



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

PRA TIDHWANI

Alumni Conclave Report 2020

THE 7TH ALUMNI CONCLAVE 2020

Theme: **The Road not Taken**

Date: **1st February 2020**



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PRATIDHWANI 2020

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Kaizen – The Alumni Relations Committee of the Institute of Management, Nirma University organized Pratidhwani 2020 – The Alumni Conclave celebrating the contributions of its alumni in various fields across industries. The Alumni Conclave is an endeavour by IMNU to bring together its alumni on a common platform to share their experiences and industrial insights with the current students. The Institute hopes to encourage industry interaction and prepare its students for the gruelling corporate world. The conclave commenced at 10:00 am on the 1st of February 2020. The conclave was inaugurated by Dr. M. Mallikarjun, Director, Institute of Management, Nirma University.

The theme for this year's conclave was "**The Road Not Taken**". It highlighted how people are always faced with choices, to decide upon something that will make all the difference in their lives. Every journey is unique, every choice has its own reasons and every choice embarked upon is not only about the destination but also about the Journey. We all seek a path of conformity, a path where the end is accounted for but as life plays out, it's important to understand that it's the journey that makes a person. People often choose the

path often trodden by others as it provides a sense of security to them, but it's the road not taken that inspires mankind and makes the change in this world. Thereby, representing the choice to make your own way in life, to forge a path of oneself. The world needs the misfits, the rebels, the troublemakers. The ones who see things differently. Because they change things. They push the human race forward. It is by acting independently, freeing themselves from the conformity of others generally making their own choices. We wish that our alumni convey the message of faith, confidence and belief that opportunities would be plenty and we need to capitalise on them, which we believe would be a great opportunity to learn from our alumni's past experience, and take these as a foundation for our future endeavours. The real essence of success lies in the fact of following one's passion backed by abilities rather than joining the bandwagon.



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AKANKSHA BUMB (Entrepreneurship Panel)



Ms. Akansha Bumb is the Founder and COO at F5 escape and is in an Alumnus from batch 2007-09).

Ma'am was the speaker for entrepreneurial panel and the theme was "The Road Not Taken". As per the theme of the conclave ma'am gave deep insights on how she felt the need to change the corporate life that she was working into. She emphasised that one should be very firm and dedicated for any change that they want in their life and should never fear trying it. For this she even shared a personal experience on how she explored her need and wants and decided what is that she actually wants and are necessity for her.

She even shared that there is innovation in each and every field and one should try all the fields of interest. She further explained that we can discuss and explore new ideas and innovations. Sharing her personal experiences she emphasised on how she met new and different persons on her way, these new people helped her to find new herself and decide on her way of life.

Lastly, she explained that in order to try new things one should never forget the basics in one's life as they make us strong and help us in following our paths the way we want to. We must have integrity, honesty and respect in all of our dealings.

ANURAG KABRA

(Entrepreneurship Panel)

Mr. Anurag Kabra being one of the speaker of the Entrepreneurship Panel of this years' Alumni Conclave is the co-founder of Madanmohan Govindlal, a textiles trading firm situated in Ahmedabad, Gujarat. Sir is an alumnus from the batch of 2013-15 and has done his MBA in Entrepreneurial Studies.

Mr. Anurag Kabra being a very recent pass out and a young alumnus had a very fresh and energetic feel in his talk. He addressed to all the students with a lot of enthusiasm and gave a lot of tips and great advice for the students to make the most of these 2 years of their MBA life. He being an alumni of the MBA Entrepreneurship Program, specially addressed to the present MBA FB&E students as well to not take this course casually and make the most of the offerings of the program as even while running their own businesses, the knowledge and training imparted during the program will have an ever lasting impact on their thought process and mentality.

Sir shared a lot of his learning and experiences on life after MBA and managing his family business. He also shared a few of his college life memories of the classes, auditorium sessions and the activities that took place at the campus, which had delighted the audience.

Apart from academics and the program, sir also shared a few of his personal insights or suggestions to the students which mainly revolved around the fact that it was okay to



make mistakes or taking wrong decisions in life. There is always scope for learning and improvement. Failure and having to face adverse situations are like an assurance to a safer and better future but only if you decide to work harder and never give up. Sir also stressed on the fact that the students are always expected to get out of their comfort zone and work hard day and night but he mentioned that it's okay to relax and take it easy for a while. We all deserve a break and if you feel that you require one too, then you must take it. He also mentioned that recognizing and following your passion is the most important task that one must focus upon.

Sir finally ended the session by gracefully answering to a few queries raised by students regarding various factors to consider while taking a decision about their career post MBA and the do's and don'ts that they must keep in mind.

Mr. Dhruvil Patel

(Entrepreneurship Panel)

Mr. Dhruvil Patel was the speaker of the entrepreneurship panel. He is the director at BPC Projects and Infrastructure Pvt. Ltd. He is our alumnus from the batch 2006-08 (FB & E). He is an ambitious and one of the most promising young entrepreneurs of Ahmedabad. Mr. Patel joined BPC Projects and Infrastructure Pvt. Ltd. at the young age of 21 while pursuing civil engineering. He is a traveler, photographer and a history lover.

The conclave began with the entrepreneurship panel commenced with two other alums namely Mr. Anurag Kabra, Co-founder, Pegasus and Mrs. Akanksha Bumb, Co-founder and COO, F5 Escapes along with Mr. Dhruvil Patel.

Mr. Patel focused on how important it is to respect employees and customers to get them connected, as in this era of globalization, finding new is not easy. He mentioned the important factors that should be kept in mind while dealing with the customers as well as in workplace. Moreover, Mr. Patel discussed about encouraging mutual respect among the employees that will reduce workplace stress, conflict and results in greater productivity.



Sir added that improvement in communication enhances teamwork and increases understanding.

ABBEY THOMAS

(Marketing Panel)



Mr. Abbey Thomas is our alumnus from the 2000-02 batch. He was the first speaker of the Marketing panel. He is associated with the Kellogg Company for over 7 years and is currently serving as an Associate Director in Integrated Business Planning. With over 17 years of work experience, he has been associated with top corporates like Bharti Airtel, PepsiCo and Wipro spearheading the business development arm of these companies.

At the start of the session, he began with some interesting facts about Kellogg. He then mentioned about the experience he had all the corporates he worked for. He mentioned different ways of looking at marketing. He also spoke about the importance of Sales. He said that in any organisation, the sales department plays a pivotal role in the success of the business. The unique and important role of sales is to bridge the gap between the potential customer's needs and the products/services that the organisation offers that can fulfil their needs.

He talked about the technological advancements and gave some examples related

to mom and pop stores. He asked students to work on their interest areas. He mentioned that there is no such thing like failure, whenever we attempt to do something and fail, we end up doing something else. You cannot fail, you can only produce results.

ANUBHAV SOOD

(Marketing Panel)

Our 2nd Panellist for the marketing panel was Mr. Anubhav Sood, is an Alumnus from the batch of 2007-09 and has done his MBA in the marketing domain. Sir is currently working at Amazon Internet Services Private Limited as a Client Relationship Manager. He was previously acquainted with Hewlett Packard for ten long years. His presence in the conclave enlightened us about the various ways in which we can succeed in our future and also take the companies to the pinnacle of success.

Anubhav Sood started his presentation on the topic “The Road not Taken” by telling us about the wrong paths taken by big corporates which led to their decline. Sir told how we should not trudge on the wrong path and gave an example of Nokia where the company did not take up android and had to face the repercussion by losing its market share. He also narrated about the bad decision made by his own company i.e. Amazon when they launched Amazon Firewalk.



Mr. Sood also spoke about various points which will help us in our lives; briefly they were:

- Ask why
- Be objective
- Disagree but don't be rowdy
- Money matters, but so does opportunities

Lastly he defined and differentiated between the three words: Hobbies vs. Passion vs. Interest and taught us how each one helps us to grow as a person and in life. Mr. Sood gave the audience words of advice from his own career experience that he possesses and also acquainted them with what the corporate holds for them.

His words were highly appreciated with a lot of applauding by the students, his wits and charm paved their way through the crowd.

CHARUL MOHTA

(Operations Panel)

Ms. Charul Mohta is our alumni from the batch of 2007. She has contributed to the companies like Infosys, AXA Technologies and Birlasoft. She is currently working as a lead business analyst in CGI.

She started her session with a very beautiful and thought-provoking poem 'A road not taken' by Robert Frost which was our exact theme of the event. She emphasized on the idea of how important it is to pursue the things which we have never tried before, because that is the only thing which would actually make the difference. As the famous lines go 'Two roads diverged into the wood, and I took the one less travelled by, and that has made all the difference'.

Ma'am also mentioned that Infosys HR Hema Ravichandar as she revolutionized the whole domain and gave it a strategic point of view. She spearheaded large-scale HR interventions, change management programs, broad banding initiatives and leadership and management development programs to grow and future proof the organization. According to her, this is what is the road not taken.

She also mentioned a very important point relating to digitization in the various industries.



She emphasized on how digitization is changing the world. She advised the students that they need to broaden their horizons and not restrict themselves which would ultimately hinder their own progress. The takeaway from her discussion was that we all should be equipped to handle the ever changing situations and be able to adapt to changes.

MANU PRATAP SINGH

SOLANKI

(Operations Panel)



The second speaker for the Operations panel, Mr. Manu Pratap Singh Solanki is currently working in HUL as IT Innovation Manager.

Sir is an alumnus from the batch 2006-08 and has done his MBA in Marketing and Operations. He has worked with Tata Consultancy Services (TCS) for more than 6 years.

At the advent of his session, he told the students about some interesting facts related to Unilever. Following which he shed some light on the key levers for the successful growth of Unilever like streamlined Operational efficiency.

The main focus of his session was the discussion about the Purpose Workshops which HUL conducts to help the employees to find their purpose in the company. This was Unilever chooses to tread on the road not taken and align the employees goals with that of the organisation. This discussion was taken forward to understand the reasons behind finding our purposes. A few of them were: motivation and inspiration to bring out the best, boost to our happiness and wellbeing, provides a compass in the changing world.

He went on to tell the crowd about how Unilever is different from the standard company norms which is built through the purpose workshops. Sir tried to maintain a two way discussion with the crowd which was very engaging and fruitful. He spread a message of positivity and inspired the students to be stress free and find their interests in life. He was very clear in imparting his learning through his experiences which made the session quite real.

Mr. Solanki read out a famous quote which he firmly believes in, by Mark Twain: “The two most important days in your life are the day you were born and the day you find out why.” There are more reasons to believe in one self than to doubt yourself.

It was indeed an enriching experience for the students to gain insights about the 13 year career trajectory that Mr. Solanki has lived.

RAJESH HUDDA

(Operations Panel)

Mr. Rajesh Hudda was invited in the conclave as a prominent speaker for the Operations panel. He is an alumnus from the 2003-06 batch, MBA (part-time) with International Business as his specialization. He is currently working with **Sintex Industries, Ahmedabad.**

During his speech, his main focus was to motivate students to think big and achieve heights. He said that the theme of the conclave “The Road Not Taken” is perfectly aligned with his life and mentioned that he has been able to multiply his salary by 23 times in the past four years! The secret of this success lies within his approach of working. He mentioned that he has worked in every industry in his career and that he keeps looking for those companies facing financial crisis and figures out a way to get into such companies and assist them tackle the problems.

Mr. Hudda was very confident in saying that the competency of a person lies in his ability to sell himself: "the better you sell yourself, the better you will be paid off." His advice for the students who are going to be the future of corporate world was to focus on productivity and quality, stating these as the two most important aspects of work. From them, quality can be tuned to 100% efficiency, the main fight goes on in productivity.



He shared the happiness mantra which he employs in the corporate world at the end of his speech: *Work more than others, know more than others, and expect less from others.*

PARTH DAS

(IT Panel)

Mr. Parth Das is our alumni from the batch of 2010-12. He has contributed to various firms in the most leading business roles like strategy consultant, International Account Manager, General Manager in Growth Operations and is currently working as an Associate Director into Customer Management with SAP since three and a half years.

An outstanding personality doesn't get craved unless you have a great fall. He started off his session digging deep into his past of his days in college. Focussing on the theme of the conclave "A Road not Taken", he made the audience fall deep into his stories of being an average performer during his course. He made sure he shared all those experiences to make sure that the audience gets a feel. The journey of his life made everybody feel that hard work pulls off and brings you on a great success one day.

He had prepared a wonderful presentation on developing digital solutions in the competitive era. The presentation depicted the various digital alternatives into the product space in the outnumbering of IT industries. He also iterated how relevant is the trends in technology and the ways we need to be upfront through each one of them to remain the best in the marketplace. According to him, the technological revolutions from nascent to the



veteran technologies are attempting to put its footprints into the industry. In this era of globalization technological innovations and getting savvy through them can bring us forward and help us become the best.

His life experiences inspired the audience and they could derive great insights from it.

PRIYATNA BASU

(Finance Panel)

Ms. Priyatna Basu is our alumnus from the 2005-07 batch. She was associated with Yes Bank as the Vice President for about 4 years. Prior to that she worked with HDFC Bank as Relationship Manager for 6 years & also as an HR Consultant with Tulip Consultants. Mam has completed her Mathematics Honours from Delhi University.

Mam spoke about how one should always work on his/her personal branding because physical growth reflects in professional growth. She also spoke as not to give up on your brand while facing challenges. Professionalism is a must to be learnt & practiced leading to success at workplace, high reputation & excellence. She also emphasised that students need to innovate continuously to claim a unique position in this competitive world & one innovated when he is challenged.

Talking about the corporate scenario, she advised students not to quit jobs in the initial phase & to be rough & tough to understand the roots. They should look for opportunities in their field. According to her, a student might take specialisation in a particular domain but in due course of time with skill enhancement, he can end up finding himself in a job of different domain. So it is imperative to explore new vistas & grab opportunities that come your way.



She talked about how advancement of technology has added a new flavour to the finance domain. A student is expected to be skilled in analytics, excel apart from being well versed with core finance knowledge. Students should work towards their interest areas & polish their skills accordingly. They should be ready to face failures as they are the part & parcel of life.

AASTHA TATIA

(HR Panel)



Ms. Aastha Tatia, our alumna from the batch of 2006, has over 9 years of corporate experience in Dubai, Mumbai and Jaipur in the areas of Product Management and Sales. She is currently pursuing her passion as an Anchor and living the purpose of her life as a Happiness Coach at Let's Design Life. She believes that Human is the most important resource and it is imperative that it is looked after well. Helping one achieve one's true potential will not only make the person more productive but also content with his work.

With our theme for the year being "The Road Not Taken", Ms. Aastha was an epitome to help the students understand how some decisions are not just to be taken from our minds but also the heart. She emphasized on the importance of believing on yourself, understanding what are your motives and where do you want to see yourself, without having any apprehensions. She could successfully gauge the interest of the students with the questions she shot in the very beginning and by beautifully narrating her life story, how she switched roles in her career to the most satisfying one. Her session was very interactive where students participated with enthusiasm and discussed the questions which mattered the most to them about their thinking and future choices.

Ms. Aastha with simplicity explained it to them how one can find a perennial source of happiness by looking within oneself. What we achieve in life is a result of what we have truly aspired and that it's never too late to make a decision. One choice, one decision can surely make a lot of difference in your life both affirmative and negative. Sometimes the shadows of life are caused by standing in way of our own sunshine. However, you only can change the negative consequences into positive by pondering upon what you really want.



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THOMAS MAMPILLY

(HR Panel)



Mr. Thomas Mampilly is currently working with wells Fargo as their HR business partner since 2017. Previously he was associated with wipro infotech in the hr domain itself. The hr panel started with chitra maam as the chair and him being the first person to share insights. The session started on a cheerful note with Mr. Thomas engaging the audience. He spoke about how different areas of expertise could help as an HR. His speech focused on how knowledge in finance helped him understand and use it to his advantage in negotiations. There were instances and examples from his personal life how he was able to crack deals with his knowledge in finance domain and from the experience he had in the merchant Navy.

The session was quite informative and motivated the students to have a wider set of skill set and not limit to a domain. The personal examples and jovial way of delivery captivated and enticed the audience.