

PRATIDHWANI

On behalf of the Institute of Management, Nirma University (IMNU) , The Kaizen Committee hosted, PRATIDHWANI, The 9th alumni conclave, On March 26th, 2022, Which was a virtual conference In the form of a panel discussion on the theme “Envisioning the PhyGital future”. Distinguished alumni from the Institute with relevant experience in IT, Finance, Entrepreneurship, Marketing and Sales, and HR were the established speakers and spoke to the gathering on various topics addressing their understanding on the PhyGital future.

The event commenced with the religious prayer, Saraswati Vandana, which was followed by the introductory video of the university. Further, the honourable Director of the Institute of Management, Nirma University shared his thoughts on the topic of the event and also unveiled the AI Inc: The Annual Alumni magazine of IMNU. As described. The institute celebrates its Silver Jubilee and thus the theme of the magazine was dedicated to reflect on the last 25 years of the university. Since the edition was special and embarked the 25 years of the Institute's journey, it was hoped that the students, faculties and alumni will be brought a little closer to the Institute, which will also include a review of all the events of the Institute and some thought provoking articles by the alumni. Post the unveiling, Ms Sapna Parashar, The Board Member of the Alumni Relations extended the vote of thanks and thanked the alumni speakers for taking out time and delivering valuable insights on “Envisioning the PhyGital future”.

Mr. Nirmal Soni, program chair of the Finance domain introduced the first speaker, Mr. Saurav Gupta, an alumnus from the batch of 2000-02, currently working as Finance Controller with Capgemini. Mr. Gupta gave the audience a thought-provoking quote “It is too difficult to be dependent on PhyGital solely.” He provided an insightful viewpoint on how a person may differ in his/her personality online whereas in the physical environment. Professor Nirmal Soni concluded the first session by delivering with a vote of thanks and informing the students regarding the old school and new school thoughts about cryptocurrency and bitcoin.

Mr. Nirmal Soni then introduced our second speaker of the Finance domain, Ms. Vidhya Iyer, an alumnus from the first batch of Integrated IMBA 2013-2018. She is currently working as Senior Process Manager in eClerx. Ms. Iyer gave a brief about AML i.e. Anti Money Laundering and how phygitalization is used in AML/KYC. She further proceeded with how financial institutions need phygitalization in AML/KYC. She gave an idea about the upcoming technologies coming in AML/KYC one of them being digital onboarding that works with data analytics to check identity of the customers. She explained the advantages of phygitalization in AML/KYC like one can get speedy, efficient and accurate data. She concluded her session by giving tips to students as to how understanding technology is important in corporations and employers are looking for those candidates who are good with technology. She encouraged the students to get certifications as it will help them in their career.

From the Human Resource Department, our two speakers are Mr. Mitesh Manubarwala and Mr. Vivek Rao.

The first speaker from the HR domain, Mr. Manubarwala holds an experience of 15 years in the strategic HR management and belongs to the 2005-07 batch. He still calls himself as being in “work in progress” and made the students realize the importance of creating great experiences and the amalgamation of product, consultative, and aggregator. He even touched upon the areas of the journey of technology from stand alone to co created experiences. He even described the opportunities in the HRM domain mainly people advisory services and business leadership by co creating experiences by building future ready organizations. Our next speaker, Mr. Vivek Rao, again having a rich experience of 15 years in the HR domain, is

one of our prestigious alumni from the 2005-07 batch. Mr. Rao enhanced the main purpose of the modern enterprise. An enterprise can create value by societies and communities, employees, customers, shareholders and keeping in mind the human kind.

Our next speaker from the Marketing domain, Ms Sonika Gupta, a successful alumna from 2001-03 batch, an Executive Director at Nielsen IQ, had to say that PhyGital blends the digital experience and provides both a physical experience and a digital platform to all the brands. However, that doesn't mean that all brands have access to both of these worlds. From the marketing perspective, PhyGital is actually an experience. It's more of an experience as it would enable the customers with the sensory aspect of products despite all the ecommerce popularity. Even though the exclusive assortment of products can be displayed in a presentable format online, the very sensory experience may not be available.

The next speaker also belonged to the marketing domain, and from the same batch as the previous speaker. Being the director of Singh Sports Venture Pvt Ltd, he briefed the audience about the digital growth, i.e., 89%, in the viewership especially in the Covid-19 times in the field of cricket. He even mentioned that Badminton gained its momentum in the country because of the female players. In terms of the PhyGital world of sports, it had a great impact in terms of content creation, monetizing fans, sports tech wearables and fantasy gaming.

Our program chair and an expert in the IT domain, Mr. Balakrishnan Unni introduced our next esteemed speaker belonging to the InfoTech domain, Mr. Amit Toshniwal, the Head of Project Management at L&T Financial services. Mr. Toshniwal gave an insightful journey of how the BFSI sector has completely changed, all thanks to the PhyGital evolution. It has definitely changed the entire sphere of banking for the digitally savvy next generation. He even spoke at length to the audience on the potential careers in the field of infotech.

The next speaker of the day happens to be the youngest of all belonging from the 2014-16 MBA-FB&E batch, Mr. Shalin Talajia, CEO and Founder of Grabenord and Healthy Gut. He gave insights of his own brand that is based on plant based gourmet products and also focusing on consciously replacing soda with naturally carbonated probiotic drinks. Talajia even gave a broad overview of the digital evolution right from Web 1.0 to the current NFTs belonging to Web 3.0. An introduction from the internet boom period to the era of social interaction and finally approaching the world of cryptocurrencies and metaverse.

Our last speaker of the Conclave was Mr. Kunal Mathuria, an alumna of batch 2005-07, currently associated with Microsoft India as the Director Specialist Management. Mr. Mathuria gave insights on the significant interaction between digital and physical environments. He also mentioned that the interfaces will evolve to give a much better customer experience, and that sovereignty assets are becoming much more tangible than they should be. He also said that many companies like Airbnb, Uber, Zomato and Swiggy, Byju's who are digitized and using physical experiences to provide customers with a greater user-friendly and feasible source. Since metaverse has tremendous capabilities, it is providing the universe with two jobs of physical one and a digital one, and for the same, Microsoft has been a leader in building metaverse, it has given an immense opportunity for the human beings to explore the matter was space and digitize all the sectors across the globe.