

SAPIENCE

IMNU'S ALUM BULLETIN



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Save the Date
Alumni Day, 2017
October 7th and 8th

July, 2017 Edition

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Alumni City Meet

The Alumni Meet is held every year in the month of July. This year the meet was held in three locations across India - Bengaluru, Delhi and Mumbai on the 23rd of July. We had an attendance close to 110 alumni across the three cities. In the meets, we have discussions on ways to strengthen Alumni-Institute relations. It is also a formal medium to keep the alums informed about the various events and happenings in the Institute throughout the year. Brainstorming takes place about new initiatives that can be taken in order to ensure overall development of the students.

The meet is a perfect reunion for the alumni as well as introduction of new alums (recent pass outs) to join the legacy. The meet helps in flourishing new bonds while the old bonds from the college days get strengthened.

Few insights that were gained via meets at various locations included the suggestion of an Alumni Mentorship Programme which would consist of informal groups of roughly 5 students and 1 alumni who could help them become more industry ready. This would help the students in getting valuable knowledge about the industry from our experienced alumni. There was also a suggestion to include more industry relevant credit sources related to Microsoft Excel, Digital Marketing, SPSS, etc. Overall the alumni recommended a more industry driven approach from MBA. To conduct more institute lecture series in upcoming sectors like Digital, FinTech, etc.

Alumni are dear and a big asset to the institute. Both institute and alumni have been trying to enhance and strengthen relations with each other and will continue to do so for years to come.

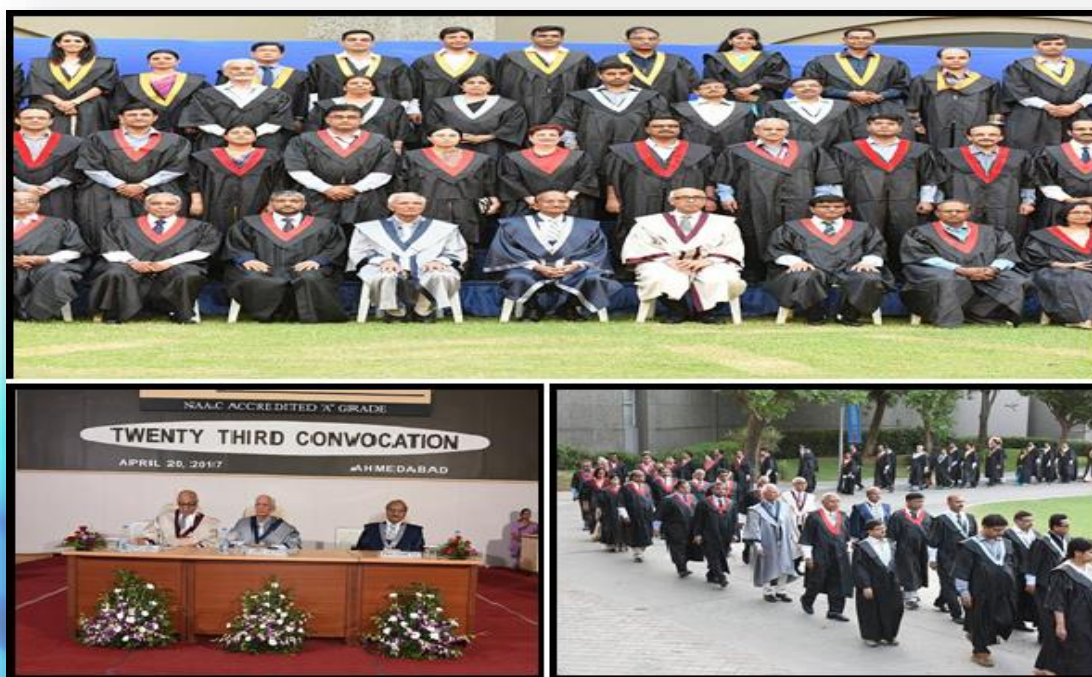


Convocation of 23rd batch of IMNU

On the convocation day of batch 2015-17, our Chief Guest, Prof. Ved Prakash, addressed the students. He was appointed as chairman of UGC in 2013. Prior to this, he has been a visiting faculty at eminent universities like Harvard, Cambridge, etc. He is also a recipient of the US Fulbright Post-Doctoral Fellowship. He started by appreciating Dr. Karsanbhai K. Patel for establishment of Nirma University and its success over the years. He then congratulated the students for graduating from Nirma and wished them all a bright future. Prof. Prakash pointed out how the universities providing higher education have increased since Independence. He brought it to our notice that in spite of a significant growth in student enrolment in higher education, the GER in higher education of our country is still less. He emphasized on how equal opportunities of education should be provided for one and all.

Prof. Prakash mentioned how the four E's, namely Expansion, Equity, Excellence and Employability are the focus of higher education. He raised his concern for gender parity, bridging the urban rural parity and addressing the educational needs of all social groups. He also showed his concern for implementation of NSQF for mobility between vocational and main stream education. He even mentioned how institutions of higher education can connect through National Knowledge Network.

Prof. Prakash suggested how research and innovation is inevitable for the development of any educational institution. He also pointed out how meaningful skill development can enhance the vocational education of any person and earn them respect in the society. He said, "Quality and excellence dimension in all domains of learning has to be the most prominent agenda of our university system."



APRATIM-The Talent Night 2017

The last weekend of July, 2017 brought with it two great things, a couple of sunny days and a glamorous & happening night, APRATIM – THE TALENT NIGHT, thanks to the cultural committee of IMNU.

The presence of our chief guest Mrs. Neepa Singh – Mrs. United Nations Classic 2017 made the event even more star-studded. The event was graced by Dr. M. Mallikarjun – Director IMNU, Dr. Shahir Bhatt, Dr. Parag Rijwani and Faculty Coordinators of The Cultural Committee – Dr. Nikunj Patel and Dr. Mahesh K.C. also witnessed the new talent in the house.

The night started with Saraswati Vandana and was filled with thrilling and refreshing performances. While Club Fiesta raised the roof with their music and dance, Club Chehre got a standing ovation with their immaculate acting and connective storytelling. All the sections brought glamour and panache on the

stage in their own Fashion, with themes as varied as Bollywood – Underworld, Red Carpet, etc.

Individual performances showed the mettle of the new batch of IMNU in all walks of talent. Singers brought melody and plucked heartstrings, dancers pumped adrenaline and swept people away and poetry lifted spirits. All- in- all the 2017-19 batch introduced their amazing talents to the enthusiastically supporting and energetic audience.

Chief Guest Mrs. Neepa Singh praised the audience and said “the Audience cheering is what makes an event memorable- *Audience hai to hum performers hai*”. She also said “the event revived my college memories. So, all I want to do is enjoy the performances.”

The event was a grand success and it lived up to its name APRATIM. It was indeed an event like never before.



Fintalk 1.0 – GST and Its Effect on the Stakeholders and Economy & Fintalk 1.1 – Post GST Implication

First event “Fintalk 1.0” of academic year 2017-2018 took place on 29th June, 2017. Mr. Hardik Shah, Senior Manager at Deloitte, Ahmedabad was invited as the guest speaker to provide insights on the topic “Goods and Service Tax (GST)”.

He used different real-life examples to make students understand the concepts of the GST. He explained the existing framework of indirect taxation and the need of GST. His insights on how the new taxation policy is going to impact various sectors and the consumers, was helpful in gaining clarity on the subject matter.

The second episode of Fintalk organised by Finesse – The Finance Club of IMNU took place on 28th July, 2017. The subject of this edition of Fintalk was “Post GST Implications “. The talk was delivered by CA Priyam Shah. He is a qualified CA from The Institute of Chartered Accountants of India (ICAI) and a member of Western India Regional Council of The Institute of Chartered Accountants of India (ICAI).

The talk started with the basics of the Goods and Services Tax (GST) and the related provisions of the CGST ACT, 2017. The talk focused on the technicalities of the act and its implications on the Indian market as a whole. The extensive knowledge of the speaker on the subject gave students an opportunity to explore various dimensions of this huge indirect tax reform.

CA Shah extensively discussed about the Reverse Charge concept of tax payment as well as the corollary of Unregistered Dealers (URD) payments.

The closing part of the talk mainly consisted details of the GST returns to be filed and the provisions for the same. A short Q&A session followed this talk where the speaker addressed questions asked by students. Therein, he rightfully justified his support to this tax reform. He emphasized the point of a need of increase in the tax net and how it will be achieved by GST. This talk surely answered many asked as well as unasked questions from the perspective of an expert.





Niche-The marketing club of IMNU hosted the very first event of the year, BRANDWIZER 2017 on 27th July. The event gathered a huge crowd that turned the college mess into a lively, spirited place. It went on floors with around 300 people participating to showcase their knowledge of brands and everything related to them. The sponsors were Capillus Salon, Hyderabad Hut and Cafe Scrabble.

The participants were divided into groups of 4 and had to go through 3 fun and exciting rounds. The first round was 'Brand Storm' which was a questionnaire comprising of Logos, taglines, mascots, brand names and crosswords. It was to be completed within 5 minutes. This round was highly competitive as only 12 teams out of 75 were to go to the next round. The second round was named as 'Jingles-Ring a bell' and the time span of this round was 3 minutes. It was an

enactment game where team coordination and the participants' proficiency in identifying the jingles and advertisements of specific brands was put to test.

Team Harbingers emerged victorious followed by team Snickers and team KURG 4.0. Also, Riya Shah, Srishti Bhuwania, Kriti Rathi, Akshay Bavaskar and Meet Shah came out as winners of the online campaign of Niche "Trend your brand". All in all, the event was a huge success and received a lot of appreciation from everyone.

The top 5 teams would make it to the third and the final round. The final round was 'Brand Relay' wherein the participants had to identify the parent company of the product names given to them within 3 minutes in the form of a relay race. The team with the highest score would be declared as the winner.



Ice-Breaking Tournament 2017

In the face of dampening rains and a hectic and tiring schedule of monotony, ICE BREAKING TOURNAMENT organised by Sportzzz Committee - Institute of management, Nirma University was the first platform of interaction on field for the 2017-19 batch and it was a jolt of energy across campus.

The event started with an energetic and entertaining basketball match between seniors and juniors of IMNU. The kick-off match witnessed an energetic and supportive crowd cheering every pass with brilliant 3 pointers till the very last minute.

The tournament lived up to its name when the junior batch took active participation in the tournament and showed great enthusiasm in all the subsequent games.

The seniors showed great support and were more than inviting with juniors acknowledging generously. Inter sectional competitions were organised in Volleyball, Lawn Tennis, Table Tennis, Throw Ball etc. which gave tremendous opportunity to show the mettle as a team.

The 3-day tournament hosted massive participation and was a resounding success. As a result of this, the young batch of IMNU was coloured in the rich Sports Culture of IMNU. This was all possible due to immaculate efforts of Sportzzz Comm - Institute of management, Nirma University, the participants and the ever-supportive crowd.



E: Insights: Talk show for Futurepreneuers

Swayam, the Entrepreneurship Club of Institute of Management Nirma University, organised the first episode of the third season of E-Insights on 27th July, 2017. Through this event, the club brings to the campus eminent entrepreneurs to share their journeys with the young management students.

The guest speaker of the event was Mr. N.K. Chaudhary, founder of Jaipur Rugs. He started the venture in the year 1978 with the aim to create a platform to connect the humble weavers from the rural areas of India to the end consumers of their carpets and rugs.

Mr. Chaudhary is known, along with being the best name in the carpet industry, also for his initiatives to boost women entrepreneurship. His venture has provided training and jobs to women in tribal and rural areas and made them self-sustainable. He firmly believes that front line people are the actual

doers, and it is they who give salaries to the managers, not vice versa. When he started Jaipur Rugs, he had realised that the most beautiful rugs are made by those people who do not even have basic human rights. He has created a loop of communication by which the designs of the weavers are provided to the customers and their reactions and needs are communicated back to the weavers.

During the event, Mr. Chaudhary shared some of his life lessons, such as good is the enemy of the best, knowledge is power, but too much knowledge without practice becomes ego, and last but not the least, the art of finding yourself through losing yourself. He attributes his success to the undying spirit of learning and to nurturing talent at the grass root levels and passing on more benefits to the weavers.



VIDEO ADVERTISING: A NEW TREND IN ADVERTISING



Student Article
Somya Bakshi
MBA-FT (2017-19)

Advertising can be talked about as a tool used by companies to make their value proposition stick in the minds of people. When we say advertising, the famous ads of Coco Cola (Dil Maange More), Pepsi (Pepsi thi pi gaya), Naukri.com (the one where employee calls out the name of his boss) and the Airtel 4g ad series flashes across our minds. With the increase in social media and video surfing sites, companies have shifted to this path of advertising.

Video Advertisements is a new branch of advertisement where the companies use videos before, during or after an online video stream. They also use the “GO LIVE” feature offered by various social media websites like Facebook, Instagram etc. to display their advertisement. The marketers are using the ever-expanding digital connectivity to create a lasting impression.

Why Video Advertisements?

In 2015, marketing gurus and experts were aware about the impact of video on the marketing and advertising world. Videos are easy to remember, encourage sharing and help create a lasting

impression on the minds of viewers. One of the world’s leading animated explainer video company, Wyzowl, reported that in 2016, 61% businesses started using video advertisements in their marketing campaigns and 66% of these used videos for the first time. According to reports, one third of the shoppers will purchase a value proposition after watching a video advertisement. Video advertisements have an upper hand on many factors as compared to traditional TV advertisements. Message recall of online video advertisements is 20% more than TV advertisements. Brand Recall, one of the most important parameters of any advertising strategy, for online advertisements is 23% more than TV advertisements. Ad likeability factor for online ads is 11% more than that of TV ads. Also 75% of advertising companies stated that online ads are more effective than traditional TV ads.

Online Video advertisements usually range from 30 seconds to 2 minutes. Therefore, it is easy for the common people to view these online video ads on their mobile phones. In Q4 of 2016, according to Ooyala, mobile devices saw 54% of videos being

played and the number is ever increasing. Zentihoptimedia also reported that consumers spent at least 20 minutes on mobile devices watching videos. Online Video advertisements, which incorporates both audio and video and hence tingles multiple senses, are a good source to inform and educate the consumers. In addition to all these points, online video advertisements sometimes impact the consumers on an emotional level. For example, the Nescafe ad where a stand-up comedian stammers, has been watched by half a million people and also shared by a huge number of people on their social media profiles. Titan, the leading watch producer in India, came up with a “Joy of Gifting” advertisement that made everyone connect on an emotional level and some people even shed a tear. Who can forget the extremely famous “Mauka Mauka” advertisements? It not only motivated but also instilled a country spirit in everyone. Due to these advantages and reasons and good return on

investment, businesses are spending more on online video advertisements as a marketing tool.

The Future of Video Advertisements

Marketing Managers are now asking the question, “How can I incorporate Video Advertisements?” Video is now an asset to any company and its marketing plan and strategy. The video trends of 2016 show that online video advertisements are more successful than traditional TV advertisements and this is one key factor influencing businesses to incorporate video ads. According to reports, 2017 will see an exponential rise in online video advertisements with 74% of internet traffic being videos. Change is an important rule of nature and in the marketing field, it is of utmost importance. Video Advertisements are the change marketers were looking for and it will be used extensively until some other change comes.

Thank You.

IMNU'S ALUM BULLETIN

Body Shaming in Indian Corporates: A taboo



Prof. Nirmal Chandrakant Soni

Assistant Professor

Area: Economics and Finance

nirmalsoni.wordpress.com

<https://sites.google.com/site/professornirmalchandrakantsoni/>

Body Shaming is commonly thought of as fat shaming. Many people figure that fat or thin people may not deserve to be treated like people. When it comes to job offers, promotions and other opportunities the ghost of body shaming hovers around. Many a times, they are not taken seriously and have to prove their mettle more often than their counterparts. There is so much bias against these men and women, that many have compromised with their situation and have accepted it as a curse they have to bear all through their life.

According to the Oxford Dictionary, the term Body Shaming is the action or practice of humiliating someone by making mocking or critical comments about their body shape, size, colour etc.

Negative body image is a huge issue for men and women all over the world. In India, however, women face more body shaming issues than men. Nevertheless, a large section of the male population in India also feels humiliated for comments on body

weight, hair loss, skin colour etc. It can cause a range of destructive behaviours in both men and women that may lead mental health problems to being housebound for many months.

In the United States, there are instances where people have gone to the extent of legal action, and the person, if found guilty, could face up to six months imprisonment and a \$1,000 fine. The corporations in the US have started approving and applauding the employee actions against body shaming in companies and public places. There is, however, no law with any specific provisions on body shaming in India.

The Internet companies seem to have started taking steps against body shaming on social media. But is there any awareness on body shaming in the country? Is there a similar policy in Indian corporates? Can it be considered a valid grievance that could pass through a redressal process?

Dairy Day unveils GST candy series



Saurabh Kasat

Batch 2004-06

CFO, Dairy Classic Ice Cream Pvt. Ltd.

While the acronym “GST” in its present context stands for “Goods and Service Tax”, Dairy Day, a leading ice-cream brand in South India, added a sweetener by rolling out the guava, strawberry and tamarind (in short GST) candies recently to coincide with the landmark GST.

Saurabh Kasat, Chief Finance Officer, told *BusinessLine* that the company has sold over one million GST series candies since the launch.

Dairy Day forayed into manufacture of fruit candies about a year back with the launch of pineapple candies. “This was made available in select towns. The trials proved encouraging, so we decided to add more flavours,” the CFO said.

The company now anticipates the fruit candies to contribute more than 5 per cent of its revenues. “Our turnover is around ₹150 crore at present. We are targeting to reach ₹500 crore in the next three-four years by strengthening our base and product line across the entire South.”

Established in 2002, the company today manufactures and supplies over 30 ice-cream flavours in formats such as cup, cone, stick, tubs, novelties and so on.

The production capacity of the plant is 1.2 lakh litres per day. “To augment production and strengthen our marketing efforts, we are planning to invest ₹50 crore over the next 12 months. Motilal Oswal – private equity fund – has made an investment of ₹110 crore in the company,” he added.

Asked if the company is looking at the inorganic route to grow, he said: “We don’t have any acquisition plans in the near term. However, we will keep the option open and look for interesting opportunities to grow.”

On GST, he said: “Contrary to many sectors getting affected negatively on product price points, the Goods and Services Tax has been positive for us. The rate on ice-cream is 18 per cent, but the various benefits and input tax credit available on most taxes in the GST regime will help bring down the prices. We have taken a call to pass on the benefit to the customer. Now, we can centralise our distribution and keep warehouses only when it makes business sense.”

Dairy Day has a network of 25,000 retailers covering most of the towns in Karnataka and Tamil Nadu.

Save the Dates

August 2017						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	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			

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8th - HR Connect 1.0

9th – Break the Code 4.0

10th – Junk to Jewel

15th – Independence Day Celebration

15th – Nandotsav

16th-17th – The Showdown

16th onwards – Slam Dunk

18th-19th – Management Conclave

19th – Anveshan 5.0

22nd – Paradigm 2.0

23rd - Squadra

28th – Jam Session

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