and Private
Banking Group at HDFC Bank**

in the famous *Outliers: The Story of Success*.

Success is a function of persistence and doggedness and the willingness to work hard for twenty-two minutes to make sense of something that most people would give up on after thirty seconds, writes Malcolm Gladwell

Success, or for that matter life, also is a sum total of our experiences. Those experiences, be they positive or negative – make us the person we are, at any given point in our lives. And, like a flowing river, those same experiences, and those yet to come, continue to influence and reshape the person we are, and the person we become. None of us are the same as we were yesterday, nor will be the same tomorrow morning when we wake up.

It is this quality of mankind that keeps us alive and keeps us growing; probably what biologists call "The Theory of Evolution". It is extremely important to undergo that process of evolution within the self too, both consciously and subconsciously, and that precisely is what drives a man forward. Of course, all of it moves ahead with a combination of external and internal forces, a lot of which may or may not be in our hands. It is here that an extremely strong support system is required for us to be kept grounded. It might be different for different people, for me it definitely has been my family – My biological family, and my family which I made in the 2 years between 2006 and 2008 – The IMNU family.

Those are the people who keep you grounded when you are flying, and who make you fly when you are down and almost out.

It is also important to understand, and it comes naturally with time, to understand your priorities in life and what success means to you. Success for some might mean a corner office and loads of money, while for some it might mean taking a week off for something you're passionate about. Success ultimately is the liberty to do whatever you actually wish to do...

Of course as written in the first paragraph, success would ultimately be achieved by a combination of intent & skills. Skills are something that can be acquired over a period of time, but intent has to come from within. And in the longer tenure, it is intent that drives a person ahead. Intent, which is also called Attitude, is what decides where and how a person is moving. It is extremely important not to give up on your value system & virtues even when the going is not in your favour.

So as you go up in life, remember your roots

and who you are. Remember all those people who matter in your success, whether it is your family, friends, colleagues, neighbors, superiors, subordinates etc. It is these people who make or break you, and not you alone. Human civilization has evolved and will keep evolving, and therefore it is also important to evolve yourself too to becoming a better human being every day. Continuous small good deeds every day add up, and as mathematicians say, become huge owing to the power of compounding.

So in a nutshell, success is a relative term and more a state of mind than anything else. It is important to understand what success means to every individual internally and whether that success makes one happy or not.

All the best to all the current students on campus, and a little word of advice for you guys: Make the most of these beautiful times, learn a lot, grasp things, make lifelong relationships because life outside campus is very different and it is these 2 years on campus that sets a foundation for your life ahead. God bless, and enjoy.

*"None of us
are the same
as we were
yesterday, nor
will be the same
tomorrow when
we wake up"*

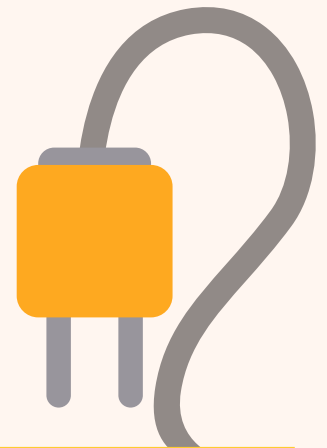




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Insider's Opinion



Alums share their insights on the latest trends in their sector

SIX REASONS YOU SHOULD BUY HEALTH INSURANCE

Prabhat Vijn

The cost of medical expense is going higher with each passing year. It makes immense sense to secure yourself and your family against any medical eventuality. The first and foremost thing to do is to buy medical insurance.

- **Sedentary lifestyle:** Hectic schedules and sedentary jobs have increased occurrences of lifestyle disorders. Problems related to cholesterol, diabetes, heart, lungs and bones are affecting even those who are under 40.
- **Financial Planning:** A good health plan would cover unfortunate accidents as well as medical expenses. This way you can invest your money wisely.
- **Much more than just hospitalisation:** Today health plans cover day care procedure and OPD, and not just serious hospitalisation. Even vector borne diseases are covered.
- **Catching them young:** Health insurance premiums are highly dependent on your age and infect, there is a steep rise in the premium slab post age 30.
- **Dependency not just on group health insurance:** Being dependent on just your company's group insurance is not at all wise. Buy an individual cover to stay secured even while you change jobs.

- **Tax benefits:** Under section 80D of the Income Tax Act, you can avail tax benefits up to Rs. 25,000/- per annum when you buy medical insurance for our family. You can also avail a rebate of Rs. 15,000-20,000 if you buy health insurance for your patents.



About the Author:

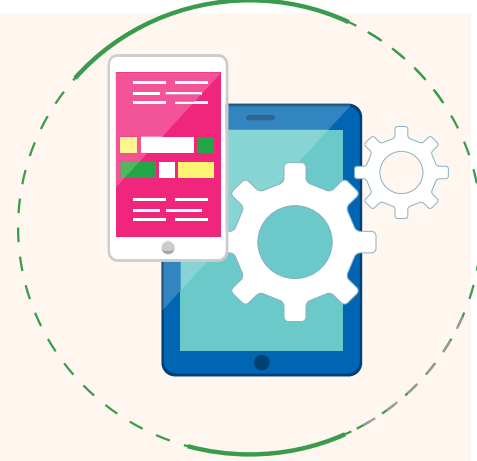
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DIGITAL DISRUPTION: COLLABORATION IS THE NEW COMPETITION



Rituraj Saxena

In one of the International Banking Conclave I attended few years back, on 'Future of Digital in Finance', I came across a question by one of the participants, "Is FINTECH the future of Banking or the Banks are going to pull up their sleeves and COMPETE to ensure dominance in this ever changing financial world?". While the question created a lot of curiosity in one's mind during that time, nobody had the right answer for that.

However, the experience in last couple of years suggests that the highest impact for FinTechs has been through working with the incumbents rather than against them. While tech companies & FinTechs being more agile & flexible have emerged as formidable players ready to 'disrupt' the whole banking industry, they are more likely the 'enablers'. They have created a completely new financial services ecosystem that brings both risk and opportunities together. The opportunity here has outweighed the risk by way of constructive, COLLABORATIVE and strategic partnership with the big daddies which have been in the business of Risk Management for decades.

Gone are the days when the Tech companies were busy in automation and digitizing the operational processes and their presence were confined to the backyards. They are now out in the market ready to challenge the traditional banking model, in fact change the concept of Banking. Millennials don't see 'Banking' as arriving at the branch through the revolving doors and open the accounts or look for an acquaintance to help secure funding for their business.

Chatbots, cobots, wearables, wave payment are the new Banking norms. Be prepared and familiarize yourself with terms like smart contracts, artificial

intelligence, digital Ids, robo-advisors, augmented reality, cryptocurrency, blockchain, as these could soon become a part of your daily banking experience.

One can say that it has shaken the traditional Banking model to its core, but the ultimate winner is the customer, especially, unbanked and underbanked.

These wide range of benefits offered is the reason why FinTech's and Banks are no longer the competitors but 'Friends with Benefits'. Ultimately, the Art of Collaboration can take you miles ahead of your competition. Banks that lead to adopt & embrace this Collaborative Ecosystem stand out to their competitors. Like I said, *Collaboration is the New Competition!!*

About the Author:

Rituraj Saxena

**Executive Vice President,
YES Bank Ltd.**



(The views expressed here are personal and do not represent opinions of any entity whatsoever with which I have been, am now, or will be affiliated)

The Entrepreneur's Zone

Get to know IMNU's very own entrepreneurs.

VIVEK KAPASI

FB&E BATCH OF 2009-11

MANAGING DIRECTOR
SHREE VIDYANAGAR
SCHOOL



Being an Entrepreneur, you need to be ready for a Roller Coaster ride daily". I am the third generation Entrepreneur and Managing Director of a 65 years old prestigious School in the city of Ahmedabad.

Challenges faced by me were different than the first generation entrepreneur, and I think most of the second and third generation faces the same challenges. First we need to be a part of existing business, understand the work culture and then lead the same. People think that we are lucky enough to get direct position or top post, but the harsh reality is it is difficult to live up to the expectations, and maintain the goodwill of the business. Also, to expand the business and earn the same respect and confidence as the previous entrepreneur is a big responsibility. Here the biggest challenge is faced when our actions and decisions are compared with our last generations.

Since the inception, I was told that we are into a noble profession of Education so we should run the business with ethics and manners. This should be considered as the foremost factor to run the school as we are providing education to the future of our country. Being an entrepreneur you need to be the Jack of all trades as there are so many external factors that are not in your control and still we need to take decisions by our past

experiences, intuitions and calculated risks.

I have learnt a lot from my two years of student life at IMNU. We were very lucky to have children of some very reputed business houses. Our classes always encouraged two way communications and it didn't feel like boring college lectures but instead were very interesting discussions. I still remember, once our class of Managerial Economics was to get over around 8.30 pm but due to the discussion of an interesting topic which led to positive arguments, we concluded the class at 11 pm. We cherish those memories till date.

I would like to share one incident which gives the insight of how free and flexible our professors were. We had an industrial visit to China, Hong Kong & Taiwan. We were strictly told not to go to Macau. Being so close to the sin-city, some of our batch-mates arranged the visa and made plans to go to Macau at night and get back the next morning. Things went well in Macau but due to some reason we reached late to our hotel in Hong Kong and got caught. We feared getting suspended from college, but instead we were given a project on the business model of how casinos run...

I wish all the best to the current batch and would advise you to take part in maximum activities, may it be NCL, CONCLAVES or any other as these will be the memories you will remember and cherish throughout your life. You will learn the maximum out of it. I assure you that when you complete your journey at IMNU, your subconscious will have a larger and border vision for life!!

Mr. Vivek Kapasi is also the founder of another very successful organization 'Dangee Dums'.

Being an entrepreneur you need to be the Jack of all trades

HARSHAL GOHIL & VANDAN KAMDAR

BATCH OF 2009-11

CO-FOUNDER:

LEARNING DELIGHT



The idea was sown in 2009, when I was an MBA student from Nirma University, and had gone on a visit to my hometown in Kutch for Diwali. Exposed to both rural and urban education systems, I had an understanding of the gaps in teaching techniques in the rural areas, even though the curriculum as per the State board largely remained the same. Looking at how things were, I wished to change the status quo.

During my MBA days, I met my now co-founder and friend Vandan Kamdar, who was equally excited about the idea of revolutionising education in rural areas while tackling ground realities. As we started working on the software development aspect while completing our MBA in March 2011, we also realised about the other one thing to further our dream of upgrading the education system and that was local participation.

We would attend our classes in college during the day, and in our spare time and well into the night built the first prototype for the schools in the rural sector of Kutch. We identified three main issues to work on— the software, teacher's training and the hardware.

We are a startup that aims to provide digital learning tools that can aid teachers and engage students in the rural and Semi-urban area. Children today don't just need grades and high scores as part of their academic life, what they require

is applicable and feasible education and LEARNING DELIGHT strives to fulfill this gap. The most unique feature we believe is that we start at the bottom of the social pyramid, targeting the rural and semi-urban areas. With Learning Delight we want to make learning a delightful experience by incorporating animation, riddles, puzzles and stories that are aligned to support teachers and enhance the quality of student engagement - based on state board curriculum making prescribed textbooks fun and easy. It is a teacher-centric software tool meant to aid teachers in a classroom through the use of technology already available in their schools. We started by providing solutions for Government Primary schools and have steadily grown over the last 7 years. Learning Delight is currently functional in 10,000 rural government schools spread over 13 districts of Gujarat.

There were some obvious gaps in the market that we sought to bridge while coming up with a solution: Some of these were:

- Language – Software available in the market was in English, the teachers had problems in grasping the language. They were more comfortable in the regional language
- Resistance to change in teaching technique
- Hesitance to use the technology
- No internet connectivity

Thus the team built every part of the operating software, including UI, animation, riddles, quiz, in regional language so that teachers don't face any kind of language barrier.

The Learning Delight software is incorporated with e-books that have multimedia components. This enabled the teachers to use the software more effectively in the classrooms. Learning Delight works offline, and does not rely on Internet connectivity to enable digital teaching.

The team doesn't depend on rural schools to generate revenue as they believe it would defeat the purpose of empowering these schools. Instead they appeal to corporate social responsibility initiatives of companies or philanthropists to fund Learning Delight.

Learning Delight selects schools with government-run Computer Aided Learning programme, and installs the software in those schools. During installation, they train teachers on how to operate the software. We had challenged ourselves; if they can't understand the software in the first 15 minutes then we are not doing it right.

The software is designed to address current gaps in the rural education sector, such as language barrier. It is a simple technology that enables wider and faster adoption, and since it is a teacher-aiding tool that replicates their current teaching methods, it makes it easy for teachers to use it, without deviating too much from their current teaching methodology.

Gujarat alone has approximately 32,000 rural and semi-rural schools in the State. The team believes that there is ample ground to cover next year and plans to extend their reach to neighbouring States over the next year.

Our ultimate goal, of course, remains to empower each and every rural school in India with the Learning Delight software and support the government's initiative to digitise rural schools all over the country.

Looking at how things were, I wished to change the status quo.

Alumni Day 2017

11th NOV

The homecoming event of 2017, the **Alumni Day of IMNU**, was conducted by Kaizen Committee on 11th November, 2017. The theme was **The Knights of the Sea**.

The event served a plethora of memories to the alumni who 'Anchored their Ships' to the grounds of IMNU. Alumni from the first batch of IMNU came to the campus and many more from different batches over the past years. The day was filled with a variety of activities and events, both formal and informal.

A faculty interaction session was arranged which helped in enhancing the alumni relations. A curriculum review workshop was arranged to review the syllabi of the Full-Time MBA course and the Family Business MBA course. Herein, the alumni gave their valuable suggestions to the faculties for the course, to improve the learning process for the students.

The alumni interacted with the current students in the 'Expert se pooch' session. The speakers for the session were Mr. Sameer Dwivedi, IndusInd Bank; Mr. Nishith Modi, Karnavati Chemicals; Mr. Anil Pansari, Pansari Palace & Resorts; Mr. Vaibhav Kathju, CIBIL Ltd. and Mr. Sapan Oza, Tata Consultancy Services Limited. They spoke about the different sectors such as Banking,

FMCG, and Manufacturing. A General Body Meeting was also held.

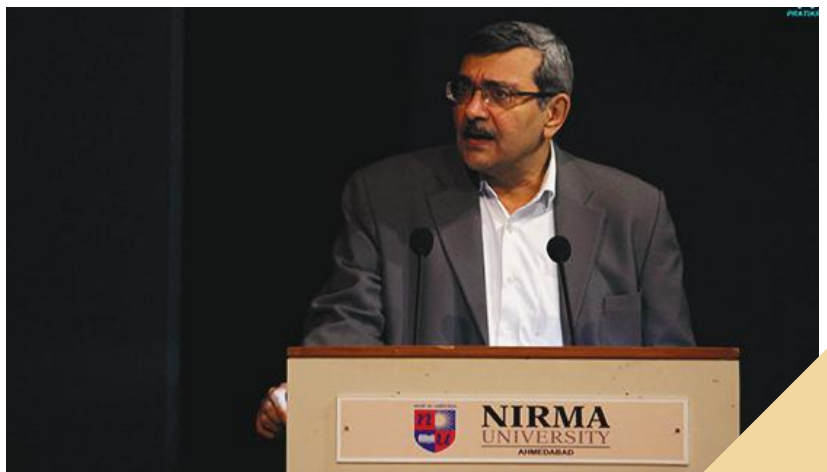
The Drum Circle Company made the evening more exciting and exhilarating. Dr. Hasit Joshipura, Head of Corporate Centre at Larsen and Toubro, the chief guest of the event inaugurated the auditorium session by addressing the alumni. Dr. Joshipura delivered his speech on "Global Development Trajectory- Post War." He enlightened the audience with his knowledge and insights.

He also unveiled the 'AI-Inc: The Annual Alumni Magazine' themed 'Prudence for the Past'.

Further, the night had a lot of entertainment in the form of an adorable dance performance by the kids of Saral Foundation. Chehre and Fiesta clubs of the institute also entertained the audience with their amazing talents.

To truly conclude the day of homecoming on a high note, there was a DJ night organized in the back lawn of IMNU where the students mingled with the Alumni in a blissful environment over dinner and bid their farewells to these 'Knights' who had to sail off in the dead of the night.

This annual event was indeed the highlight of the last quarter of the year, 2017.



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”

The 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.

2017-2018 YEAR IN REVIEW



1.



2.



3.



4.



5.



6.



7.



8.



9.

1. Cyclothon

Rotaract

4. Carnival

Fiesta

7. Ignus 3.0

Clique

2. Festember

Student Welfare Committee

5. Filmyakhada

Chehre

8. Jaw Dance

Karwaan

3. Break the Code

Optimus

6. Fin-O-Mania

Finesse

9. Lohri

The Cultural Committee



10.



11.



12.



13.



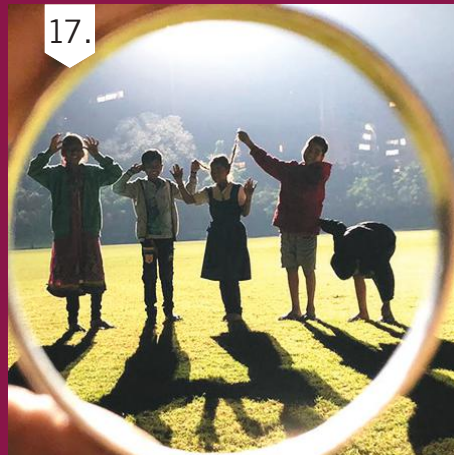
14.



15.



16.



17.



18.

10. Marketing Mayhem
Niche

13. Paintball
Imprintz

16. PR 10
The Cultural Committee

11. Monopoly
Swayam

14. Paradigm 2.0
News Junction

17. Shutterbug
Pratikriti

12. Paint Your Dreams
The Cultural Committee

15. Parakram
Sportzzz Comm

18. Street Smart
Swayam

CONCLAVES 2017-2018

Industry Interactions

UTKRISHTA | H.R. CONCLAVE



Ms. Manisha Kelkar, Head Corporate HR, Nuvoco Vistas Corp. Ltd. commenced the HR sessions by setting the theme of the session as 'New Age Talent Management'. She interacted by bringing up three cases on what is changing for organizations & explained the factors affecting the ways of working with polarities.

The valedictory session of the Management Conclave was addressed by Mr. Pratik Modi, Senior Director (Head of Technology India), S&P Global. His session was based on 'Artificial Intelligence & Robot Based Intelligence'. He explained how S&P Global is involved in providing market intelligence, based on its values of Integrity, Excellence and Relevance.

The session chair, Dr. Nina Muncherji, concluded the two day conclave by extending the vote of thanks to the dignitaries who had graced the event with their presence.

UTKRISHTA | FINANCE CONCLAVE



The first speaker, Mr. Ritesh Chavan, co-founder of The Money Roller, spoke on 'Life of a Financial Market Trader'. He listed how not trading in the financial markets turns out to be a shortcoming affecting our lives.

Mr. Mitesh Desai, Vice President (Finance), Mizuho Bank, the second speaker spoke about the various products offered by Mizuho Bank. While giving an overview of the banking products, he explained Trade Finance, Retail Banking & Banking Operations.

The third session was addressed by Mr. Hrishikesh Deshmukh, CFA, and an alumnus of IMNU. His focus was on 'Disruptive Technologies Shaping Our Future'. He talked about how humans could face an existential crisis if AI takes over even the basic functions.

The sessions from Finance domain concluded with a session by Mr. Apoorva Vora, Founder & CEO at Finolutions Wealthcare LLP. The theme being 'Changing Dynamics of Private Wealth Management', he described the participants and the stages in which they are involved in wealth management.

UTKRISHTA | MARKETING CONCLAVE



The inaugural address was given by Mr. Sameer Desai, Chief Strategy Officer, Brand Launch Centre & CEO, Seagull Branding & Advertising Services. Making the audience rethink about what brands really are, he talked about three core questions in brand building: 'What is the obvious truth that your brand is based on?', 'How many prosumers do you really need?', 'Does your brand have an idea that the prosumer will champion?'

This was followed by the second session by Mr. Narayanan K. S., Independent Advisor in the Food and Beverages Industry. It revolved around 'Food Services: B2B Marketing'. He further talked about transforming the focus of an organization from the 'Best product, Lowest Price' to 'Total Customer Solutions'. He later introduced a concept of '7 Genes' (empathy, epicurean, diversity, life scars, free spirit, intuitive, inner fire) in the food service industry.

The last session was by Mr. K Aayush Mazumdar, CMO at MeraEvents who spoke about the History, Present and Future of Marketing. He introduced new concepts like 'Attribution – The New A in Marketing', and how marketing is math, art, music, literature, psychology, and chemistry combined.

UTKRISHTA | OPERATIONS CONCLAVE



The Operations Area sessions kick-started with the first speaker, Mr. Manikandan Murugesan, Head India Supplier Quality & Zero Defects Program, Supply Chain, Civil Aerospace Operations, Rolls Royce India Pvt. Ltd. The theme of his session was 'Path Breaking Practices to Achieve Zero Defects'.

Mr. Bhanu Pratap Singh, National Head, Buying and Merchandising, Reliance Retail Limited was the speaker for the next session which was based on 'Retail Operations & Merchandising Innovation'. He emphasized on the evolution of retail operations and how it has snowballed from Kirana Shops to e-retailers.

Mr. Muralidhar Pundla from Akshaya Patra stated that the foundation serves 1.7 million children from 14,200 schools every day. The tone of his address was 'Quality Management – The Akshaya Patra Way'.

The last speaker of the day was Mr. Anil Patel, Sanand Plant Head, Ford Motor Company who talked about the four pillars of Ford – Quality, Green, Safety and Smart. He spoke about Zero Defect manufacturing and Higher Productivity.



Kaizen – The Alumni Relations Committee of the Institute of Management, Nirma University organized Pratidhwani – The Alumni Conclave celebrating the contributions of its alumni in various fields across industries. The theme of the conclave was “From Ideas to Implementation”. It focused on how small ideas can change the world and one’s life if implemented in the right way. The fifth alumni conclave, inaugurated by Dr. M. Mallikarjun, Director, IMNU was divided into five panel sessions consisting of marketing, finance, human resource, operations and entrepreneurship.

The Finance panel was graced by Mr. Vishal Thakkar, Founder Director, Tridha Advisors Pvt. Ltd. & Mr. Naresh Golani, Associate Director, CARE Ratings. Mrs. Shalu Sood, Head HR at Sterlite Technologies, Mrs. Aditi Jain, Corporate Manager at Reliance General Insurance and Mr. Sekhar Kumar Anupindi, DGM, BEML hosted the HR Panel where they shared their success mantras & advised the students to choose their battles wisely. Mr. Naveen Kejriwal, General Manager, Lenovo lead the Management panel followed by Mrs. Gunjan Yogendra, Senior Manager at Genpact & Mr. Tapan Jena, Group CEO, Sunheart Tiles where they stressed on how growth is still possible with minimum resources at hand. The speakers for the operations panel were Mr. Deepak Acharya, COO at Inox India, Mr. Lalit Sharma, Head of Excellence at Cybage & Mrs. Neha Gupta, Associate Director at Flipkart. The Entrepreneurship Panel consisted of Mr. Mohit Mangal, MD and CEO at iQue Ideas Pvt. Ltd. & Mr. Anay Mashruwala, Head of Marketing at PDPU/Venus Engg. Works and Mr. Ateet Bajaj, founder at Star51.com where the line which caught the most attention was “You do not want to die fighting a particular battle because life is a long war”.



The 21st Nirma International Conference on Management (NICOM), organized by IMNU, commenced on 11th January 2018. The chief guest for the inaugural session was Mr. Gurmeet Singh Sethi, Managing Director, Johnson Controls- Hitachi Ltd. where he stressed on the importance of Digital India campaign, the need for Smart Cities, and the creation of high-level jobs with the advent of technologies such as Artificial Intelligence. The conference was held for 3 days where the Plenary Session on Day 1 was graced by Mr. Mukesh Kumar- Municipal Commissioner, Ahmedabad Municipal Corporation who stressed on how Planning while working on a Transformational Change is important. Prof. Jagdeep Chhokar- Association for Democratic Relations Chhokar articulated that for a society to grow, it must find a suitable way of organizing itself. The last speaker of the day, Mr. Sanjeev Jain, Executive Director – Indian Oil Corporation Limited summed up the session with an insight that even smallest of ideas can create a significant impact on the society.

Day 2 saw two plenary sessions, the first was led by Prof. Sanjay Verma, Professor, Computer and Systems – IIM Ahmedabad speaking on “Technology and Transformation”, followed by Mr. Dhananjay Dwivedi, Secretary – DST, Govt. of Gujarat sharing his insights about government’s viewpoint on change in technology and how they have adapted to it. Ms. Rajal Chattopadhyay, VP & Global Head, Global Portfolio & Knowledge Management, Atos International was the second speaker who emphasized on digital transformations followed by Dr. Abhishek Nayak, University of Amsterdam who spoke on Social Media Monitoring and its Importance in today’s world. The second plenary session was chaired by Mr. Thyagrajan K– Founding Board Member, iCreate, Gujarat who addressed the audience to focus on the importance & impact of Start-ups. Speaker Mr. Hasit Kaji, Vice President & Head – Special Initiatives, TCS, stressed the need for innovation and its impact, followed by Prof. Dinesh Dave, John A. Walker College of Business, Appalachian State University expressing his views on the requirement of logistics cluster in all businesses. The day ended with Mr. Deb Majumder, Partner and ED – Communication Sector, IBM, emphasizing on how important the youth of the nation is.

The Conclave came to an end with Prof. Balakrishnan Unny of IMNU, giving a brief report of the Conference & a speech by Mr. Vighnesh Shahane, CEO & Whole time Director, IDBI Federal, the chief guest for the day. The Valedictory session was presided by Mr. Seshadri Rajaram, Managing Director, Erhardt + Leimer, Ahmedabad, as the guest of honor casting light on the facts pertaining to the industry today & the changes it is and will see in future.

STRINGS still ATTACHED

The Great Mutiny of Birthday Bumps



Abhishek
Vatsa

I vividly remember those days when at midnights the clock struck 12. This was one time when every soul in the boys' hostel was feeling blessed except one – the birthday boy. Yes it was birthday celebration time and Nirma did it in its own style.

At that hour of the night when the whole world slept, we challenged the owls at their own game. The entire hostel atmosphere was filled with hysteria. Every student started marching out of their rooms to be a part of this great revolution called Birthday Bash.

Lo and Behold! Every man jack gathered outside the birthday boy's room and there were slogans and outcries asking him to come out. It was a war like situation. With much effort (door banging), persistence (staying put) and negotiation (threatening) the birthday boy has finally given-up and has opened the door of his room. One rule of birthday celebration was 'longer the wait to find the birthday boy, longer would be the celebration time'.

Once the birthday boy got into the clutches of this crowd on a mission the celebrations would begin in full steam. The task was really cut-out and folks took to their responsibilities in a flash. It took 4 souls to lift the culprit (read as birthday boy) by his hands and legs so that he is parallel to the ground and then started the great mutiny of birthday bumps. People took their turns and with every volley

of bumps the entire hostel echoed with howls and wails.

Not only the birthday boy, but his room-mate, friends, friends of friends, birthday alarm and who not got swept in this madness of birthday bumps. The ordeal didn't just stop at birthday bumps. Some looney amongst us had the great idea of absolving the birthday boy of all his sins. So what he does is very simple – takes a bucket, fills it with hot water from the geyser and pours it on the birthday boy and shouts his lungs out - Swaaha.

And thus the birthday boy goes through the pain and penance and in the process is exonerated of all his sins. Such is the power of Birthday Bash!

Once the celebration has ended, an eerie silence spreads all over the hostel premises and waits for the next one has started. Every birthday celebration is an encore of the previous one, just that the targets keep changing.

We Understand the Value of a Thing Once We Lose It



Vamshi
Challapalli

I've always heard people saying, 'We understand the value of a thing once we lose it' and I completely agree to it and can pretty much relate with my experiences on PLANET IMNU. Experiences from that very first day, when I entered the campus and started to find out where the boys' hostel is, till that very last day when I felt like leaving my second home. Be it the punctuality expected for the very first class at 9 am or the extended group discussions in hostels which affected the former badly, every new habit I was getting used to were simply memorable.

Let me take you back to that typical 8th hour of every working day which I'm sure all of you can relate. Sleep, peace, music on speakers and rest are the words for the first 50 mins. What about the rest 10 mins...? Hurry, speed, hunger, case studies, assignments and above all the very uncertainty of reaching class by 9am.

Classes, lunch and classes...it's 7pm and I'm back to B-404 after a 15 mins break at the mess. While 70% classmates on floor plan to decide on the dinner place, I quietly go to the mess calling myself a loyal to it :p Dinner done and the B-404 lights go off at 2:30am.

I am surely hiding or mostly lying if I say that this is all what happens at IMNU.

Music is my best friend and I don't remember how many rounds I've walked listening to music

round the University and in very particular the sports ground. But, what I miss more is to do the

same rounds of walk but with my good ones discussing life, good and positivity.

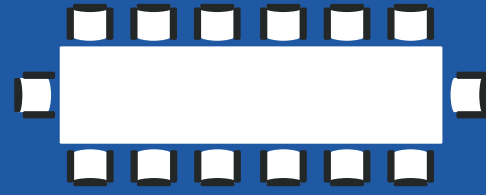
Going out party with friends and dancing till the music is ON is something I never

did before. Infact, I never thought I would enjoy it so much and miss doing it now. And yes performing in the auditorium...special thanks to Fiesta - my favourite.

Opportunity of working together with a team of highly spirited and diverse young minds was something I looked forward to. And I got the opportunity with Placecomm. Yes, I miss being there and working for the committee.

Lastly, how can I not want to relive that very special day, convocation :) And that proud moment when faculty meet my family and take time to talk about me and my stay at IMNU.

MEET THE BOARD



Get in touch with the
IMNU Alumni Board

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Message from the faculty

'Alumni', the word brings back wonderful memories of the days when you were on campus with us.

I have shared beautiful moments with you and always felt happy and proud hearing about your achievements and success.

As you continue on your chosen paths, fulfilling your dreams and acting as ambassadors of IMNU, do keep in touch with your Alma Mater.

An institution's fame rests not only on its administration and teaching staff, but also on the achievements and developments of its students and alumni.

We are extremely proud and pleased that you have been an important part of our institution and will remain in our hearts forever.

Looking forward to meeting you all time and again on all such occasions like the Alumni Days.



Prof. Nina Muncherji

Dear Alumni,

I believe Alumni are the most valuable asset for an institute. I wish Alumni of IMNU to play a significant role by actively participating and sharing their valuable professional experiences and success stories.

Wish you all a great journey ahead!



Prof. Sapna Parashar

Dear Alumni,

Greetings!

We are really proud of what you have all been doing since you left Nirma University campus. It is exciting to have a good representation of alumni from each batch to mentor our students. We are extremely thankful to our alumni across various modes of practice who bring valuable guidance and service to students and faculty of IMNU. Alumni play a very important role in institution building and I wish to extend my personal appreciation to all our alumni who have contributed to the journey of IMNU. Who better than you know that we maintain a high level of academic and research environment and perhaps those of you who hold key positions in the industry or have become successful entrepreneurs, would be interested in meeting our students, faculty members and be part of IMNU's teaching-learning environment.

IMNU turns 21 this year and I hope you will join us to celebrate this very special year.

We look forward to your continued support.



Prof. Subrat Sahu

Dear Alumnus,

I am happy to be connecting you back through the efforts of your alma mater Kaizen team who are working hard to keep in circulation this AI-Inc! It creates a nostalgic vibe within me when thinking of you who have graduated from here, looks as if it was just yesterday we were troubling each other... so to say! Now you almost all have reached to newer heights, sharing greater responsibilities, both at work and on family fronts. We feel very proud and elated to connect with you! Although the Institute is making all efforts to remain in touch with you all through various formal forums as well (still remember our one of distinguished alums Jyotil Mankad on 30th August interacting via Skype, with other Faculty of Management members in one of the statutory meetings responsible for shaping and giving directions to the Institute), do come by or at least drop a message/line of advice for us to formally involve you in whatever way, depending on your interest.

With Best Wishes ever...



Prof. Rajesh K. Jain

Dear Alumni,

It is my privilege to welcome you all every year to the Alumni Meets.

It is always a great pleasure to return to your Alma mater. It is an occasion when students go down the memory lane and relive the wonderful memories of the college days. Our graduates are widely-spread holding key influential positions across organizations. We are blessed to be able to interact with them and build new relationships. Our alumni have always helped us by recognizing the progress of the Institute and by deliberating on how each one can contribute directly or indirectly towards further growth. May our bond with the alumni grows stronger and may our Institute scale new heights in the coming years!

Wish you all success for your future.



Prof. Meeta Munshi

Dear Alumni,

Our roots remain fundamental to the strength of the pillars we erect. It gives me immense pleasure to connect back to our roots, our alumni, through this medium.

Your progress and success in life has been a constant source of motivation for the institute. It serves as a vital push to continue with our persistent effort to build quality managers, in line with the global standards. Your contributions and insights help us cope with the ever changing requirements of the industry and I hope, this association we maintain continues to become stronger. I look forward to active future engagements with you.

With best wishes for all your future endeavours.



Mr. Indranil Banerji

ka↑ZEN





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