

PRATIDHWANI : THE 11TH ANNUAL ALUMNI CONCLAVE REPORT

The alumni conclave saw an eventful start which began with paying our gratitude to the almighty as Club Fiesta performed the Saraswati Vandana and the audience along with the esteemed dignitaries and faculty members joined in at 9:40 AM

- Pratidhwani was introduced to the audience by stating its inception, and history and announcing this year's theme.
- Alumni guests were invited to the stage to light up the candle marking the opening of the conclave.
- Director IMNU addressed the audience and began by stressing how alumni are pivotal to the institute's internal process and how Pratidhwani has further strengthened the relationship between students and alumni.



THEME: GEONOMY: THE INTERSECTION OF POWER & PROSPERITY

SPEAKER 1: MR ROHIT SWARUP

- Shared his views regarding the changing education tourism scenario internationally with changing geopolitical relations by India.
- The session was made interactive as Mr R.S engaged with the audience by initiating a two-way dialogue providing business scenarios and seeking the audience's opinion and suggestions.
- Mr R S connected the theme of Geonomy with the personal ambition and career goals that align with the journey of an MBA student.
- He introduced a case study of Oral B toothbrush and presented a marketing scenario to which the students responded actively with their solutions and suggestions.
- He later provided the audience with a list of skills that would make the students stand out in the corporate world.

- He stressed on application of classroom subjects in real-life situations and lessons taught in the business world.
- He closed the address by introducing intrapreneurship and giving his brief educational background.
- He was further facilitated on the stage by Prof Nitin Pillai.



SPEAKER 2: MR ROMIL SHAH

- Felicitated by JKC member
 - * Expressed his gratitude towards the Senior faculty members and the audience.
 - * He evoked a thought that 'Geonomy is Not A term but A perspective'
 - * He set the background for his address by presenting the history of India and how it has shaped our "DNA", which leads to a certain behavioural pattern which has shaped our approach to changing situations.
- He introduced AI and technology and how it developed and gradually became a part of our daily lives.

- How AI is not to be feared but to be cherished and how one needs to make good use of it as it assists a good manager.
- He evoked optimism as he stated that for India, he sees the light at the end of the tunnel.
- He claimed that we will lie at the epicentre of the geonomy change that lies ahead and we as future leaders will hold the centre stage in the epicentre.
- He presented the photos of S Jaishankar, Ajit Doval, Virat Kohli and Ratan Tata and made the audience ponder what makes us respect them.
- As a closing note he shared his suggestions for improving the learning and immersion experience in the institute.



SPEAKER 3: MS SHREYA BISWAS

The need for understanding our Geopolitical environment.

- * The skills required to navigate this geopolitical environment.
- * Special emphasis on Business, Strategic and financial acumen as a skill.
- * Emphasis on flexible supply chain and ^{[[1]]}danger of complex supply chain

Target skill diversification

- identifying the area of interest
- what does that skill or passion require
- The ability to get the right mentor can be life-changing at any phase of your life.
- Mentors who have navigated the same path make for the best guide.

- She further opened the floor for discussion and answered queries relating to what factors would make a student stand out for MNCs like her workplace Gartner.



SPEAKER 4: DR DEVANSHU BHATIA

He focused on the topic of building a resilient supply chain in the changing geopolitical landscapes.

- Took us down memory lane, shared his experience at the Institute and how it has shaped him and made him more resilient.
- The supply chain got exposed due to unpredictable events such as war, pandemic natural calamities etc.
- Corporations have recognised geopolitical tensions as affecting their business operation
- Impact of Geopolitical Event:
 - → Price fluctuations
 - → Supply Disruption
 - → Legal risk

Supply Chain as a function of Business was introduced.

"The right Product at the Right Time at the Right Cost is the effective supply chain.

- Paradigm shift in the supply chain, becoming more resilient has become the need of the hour.
- * Diversification - changing global strategies.
- * How the advent of COVID-19 brought new challenges in procurement from within as well as outside the country.
- * Supplier Relationship management become an important tool in developing a resilient Supply Chain.
- * Supply chain enabled to control costs through technology; AI, Accurate Forecasting, IOT



PANEL DISCUSSION:

MODERATOR: PROF. NITYESH BHATT

SPEAKERS (5, 6 AND 7): MR HARRY JOSE, MS ESHA NAGAR, MS AKANSHA GANDOTRA

Mr Nityesh Bhatt elaborated on the history of the Alumni Conclave and stressed the meaning of Pratidhwani and its relevance in today's era. He also broke down the theme of the conclave: Geonomy and how it connects with business, economy and social setting. He started the panel discussion by explaining Neuro-Marketing.

Mr Harry Jose started on a lighter note by taking a nostalgic stance and then circled to the theme of geonomy. He linked the concept with manufacturing industries and how the Pharma sector is affected by the same. He also talked about his career trajectory and exclaimed how the Pharma and IT industries have similar business environments. He asked us to focus on the basics and never hesitate to take a leap of faith. He also stressed the importance of diversity and inclusion.

Ms Esha Nagar emphasized the importance of Geonomy and how the world of Marketing is affected by it. She also enlightened us that the world is overcommunicated yet underserved. Thus, Marketing should have a minimalistic stance. Companies should emphasize purpose for going beyond profits. Regarding cancel culture, she exclaimed more is the noise, the more cancelling and the more money is minted. For career advancement, she stressed the usage of GPT to be equipped with more information and to make informed decisions with available information. Exploratory research never goes out of style. The latest trend is focusing more on the gut than the data. Moreover, she circled back to minimalism and highlighted the idea by quoting Ikea's example.

Ms. Akansha Gandotra reminisced about her times at the institute. She extensively discussed talent aspects and their correlation with geonomy. She shared how employer branding works organically to quote personal experiences of people are more reliable than automated data by chatbots. She explained while narrating personal anecdotes how geopolitics can affect marketing campaigns for different brands. She also described the cancel culture and its effect on the Indian landscape. One must gauge the changing vibe with the changing environment since forces across the globe can be very different.

The panel discussion ended on an insightful note!



SPEAKER 8: RATNA JOSHI

Ratna Joshi briefly explained the theme and correlated it with her HR experiences. She wanted to keep her speech light and crisp, thus, she gave the following pieces of advice from her extensive experiences:

1. Take an assignment/project where passion meets purpose.
2. In this VUCA/BANI world, what matters is how quickly you learn, unlearn and relearn.
3. The product should be linked to passion and market something robust.
4. Simplify learning for yourself and others.
5. Advertising is important but the most important is the core of the product for it to be credible.
6. Start imagining what you aspire to be a few years later.
7. Network is net worth. Work on 1st level, 2nd level and 3rd level networks.
8. Meet right-minded people starting from today. Keep them in your 1st level network.
9. Interact with new faces daily.
10. Candid conversations are the most important.
11. Time allocated for impact creation has shrunk therefore, work on upskilling. Communication is the key.
12. Be ready to take risks.

Her speech ended on an incisive note!



As a concluding speech, Dr Nitin Pillai enlightened us about the impact of Geopolitical factors on our lives. He acknowledged and conveyed gratitude for guests, faculties and students.