



## Alumni Conclave 2019 – ‘Pratidhwani’

*8<sup>th</sup> February 2019*

### **THEME: ‘Construct, Destruct and Reconstruct’**

Perhaps what we most need in helping us to embrace the dual identity of our nature is a deep and constant awareness of the critically vital “why” underlying the destructive dynamic within the creative process and the inseparable union of creator and destroyer. We destroy in order to create; we become destroyers so that we can ultimately become creators. We don’t destroy for the mere sake of destruction itself and we must not remain destroyers only. Our responsibility is to participate in destruction that leads to productive creation, not that merely perpetuates further destruction. We will likely be better able to integrate the destroyer aspect of our identity if we can see ourselves as “creative destroyers,” those who destroy in the service of creation. In the end, this may be the secret key to unlocking and releasing the floodgates of our creative potential for growth and constructive transformation.

Progress, is the way forward. To move forward relentlessly, certain traditional and restraining practices need to be abolished. With the same target, it’s the new and the advanced that will redefine frontiers. To construct a bright future, the old needs to transform in line with the current needs of technology, business and education. The destruction will be followed by innumerable measures of reconstruction along with, new age constructions of innovation to pave the road for development.

## **The Alumni will be talking about: -**

### **Marketing:**

A transition from the old practices to the new to suit the current market scenario of being dynamic and adaptable. For example, using digital marketing to track consumer behavior, and marketing the product accordingly.

Example: SEO – Worth the Effort

Probably no surprise here, but search is the #1 driver of traffic to content sites, beating social media by more than 300 percent. Building an SEO/SEM action plan involves deep analytics on terminology to optimize your search reach, understanding the nuances of search algorithms, and best practices for content placement. Enlisting the services of trained SEO experts generates the best ROI, proving that it is important to ensure that your team is sufficiently trained. You'll also want to track results and possibly change course along the way, but that's the nature of the beast in the SEO world.

### **Finance**

The era of cryptocurrency that has bypassed the existing intermediaries of the banking system to come up with an entirely new system of completing transactions.

Blockchain, the technology predicated on a shared database that underpins the cryptocurrency bitcoin, is being adapted for banking. It could speed up settlements and bolster security.

Banks are increasingly focused on ways to provide a digital service, including use of video, rather than simply concentrating on product sales, in order to retain customers.

### **Human Resource Management**

The transition from personnel management to a holistic approach of Human Resource Management. Traditional personnel management often focuses on managing a workforce from an administrative standpoint. The function is to ensure people are hired, oriented, paid on time and have their complaints and needs addressed. On the other hand, HRM treats employees as a resource much like a factory, a machine or cash.

## **Operations**

Movement from quality checks at the end to a total quality management system at every step to ensure the best quality practices.

Dell's JIT procedure of relying on direct-supply rather than the traditional methods of taking orders in-store. Use of automatic scheduling and delivery of targeted internal media campaigns, work schedule notifications, and read-receipt functions in company one-to-one and group messaging all of which add automatic convenience to daily operational processes.

## **Entrepreneurship**

Virtual existence of a company worth billions operating at a minimalistic scale with 5-6 people as a start-up. They have redefined the whole concept of physical existence of a business to a virtual one. Thus, this whole process of reconstruction is creating a buzz.

If you are a new-age entrepreneur, your idea needs instant prototyping with plenty of room for improvisation. You could always prototype ideas without getting hassled by finances. This approach has resulted in the advent to startups which have now found itself on the minds of global investors and mentors. In summary, the key for entrepreneurs today is to dive into the water and learn to swim; resources would come your way provided you display the survival acumen creatively.

Also, entrepreneurs today, the young especially, have been looking at exploiting trends like the Internet-of-Things (IoT), Artificial Intelligence (AI), and Machine Learning (ML) to find solutions such as smart healthcare processes, smarter retail operations and efficient connected homes.

