

SAPIENCE

IMNU'S ALUM BULLETIN



Filmy Akhadaa	2	Cyclothon 2017	8
Paradigm 2.0	3	Zumba Workshop	8 - 9
Brain Lits' 17	4	E Insight S03	9 - 10
Sportify - The Sports Quiz	4 - 5	Roomies	10 - 11
Monopoly - Section Wars	5 - 6	Alumni Article	12
Biz Quiz	6 - 7	Student Article	13
Fintalk 2.1	7	Save the Date	14

December, 2017 Edition

Filmy Akhadaa

We all love watching movies. With some films we relate ourselves, some inspire us and some entertain us and elevate out the humdrum monotony of life. But how many of us actually remember the dialogues, the story line, and their characters?

Chehre – The Dramatics Club of IMNU, organized an event called “FILMY AKHADAA” to test everyone’s knowledge about Bollywood. Being a competition related to movies, it attracted a lot of crowd, all excited to showcase their knowledge.

The first round started with 4 teams facing off each other, which judged the team bonding and understanding. Each team had 3 members, with one member to guess the name of the movie via the dialogue given, the second had to draw something related to the movie and last member had to guess the name of the movie with the help of the drawing. Out of the 40 teams that participated, only 10 teams qualified for the next round.

The second round judged the dart skills of the participants and also their awareness about the characters of the movies. The number of characters to be guessed depended on the number that they aimed from the dart board. The round was tricky as they had to guess the name of the movie from the clues given to them, with dummy clues making the task little bit difficult. Only 5 qualified for the final round.

In the final round the teams had to make the poster of the movie with the help of thermocol cuttings that were provided to them. The name of the movie had to be guessed from the chit from the balloon which one member of the team had to burst blindfolded with the help of toothpick in the mouth. The team with the least time were declared as the ultimate winners.

The final standings were:

1st Position: Team Fireflies

Runner ups: Team Sachin Sabka Baap hai



Filmy Akhadaa

Paradigm 2.0

NEWS JUNCTION – The News Club of IMNU organised its second event of the season “**Paradigm 2.0**” on **19th December 2017**. It was a fun and engaging event to pull the students out of the monotonicity that the assignments engulf them into. A pre-event was held which was an online quiz based on riddles and trivia to be answered on the Facebook page of News Junction.

The main event started with a traditional timed slide-show quiz. It was given a fun touch of guessing the Bollywood songs from the hilarious English translations along with the general knowledge questions. A set of 55 questions were to be answered within a span of 10 minutes. Top 12 teams out of the 40 teams qualified for the next rounds. The sprinkle of novelty filler round with fast music wherein the participants had to speak a tongue twister or answer a riddle to win chocolates really pumped up the crowd.

The second round was another atypical challenge which required the participants to make the pyramid using empty

cups. The catch of this game was that the participants were not allowed to touch the cups using their hands but have to blow a balloon inside the cup to lift it and make a pyramid. The top 5 teams which gave the most mind “blowing” performance by making maximum number of pyramids within six minutes qualified for the final round.

The enthusiasm was revving in the teams as they were pulled to the IMNU back lawn to battle it off in the last round. It was a nerve-racking ordeal for the five teams as they had to solve a picture puzzle which was distributed in 9 pieces with each piece containing an individual puzzle. The correct answer of each individual puzzle piece revealed the picture of a famous personality which was to be guessed by the teams within 20 minutes.

Team Brainees consisting of Brahmjot Singh and Aditya Jakhotia touched victory with a wide margin with team **NUvines 2** consisting of Raheen Taj, Rushi Raval and Siddharth Kamdar finishing at the second place.



Paradigm 2.0

Brain Lits' 17

Sumantra – The Literary Club of IMNU organized a Literary event on 6th Dec 2017. There were more than 50 participating teams with 2 members each who came loaded with all the Bookish Knowledge. The event was full of fun as well as substantial amount of brain exercise. The first two rounds were quiz with the level of difficulty being raised in the second. There were fun filler rounds in between where all the participants had the chance to win assured gifts for being alert and answering first. Both of the quizzes were elimination rounds which left 12 teams in the end.

The final round was very interesting 'Content Writing' competition where two completely opposite words were

provided and each member had to develop a story around one word and then they had to bridge these write-ups and bring them together into one final text.

The teams that proved to be ahead of others were as follows:

Second Runner Ups- Team AMIGOS – Harsh Khariwal and Atharv Atre.

First Runner Ups- Team BRAINEES – Prasoon Mishra and Brahmjot Singh Lamba.

Winners of BRAIN LITS'17- Team BUGS AND WILE – Shrey Agarwal and Shashwat Kaushik



Sportify - The Sports Quiz

Xquizit – The Quiz Club of IMNU was back again for the third time in this session to rattle the brains of students with “**Sportify – The Sports Quiz**” on 15 December 2017.

After the traditional online round, 30 teams were shortlisted for the offline round from a total of 55 teams. The first round was a pen and paper round in which each team was given 15 minutes to solve 20 questions. The questions were based on various sports events and sports personalities across the globe and required knowledge of current

affairs from the contestants to answer them. This round was followed by a filler round which contained relatively easy questions. Teams were rewarded with chocolates on the basis of how fast they gave the correct answer.

16 teams qualified for the second round in which 7 questions were asked from each team. The deciding factor for this round was the time taken by the teams to answer those 7 questions correctly. The twist in the round was that one of the team members had to keep tossing a table tennis ball with the help of a racket. The team member was allowed

disqualified. All the members were successful in keeping the ball away from the ground and hence the final decision was made on the basis of time taken to answer the questions and the number of correct answers.

A total of 8 teams qualified for the final round, which was the “Infinite Pouncing Round”. It contained 24 visual questions wherein the difficulty level was at its peak. The teams also had to choose between the decisions of pouncing or to play it safe as incorrect pouncing resulted in negative marks. While some pounces were fruitful, others resulted in negative points. The fact that even the team to which the question was directed was allowed to pounce

for brownie points, made the round much more interesting and fair.

After the gruelling round of pouncing, excitement and risk taking, the following 3 teams emerged on the top of the chart:

Winners: Never Walk Alone – Harsh Dubey and Harshit Barai

First Runners up: Wasted Potential – Shashwat Kaushik and Shantanu Gupte

Second Runners up: Peace Frog – Kumar Mulani and Soumya Bakshi



Sportify - The Sports Quiz

Monopoly - Section Wars

Swayam- the Entrepreneurship club of IM-NU organized an event called ‘Monopoly’ on 12th and 13th of December. The event brought back the good old memories through the life-size game of monopoly. A full-fledged auction was organized as a pre-event on 12th to lay the groundwork for the big event on the next day. Here, the teams were given a fixed amount cap within which they had to bid on the companies of their choice based on strategies to win the game of Monopoly the next day.

The next day started with a lot of cheer and excitement as all the 6 sections geared up for the final event. The students were pulled to the back lawn where the grand board was

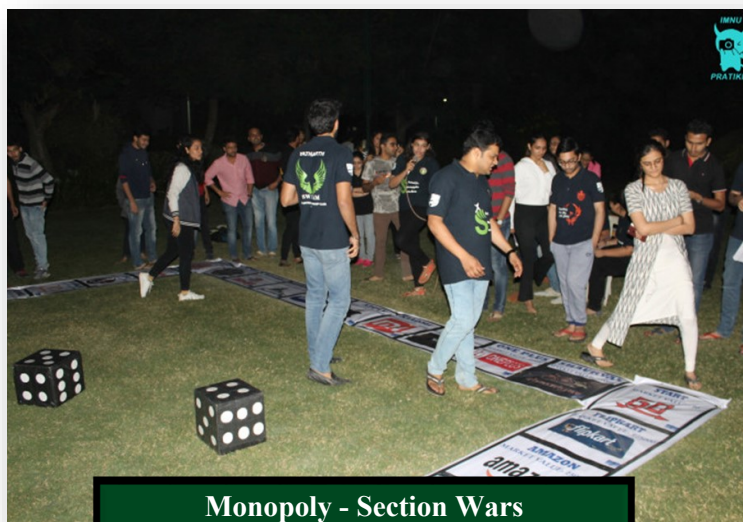
set up for the war. The rules of the game were simple; each team owned certain companies that they had won in the auction on the previous day. As and when the member of any other team set foot on these companies, the host team would be rewarded with rent. Each team tried their luck with the dice along with the implementation of their strategies.

Life size board of Monopoly

To make this board game more enthralling and to keep the contestants engrossed, there were filler rounds that enabled the teams to win gold coins and increase their overall value. These included completing the puzzle, achieving objectives specified on a list and so on.

After the completion of the game and the fillers, the final result was announced wherein the top three performers were as follows:

1. Argonoughts
2. Shauryas
3. Dreadnoughts



Biz Quiz

“Xquizit – The Quiz Club of IMNU”, successfully organized its second event for the current academic year, a quiz event, “Biz-Quiz” on 4th December 2017. The event consisted of 3 rounds that tested the knowledge of participants in the fields of Current Affairs, General Knowledge and Industries. The event saw a participation of around 45 teams. Each team consisted of 2 members.

Round 1 was a crossword round, which had questions associated with mostly Current Affairs and General Industry Knowledge. 16 teams qualified and moved forward to round 2. Round 2 had a quiz in the form of interrelated questions. Unless the team managed to answer one question, it would not be able to link it to the other questions. 8 teams from Round 2 qualified for the final round.

Round 3 was based on business related questions. Questions were asked on owners of companies, competitors and other industry related questions. This round used a ‘Pounce scheme of Scoring.’ The question was asked to

one team, while the rest of the team were eligible to pounce. The question if not answered by the team, was passed on to the next team who did not participate in pouncing. There were -10 points for incorrect pouncing, and +10 for correct pouncing. The team, to which the question was asked, was eligible to grab +10 points and no negative points. Similarly the team to which the question was passed were to get +10 for correct and -5 for an incorrect answer. Eventually, after the gruelling 3 rounds, Team Grey Matter Collectives emerged as the winners.

The top 3 teams are:

1st: Ankur Maheshwari & Vinod Shreedhar (Team Grey Matter Collectives)

2nd: Kumar Mulani and Chirag Pugaliya (Team Peacefrogs)

3rd: Sakar Potdar and Kaushal Kotak (Team Wizards)



Biz Quiz

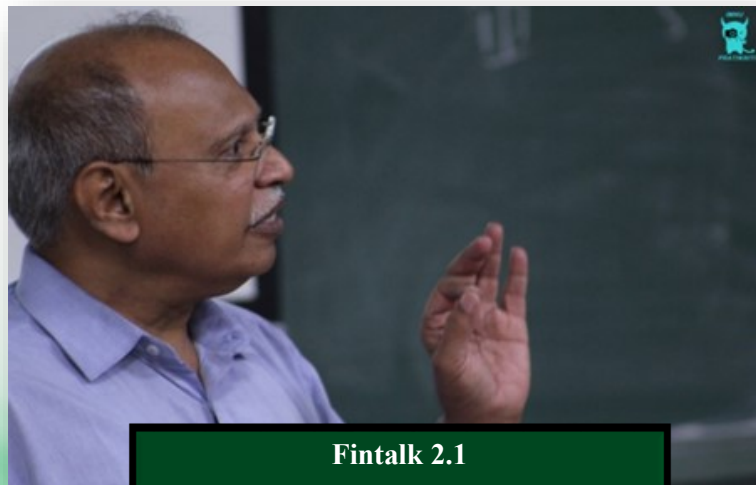
Fintalk 2.1

Fintalk 2.1, the fourth financial talk session of the academic year 2017-18 was conducted by Finesse- the Finance club of IMNU on 8th December, 2017. Mr. Rajesh Shah, Vice President, Finance at Adani Group was invited to discuss about the Capital Structure and Management.

Mr. Rajesh Shah who is an alumnus of Institute of Management, Nirma University, has 30 years of diverse experience. He began the session with the introduction of the capital structure and its objectives. His lecture was an interesting one as he discussed each and every aspect of

the capital structure plan, factors affecting this planning and the process of capital structure decision making. He went on to explain the letter of credit in great detail in order to make everyone present in the room understand the topic. After this, he also explained various instruments like refinancing, masala bonds, mezzanine funding and others to the students.

All in all, the session was a great learning opportunity for the students, especially for the ones aspiring to choose finance as specialization.



Fintalk 2.1

Cyclathon 2017

On a Sunday morning, around 75 students of IMNU rose early to showcase their passion for fitness. This was when the Rotaract Club of IMNU organised Cyclathon on 17th December, 2017. The route was from the main gate of Nirma University to the High Court and back. This com-

prised of a total of 12 kilometres. The cycles were brought from an outside vendor.

It was a fun experience as group of friends cycled together. For many students it brought back their childhood memories as it was after a long time that they mounted a cycle.



Cyclathon

Zumba Workshop

“You know you’re addicted to Zumba, when you can ‘Single Single Double’ on any song”

Zumba classes have some strange rules: Have Fun, Sing Silly, Dance Crazy

Bringing in these strange and weird rules to the world of IMNU, Club Fiesta, the Music and Dance Club of the Institute organized a two-day Zumba workshop on 15th and 16th of December. The objective of organizing such a workshop was to help the budding managers burn some calories and detoxify with a shake and a twist.

Conducted by the highly energetic Zumba trainer, Shruti Trivedi, who is known in the city for her infectious energy and contagious enthusiasm on the dance floor, the two days of workshop helped the students in losing themselves

in music while moving a step forward in finding themselves in shape. Complemented with filler rounds of push-ups and jumping jacks, these two days were power packed with fitness and energy. Peppy English, Bollywood and Punjabi songs on both the days eased the efforts of the students while dancing.

While the first day of the workshop was dedicated to hardcore Zumba, the second day brought a unique experience of dancing with partners, thus enabling the students to enhance their abilities of coordination, balance, and stability. By the end of the second day, stiff muscles started making way for flexibility and the venue was filled with red and pink-faced students dancing their heart out with energy.



Zumba Workshop

E-Insight S03 - EP02

The Entrepreneurship club of IMNU hosted a talk show, the second episode of the third season of E-insight on the 1st of December, 2017. The guest speaker for the session was Mr. Tanneru Suresh, the co-founder of TechiesNest and a graduate from IIM, Bangalore.

The talk show started with getting to know about TechiesNest. To this Mr. Suresh responded by saying that the main concept behind the venture is supporting entrepreneurs with ideas and then evaluating them, developing them into a prototype and further helping the prototypes get into the business mode. Not only this, the business also introduces the customers to the investors to get the required funding. Currently, the start-up holds 250+ customers.

Then, he was asked about what he feels is the most rewarding thing of starting one's own venture. To this Mr. Suresh said, "This was my third start-up after having failed miserably at two". He emphasized on the fact that no matter how many people believe in you, you need to have an unrelenting belief in you. "Convincing people to give credence to your idea and trust you is a huge task in itself. I attempted to persuade 600-700 people to rely on my idea but could get only about 35 people on board and we have been stuck together since past 9 years."

On getting probed to tell about what an incubation centre is, Mr. Suresh went on to explain how an incubation centre helps a start-up rise from a baby to an adult. They take complete care of even the smallest help that an entrepreneurial firm would need, to rise and shine. They help the firms right from the formulation of the business plan, whether this idea should be taken further, provide the customers with the research and development labs to build the idea so that the customers themselves are driving the business. They help young aspiring entrepreneurs procure funding, a well-defined infrastructure, guidance and the application of the right technology in the firm. Out of the 1000 ideas selected at TechiesNest, top 9 ideas are provided all support for free.

He shared from his experience that getting the first customer takes about 12 months. Sometimes, even getting a mere appointment stretches to 3-4 months. You would face resistance from not just your family members but also your own co-founders and team members. There might come a time when nobody would stand with you to support you. What will bring the difference is, despite all the stumbling blocks, your passion and dedication remains alive.

Lastly, Mr. Suresh delivered his suggestions and thoughts on how entrepreneurship has become the bandwagon and almost every third person wants to pursue it. To this, he immediately gushed, “They are all influenced.” He further added, “You need to have guts to become an entrepreneur. You have to bootstrap the entire business to start your journey. Your family and friends will not support your idea.

It’s not as easy as they think.” You fail 100-200 times. It is okay. But to start all over again, you need guts.”

He ended the talk show by motivating the aspiring entrepreneurship students, saying, “You will go through pain, struggle and unsuccessful moments but your passion is what will sail you through.



Roomies

Sharing a room with someone creates a sense of togetherness. You don’t even have to try it, it’s the natural course of things, you read habits, moods and a natural sync develops.’ This was what rOOMies was all about. Expressions – The Fun Club of IMNU, brought out the best features of the roommates on the turf of IMNU.

The event was already the talk of the week, with ‘rOOMies of the week’ being the pre event. In this, roommates were asked to post pictures of ‘Matching Tattoos’ and ‘Signature Handshakes’ and were judged on the basis of creativity and execution. **The winners of this round from Boys were Ankit Jhunjunwala and Anurag Singh (#H1-714) and from Girls were Pranjali Rastogi and Sakshi Prabhu (#H2-316).**

The extravagant response for the pre-event was complemented with more than 70 registrations. The main event

on 07th Dec 2017 had three challenging and fun filled rounds.

The first Round was a quiz on ‘How well do you know your Roommate ?’

25 teams passed this hurdle to reach the next round. Meanwhile, a filler round of arm wrestling was organized, where exciting prizes were given to the participants. The 2nd Round was a special challenge designed to test how much trust the roommates have in each other’s steps.

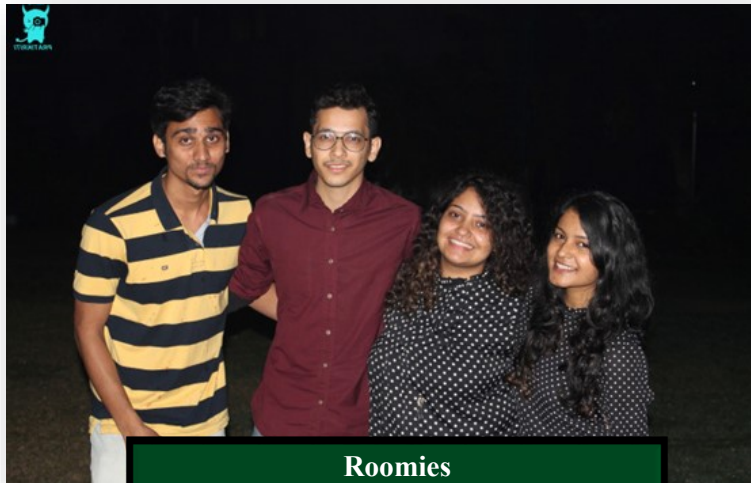
The third round was divided into two stages, first being ‘Dumb Charades’ on Hindi songs. This was also an elimination round, where 12 teams of rOOMies competed to show their bond, but only 8 could make it to the fight at the second and ultimate stage, where there was a unique ‘PaintBall-ish episode’ where 2 teams fought at a time and the one with the maximum points were winners.

The teams that stomped to claim the title of rOOMies were:

Boys- Ankit Rathore and Siddh Shah #H1-702

Girls- Tanya Kumar and Sanskriti Choudhary #H2-705

The event was exhilarating and pacifying at the same time. It was the perfect 3 hour break for all the rOOMies of IM-NU from the tiresome schedule.



SAPTIENCE

IMNU'S ALUM BULLETIN

Warning - You're being tracked!



Student Article

Heena Pajpal

MBA FT (2017-19)

Did you just publish your blog? Did you just upload a picture? Did you just book a cab? Did you just shop for apparels? Did you just look for the closest food court? Did you just google regarding your college assignment? Did you just view that advertisement? Did you just breathe??

If so, you're being tracked. You are a special customer to variety of big brands from Facebook to Flipkart and they just cannot stop looking at what you want to look at. The personalization of options by these applications gives buyers exactly what they look for leading to better sales. And how is personalization implemented? Big Data. A small word with immense dynamics hidden within it.

Before the boom of the concept of big data, we used to deal with traditional data and the picture of data in our mind today is more or less traditional. It brings to our mind an image of a table with rows and columns and links and so on as stored data. But think of information that Facebook has. It can guess the people who might be your friends, the groups or pages you might be interested in. It can even identify where you are in a picture. This is executed with the help of Big Data Growth. Big data is called so because of the massive volume of data continuously being generated in this globally interconnected world. Every picture you upload, every text you publish, every blog you write, everything on the internet adds up to this volume of data. Data is truly big. Out of this huge volume of

data, there is around 33% of data that can give us extremely useful information. But how much data do we actually process for information?

We process less than 1% of it. And this 1% of information is sufficient to rule the world today and shift the operations of IT industry. That is how huge the data is. The more we process data, the more information we get. Data has gone from something static and stationary to something fluid and dynamic. The data flows today.

Marketing is an art and big data supplements it with science. The information obtained help the marketers predict about the pain points of customer, customer needs, target segment, updates expected in the product, where to advertise, what to promote and sometimes, the expected future complaints as well. Big data gives better customer insights and analytics giving us the path to figure out the optimum pricing strategies, better quality of product to fulfill consumer's expectations, automation along with the right direction for digital marketing.

"Data is the new oil." As soon as more and more data is put to use, the value of every bit of data keeps growing. All that big data needs along with it is a purpose. We don't need to simply create and store more and more data. Rather, we need to figure out more intelligent ways of using it. If used appropriately, big data growth is expected to create a revolution in the coming times.

Success Stories of Alums



Vyapati Trivedi
Batch 2003-05
Senior Manager
State Street Global Services

It is our pleasure to present to you one of our successful alumna **Vyapati Trivedi**. Ma'am is an 2003-05 alumna and recently got appointed in the post of Senior Manager in State Street Global Advisors. She has also served prestigious positions in the companies like Goldman Sachs, Bank of America Merrill Lynch, UBS and Gujarat Venture Finance Ltd. Below mentioned is a small interaction which we had with her.

- 1) Many people find the transition between college and "real life" a bit daunting. Can you tell us about your journey? What was your first job out of college?**

I started small, in a boutique VC, where I got to do pretty much everything end-to-end. Those initial few years were a bit daunting, but formed a base to shape my future growth. I focussed more on getting as many learning opportunities as possible, and not so much on fancy designations or pay packages early on in my career.

- 2) What is the most challenging part of your job? How do you keep yourself from getting burnt out?**

I try and maintain a healthy balance between my personal and professional life, which I be-

lieve is also the most challenging part. While it is easy to burn yourself out in a bid to be the best at what you are doing, but in the long run it actually affects your motivation levels and hampers your growth eventually.

- 3) Can you tell us about what makes State Street Global Advisors unique? What is the culture at your company like?**

SSGA focuses a lot on providing employees ample flexibility to be able to maintain a good work life balance, and hence their productivity. They are also focusing a lot on gender diversity with the "Fearless Girl" ad campaign and the SHE fund recently.

- 4) Can you talk about one woman who has impacted you?**

Each and every woman in my life has impacted and inspired me in some way or other. Be it my mother, who taught me by example how to multi task and juggle between my job and family. Or my sister who taught me never to give up in the wake of adversities. Or all of my fellow female counterparts who are fighting their own struggles and trying to change in their own small way how women are looked upon in India.

Save the Dates

January 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

13th January, 2018 - Lohri (The Cultural Committee)

14th January, 2018 - Uttarayan (The Cultural Committee)

16th January, 2018 - SPICMACAY (Club Fiesta IMNU)

18th - 20th January, 2018 - Perspective Richter 10 (The Cultural Committee)

23rd January, 2018 - Mini Militia (Clique - The IT Club of IMNU)

26th - 28th January, 2018 - Parakram (Sportzzz Comm)

Photos Courtesy: Pratikriti; Content Courtesy: Media Committee.

To be in touch with the current happening at IMNU, stay connected with us on Alma-Connect

For any queries/suggestions write to alumnirelations@nirmauni.ac.in