

An SIIB Publication

REKINDLE

JULY 2023



EVENTS AND NEWS



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WORD OF THE MONTH

“día de la fundación”

Spanish translation for
"Foundation day"



On July 10, 2023, students, faculty, and staff of SIIB gathered to celebrate the remarkable milestone of 31st Foundation Day. The event began with the symbolic lighting of the lamp, after which the Director honored the guest of honor, Pandit Arvind Kumar Azad ji, and other esteemed guests. Post felicitation, Pandit Arvind Kumar Azad ji graced the stage by delivering a heartfelt note about his decades-old association with the SIIB. Mrs. Ami Parekh proceeded with the event by expressing her gratitude to the Director and Pandit Arvind Kumar Azad ji for the opportunity to be part of the celebration. She introduced all the performers with earnestness to induce enthusiasm among the audience.

The first performers were the talented Tabla alankars, Shri Ravi Guru and Shri Saurav Gulati, and Shri Sandeepan Mukherjee. Their rhythmic performance on Tabla captivated the audience to applause spontaneously, even during the performance. In the second performance Smt. Sahana Banerjee and Pandit Arvind Kumar Azad ji presented a mesmerizing fusion of pure Indian classical music. Their performance left the audience spellbound. The last performance of the event was presented by Mr. Rohit Kulkarni, Mr. Nitin Satav, and Mr. Amit Vennu, who were the disciples of Pandit Arvind Kumar Azad Ji and also running a band with the name, Triocraaft. They presented a fusion of classical music through Djembe, Cajon, flute, and Keytar. They filled the audience with energy with a medley of popular Bollywood numbers.

The celebration of the 31st Foundation Day of SIIB ended with a deep sense of appreciation. The event brought together the entire SIIB community to commemorate the remarkable journey of the institution.



On 24th July 2023, SIIB conducted the "MeriLiFE Mission 2023" tree plantation drive, with active participation from the Batch of 2022-24. The event aimed to enhance the green cover of the campus by planting saplings and raising awareness about environmental preservation to create a greener and healthier environment.

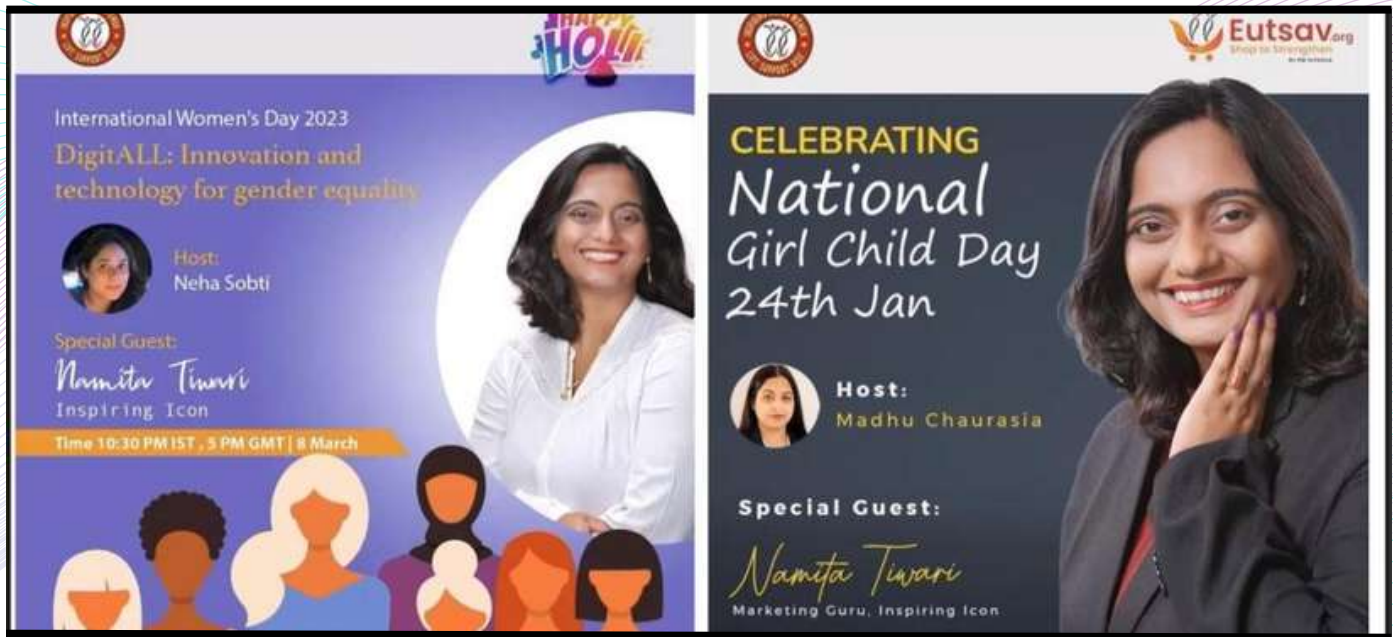
Dr. Asmita Chitnis, Director SIIB, planted numerous saplings along with students throughout the campus. Their dedicated efforts not only added to the beauty of the institute but also fostered a more eco-friendly atmosphere.

The event highlighted the significance of collective action in addressing environmental challenges. It was a stepping stone towards creating a sustainable and environmentally conscious community.

Overall, the enthusiasm and commitment shown by the participants positively impacted the minds of the students.

TIMELINE OF GUEST LECTURES

- 1st July- Guest Lecture by Ms. Namita Tiwari
- 8th July- Guest Lecture by Mr. Pankaj Kedia
- 11th July- Guest Lecture by Mr. Divyesh Parekh & Mr.Samrat Dutta
- 13th July- Guest Lecture by Ms. Joanne Legge
- 20th July- Guest Lecture by Ms. Taru Bakshi
- 22th July- Guest Lecture by Mr. Govil Aggarwal



Ms. Namita Tiwari

Director and Global Head of
Marketing
Wipro



"The students were encouraged to create engaging narratives that showcase their experiences, successes, and ideals while continuously assessing their personal brand during the session."

On 1st July 2023, MBA students from the IB, AB, and E&E batches (2022-24) attended a guest lecture by Ms. Namita Tiwari on the topic of "Personal Branding." Ms. Tiwari commenced the lecture by highlighting the significance of personal branding and providing valuable advice to help students develop a solid personal brand. During the lecture, Ms. Tiwari emphasized the importance of authenticity in personal branding. She encouraged students to embrace their authentic selves and express their unique qualities and values in order to differentiate themselves in a competitive landscape and create a lasting impression.

Ms. Tiwari stressed the significance of storytelling in personal branding and encouraged the students to create engaging narratives that showcase their experiences, successes, and ideals. Ms. Tiwari advised students to evaluate their personal brand regularly and make necessary modifications to align with their changing goals and aspirations. Ms. Tiwari provided students with valuable insights and practical advice on establishing and nurturing a robust personal brand.

The session was concluded with an engaging question-and-answer round, allowing students to clarify their doubts further and gain additional knowledge. The interactive session inspired the students to embrace their authenticity to engage with their target audience while leveraging storytelling for effective communication.



Mr. Pankaj Kedia

Vice President
Investor Relations
RPSG



"The session highlighted various fund-raising mechanisms, such as GDR, ADR, IDR, and FCCB, along with the significant change in the Indian Capital Market and the factors influencing that change."

MBA students from the IB, AB, and E&E batches (2022-24) attended a guest lecture by Mr. Pankaj Kedia on the "Indian Financial Market" on 8th July 2023. Mr. Kedia commenced the lecture by showing the students a corporate presentation about the RPSG Group and its diverse range of businesses. During the lecture, Mr. Kedia introduced the students to the four pillars of the financial market and explained the roles and significance of each of these pillars.

Mr. Kedia further explained the various fund-raising mechanisms, such as GDR, ADR, IDR, and FCCB, while shedding light on essential concepts such as market cap categorization, market cap concentration, India's market cap growth, etc. He further encouraged students to keep themselves updated about the capital market intermediaries, asset class returns, and the changing aspects of stock exchanges.

He also advised the students to pursue NSE courses and certifications and also appear for exams such as CA, CFS, and CS to improve their professional profile. The session concluded with an engaging question-and-answer round, allowing students to clarify their doubts and gain additional knowledge. Dr. Asmita Chitnis, Director, SIIB, also described the concept of sustainable finance and the scope of ESG as an opportunity.

This interactive session by Mr. Pankaj Kedia on the "Indian Financial Market" was found to be highly informative and beneficial by students in understanding the professional opportunity in finance and the importance of pursuing certifications for career growth.



Mr. Divesh Parekh

Digital Supply Chain Principal Consultant, Infosys

Mr. Samrat Dutta

Sr. Associate Lead-talent acquisition, Infosys



"The work of Infosys in IT services and consulting, with an emphasis on its people-centric approach, was highlighted during the session. The students were taught the importance of soft skills, behavioral skills, and technical skills, and they were encouraged to join Infosys."

Mr. Samrat Dutta, Senior Associate Lead-Talent Acquisition at Infosys, and Mr. Divyesh Parekh, Digital Supply Chain Principal Consultant at Infosys, delivered an insightful lecture on "Ingenious Ground Zero by Infosys" at SIIB on July 11, 2023. The session focused on the role of MBA professionals in technology-oriented organizations and the importance of customer-centric solutions.

Mr. Dutta commenced the lecture with his journey from Engineering to an MBA in HR to Sr. Associate Lead - Talent Acquisition at Infosys and his emotional connection with Pune City. Thereafter, he introduced Infosys as a leader in IT services and consulting for the last 40 years and highlighted its presence in 60+ countries. Mr. Dutta stated the expertise of Infosys in various technological fields, including Artificial Intelligence, the Internet of Things, and data analytics, using different examples. He then emphasized the facilities provided to employees, like Employee Resource Groups (ERGs), to support different employee groups and clubs to celebrate their passions.

Further to the discussion, Mr. Divesh Parekh explained the meaning of supply chain management as the right balance between supply and demand. He has also explained the job description of an Associate consultant, including information gathering, impact analysis, user acceptance and testing, going live, resolving issues, and conducting system and statistics analysis. Additionally, he elaborated on the importance of curiosity and learning attitude followed by the 3 E's: Experience, Efficiency, and Effectiveness.

Lastly, he explained the recruitment process and the roles available for students at Infosys. The students found the session enriching and informative.



Ms. Joanne Legge

VP, Digital Disciplines
British Petroleum

Mr. Neelesh Mantri

Lead Product Manager
British Petroleum



"The session addresses the ongoing energy transition and the crucial role of electricity in driving economic growth and acknowledged the gradual but promising progress in expanding access."

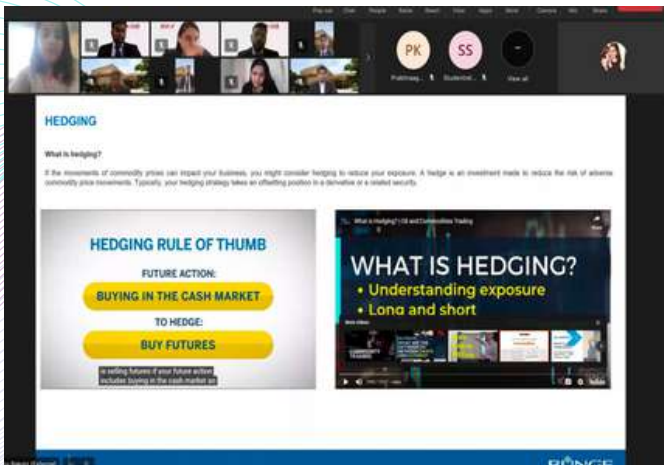
On July 13th, 2023, Ms. Joanne Legge and Mr. Neelesh Mantri conducted a Leadership Talk on the "Role of Digital in Energy Transition" for the Batch 2022–2024. The session addressed the importance of energy transition and the influence of digital technology.

Ms. Legge started the session by briefing her profile and how she has helped various women access energy, which changed people's lives and enabled them to earn income. She further highlighted the importance of finding a purpose and continuous learning while explaining the energy transition, micro-digital techniques, and the crucial role of electricity in economic growth. She emphasized various opportunities to build new business models and utilize machine learning, robotics, blockchain, and AI to accelerate the energy transition. She also talked about the digital products loved by their customers and how they provide technological support to them. She concluded her address by highlighting the three principles: understanding your purpose, every situation is an opportunity for learning, and embracing change in life.

Mr. Neelesh Mantri took the session forward and talked about energy, trends, and ways to think innovatively. He described the future of energy and how electrical energy is emerging as a one-way transition of energy in India. Mr. Mantri also motivated the students to work for the environment. He provided insights on how their company, British Petroleum, is helping their clients to reach Net Zero targets. He further emphasized solar energy, global energy needs, biofuels, and input energy. He concluded the session by discussing the positive impact of climate, how digital can accelerate it, and what kind of analysis and technologies help them analyze and predict the data. The session ended with a video on bp technology and their upgraded product-led operating system, followed by an exciting Q&A round with students.

Basics of Trading, Hedging and Underlying factors that move the market

July 20, 2023



Ms. Taru Bakshi

Manager
Trade Finance Services
Bunge Financial Services

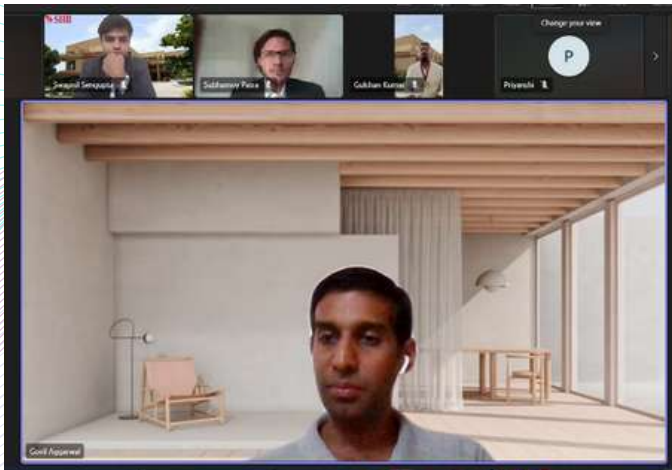


"The session highlighted the ongoing energy transition and the crucial role of electricity in driving economic growth and acknowledged the gradual but promising progress in expanding access."

On July 20, 2023, Ms. Taru Bakshi, conducted a guest lecture for the students of the MBA-IB and MBA-AB (Batch 2022-24) on "Basics of trading, hedging, and underlying factors that move the market". Ms. Taru Bakshi began the session with a comprehensive overview of trading in agribusiness, highlighting three commonly used INCOTERMS: FOB (Free on Board), CNF (Cost and Freight), and CIF (Cost, Insurance, and Freight). She elaborated on how these terms affect the responsibilities and costs between buyers and sellers in international trade.

The session explored the mechanism of market making and price calculation. Students learned about the interplay of supply and demand and how market participants such as buyers, sellers, and intermediaries contribute to the formation of prices. Various pricing models were also discussed to give the students a broader understanding of this complex process. Ms. Bakshi elucidated how unpredictable weather patterns influence the agricultural sector, causing fluctuations in commodity prices and creating opportunities for traders and hedgers.

Further to the discussion, Ms. Bakshi explained the concept of hedging and different hedging strategies using cash positions. Students grasped the significance of mitigating risks and protecting against potential market uncertainties. The interactive Q&A session at the end allowed the students to seek clarification on intricate concepts and gain valuable insights into finance and trading.



Mr. Govil Aggarwal

Strategic Sourcing Hub India
Technology, Sales and Marketing
Michael Page



"The ongoing energy transformation and the vital role that electricity plays in fostering economic growth were reviewed, and the gradual but steady progress toward increasing access was noted."

On 22nd July 2023, students of the batch 2022-24 attended a guest lecture by Mr. Govil Aggarwal on "Campus to Corporate." Mr. Aggarwal commenced the session by explaining his journey in the corporate world. Mr. Aggarwal emphasized the importance of understanding and adapting to the corporate culture. He explained the unwritten rules and communication norms prevalent in corporate settings, encouraging participants to be proactive learners.

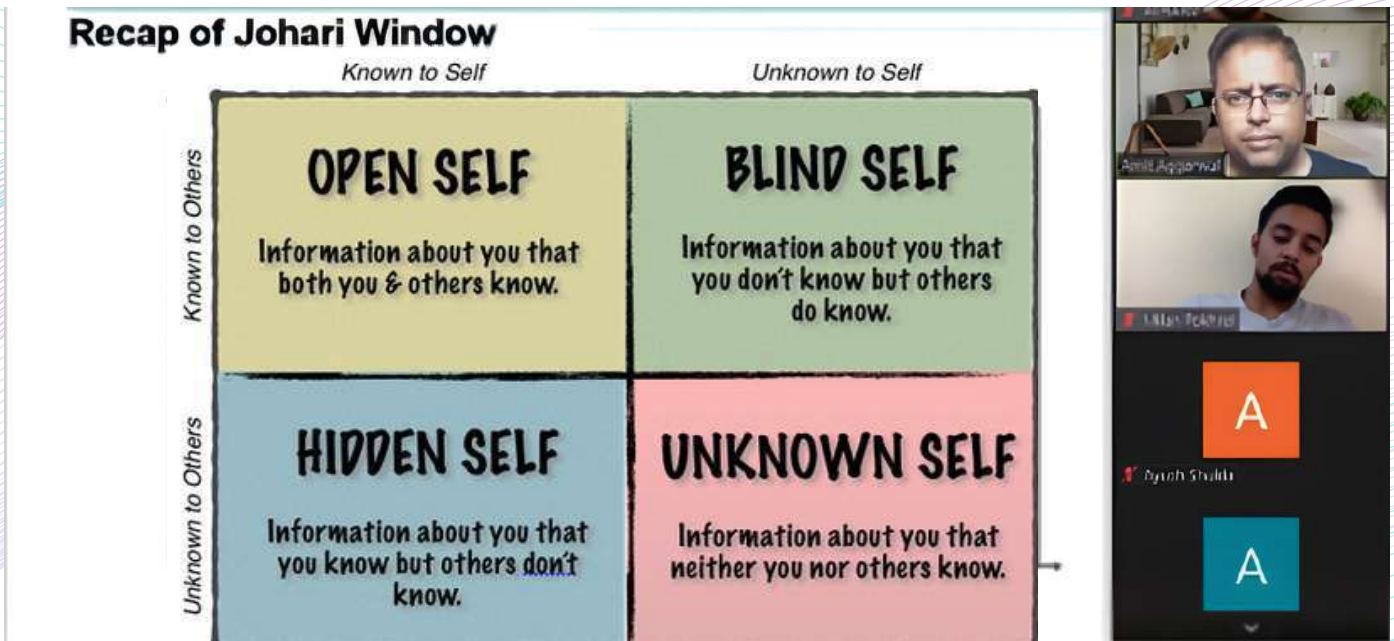
During the lecture, Mr. Aggarwal explained what worked out for him and what didn't and told students to grab each opportunity they were getting. Adding to that, Mr. Aggarwal delves into the expectations and reality of the corporate world. He explained the importance of building a personal brand by working on strengths, upskilling yourself, and collaborating.

Later in the session, Mr. Aggarwal shared insights into career growth and development paths. He advised participants to set goals, continuously upgrade their skills, and motivated students to develop essential traits, including learning from mistakes, learning from peers, embracing change, and being adaptive. He then stressed the significance of networking for career growth. Students were guided on how to build and nurture professional relationships.

In the last segment of the session, Mr. Aggarwal encouraged an open and interactive discussion with the students, allowing them to ask questions and seek clarification on various topics discussed throughout the Session.

TIMELINE OF WORKSHOPS

- 8th July- Workshop by Mr. Amit Aggarwal
- 11th July- Workshop by Mr. Debasish Mandal
- 15th July- Workshop by Mr. Saachin Bendre
- 15th July- Workshop by Mr. Tanmay Mukherjee
- 15th July- Workshop by Mr. Aroha Kulkarni
- 15th July- Workshop by Mr. Hrishikesh Malu
- 29th July- Workshop by Ms. Shruti Karkhedkar
- 29th July- Workshop by Mr. Arun Bhanumurthy
- 29th July- Workshop by Mr. Alok Agarwal
- 29th July- Workshop by Mr. Anshuman Behera
- 29th July- Workshop by Mr. Nilankur Mazumdar



Mr. Amit Aggarwal

Founder of Webshorts Casting
Corporate Trainer



"The session delved into the fear of vulnerability as a critical reason for neglecting the Johari Window and how individuals can foster personal growth by expanding and understanding it."

On July 8th, 2023, Mr. Amit Aggarwal conducted an online workshop on "Johari Window" for the Batch of 2023–2025. The session provided insights into the concept of the Johari Window and emphasized its importance in personal development.

The session started with Mr. Amit Aggarwal highlighting the fear of vulnerability as a critical reason for neglecting the Johari Window. He further explained how many individuals hesitate to reveal their hidden traits due to the fear of judgement or misunderstanding, hindering their active participation in self-awareness exercises.

Further, Mr. Aggarwal explained that individuals could foster personal growth by expanding and understanding the Johari Window. He focused on seeking feedback, embracing blind spots, and sharing the hidden window as essential components of this process.

To conclude the assessment and discussion of the Johari windows, the students were provided with valuable insights into how others perceive them. The exercise created a space for mutual understanding and growth, allowing participants to identify areas for improvement. Overall, the session highlighted the importance of the Johari Window framework in personal growth and emphasized its benefits in self-awareness exercises.



Mr. Debasish Mandal

Regional Head Packaging Pre-Development and Sustainability Emerging Markets R&D Centre, Beiersdorf



"The workshop provided valuable insights into sustainable packaging and Beiersdorf's approach to sustainability that helped students to transform their entire value chain through extensive R&D and transitioning towards 100% recyclable packaging."

On July 11th, 2023, students from MBA E&E and SCM (Batch 2022-24) attended a workshop on 'Sustainability in Packaging – Brand Owner's Perspective.' The workshop was conducted by Mr. Debasish Mandal, Regional Head- Packaging Sustainability at Beiersdorf. The session provided valuable insights into sustainable packaging and Beiersdorf's approach to sustainability.

Mr. Mandal began the session by briefing the history of Beiersdorf and its remarkable growth with the example of the takeover of Nivea. The discussion then delved into their flagship sustainability campaign, "Care Beyond Skin," highlighting how Beiersdorf incorporates sustainability throughout its value chain via extensive R&D efforts to achieve 100% recyclable packaging. By combining unique materials with a low carbon footprint, Beiersdorf has solidified its commitment to reach net zero by 2045. The session also shed light on the role of asset mobilization in R&D in an organization to achieve market leaders' position in their leap towards net zero and achieving a recyclability index of 100%.

In addition to the technical aspects, Mr. Mandal inspired the students to prioritize evidence, transparency, and accountability in their sustainability efforts. The workshop concluded with an engaging, interactive discussion, allowing students to ask questions and seek clarifications on various aspects of sustainable packaging and Beiersdorf's sustainability initiatives.



Mr. Saachin Bendre

VP HR
Result Software Development
Pvt Ltd

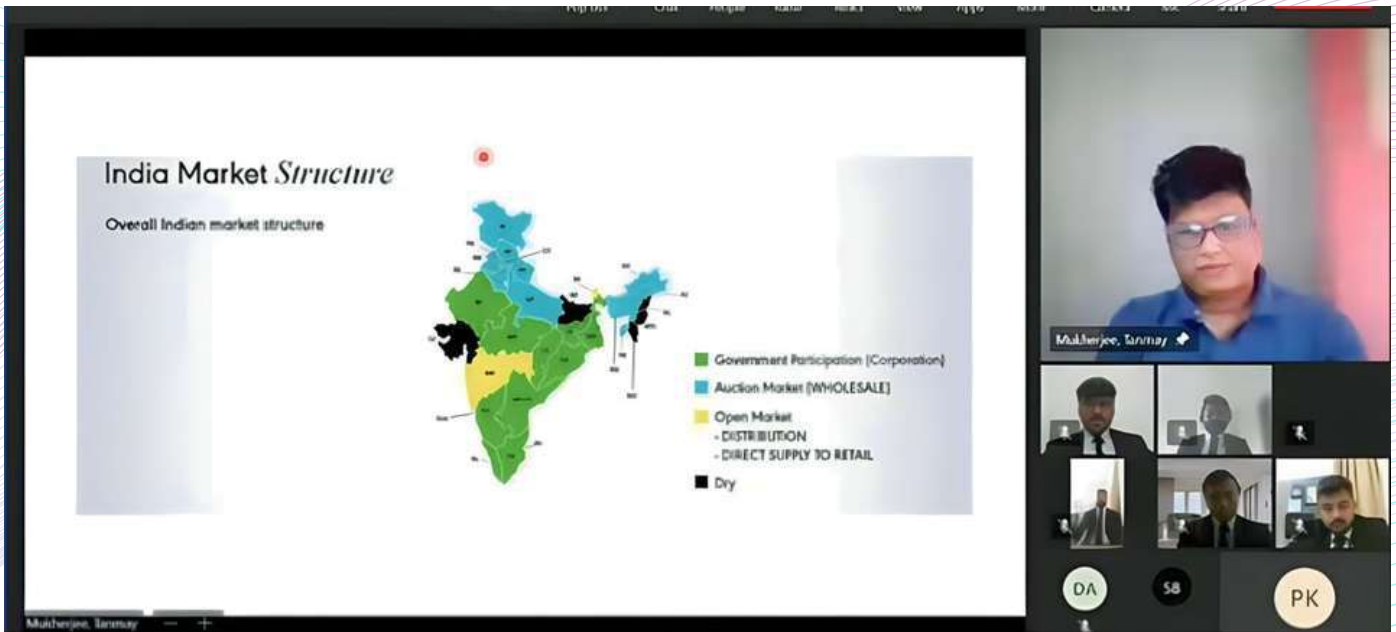


"The session helped to understand the ground realities of the job market. The students were encouraged to think creatively, gain unique insights and effectively present their skills in order to increase their perceived value."

On 15th July 2023, MBA-HR and MBA-AB students from the Batch 2022-24 attended a workshop by Mr. Saachin Bendre on "Employer Branding & How to Prepare for Interviews." Mr. Bendre commenced the lecture by highlighting the difference between a job and a career and encouraging students to think outside the box to change their perspective. He emphasized the critical role of employer branding in attracting and retaining top talent. He explained how a strong employer brand not only enhances an organization's reputation but also creates a positive image that appeals to potential employees.

Mr. Bendre suggested that the students present their skills in such a way that their perceived value increases. He outlined several critical elements of employer branding, including the company's mission, values, work culture, employee benefits, and opportunities for career growth. He stressed the need to align these elements with the expectations and aspirations of potential candidates, thereby creating an authentic and compelling employer brand.

Further to the discussion, Mr. Bendre discusses the roles and responsibilities of HR in the corporate world. He clarified the difference between being employable & being eligible and between personal and professional goals. He also explained the process of assessment in an interview and the importance of the first two lines as an impression creator during the interview. In addition, he shared valuable tips and strategies to help participants present themselves confidently and effectively during interviews. The session concluded with an engaging question-and-answer round, allowing students to clarify their doubts and gain additional knowledge.



Mr. Tanmay Mukherjee

General Manager
Diageo



"India's rapidly growing alcohol and beverage industry, with a considerable rise in home consumption due to economic factors, was covered during the session. The increasing accessibility of marketing the product was highlighted."

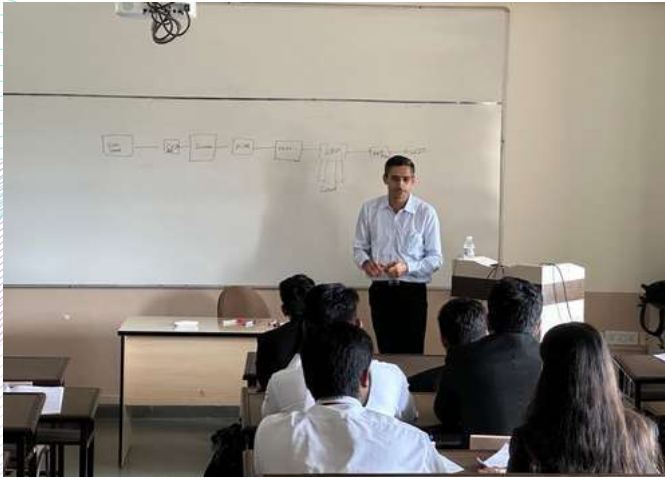
On 15th July 2023, Mr. Tanmay Mukherjee, an alumnus of SIB and General Manager of Diageo, conducted an insightful online workshop for marketing students of batch 2022-24 on the topic of "Sura Sutra." He discussed the exciting marketing campaigns and collaborations of India's Alcohol market while mentioning the diverse range of alcohol across all categories of markets. Mr. Mukherjee provided valuable insights into the growth potentials of the alcohol and beverage industry.

The workshop covered India's rapidly growing alcohol beverage industry, witnessing a significant consumption increase from 5 billion units in 2020 to 6.21 billion in 2024. He addressed differences in alcohol consumption between urban and rural areas, revealing percentages of male and female consumers in various regions. The impact of the pandemic on alcohol consumption, with a considerable rise in home consumption due to economic factors, was also discussed.

He provided valuable insights into different types of alcohol, emphasizing the importance of aging in determining quality. The workshop also covered different aspects of the alcohol market, such as outlet classification, permit room, and varying alcohol rates in states due to taxes and duties. He resolved all students' queries and guided them to benefit from this industry's growth potential. The workshop concluded with valuable insights into the alcohol industry and enabled the students to understand the evolving dynamics of this rapidly growing sector in India.

Understanding Electricity Cost

July 15, 2023



Mr. Aroha Kulkarni

Partner
Ignisense Ecoenergy LLP



"The session emphasized the valuable insights and practical strategies for reducing electricity costs along with an emphasis on TOD zones, avenues for Public sector, Residential, and Commercial types of consumers to save on energy and bringing energy efficiency measures into their operational boundaries"

On July 15, 2023, Mr. Aroha Kulkarni conducted a workshop for the students of the Energy and Environment from the batch 2022-24. The workshop focused on "Understanding Electricity Cost of Consumers and Evaluating Options to Reduce Electricity Cost."

The workshop began with a discussion on the energy and power sector basics, providing the students with a foundational understanding of the topic. Mr. Kulkarni then delved deeper into the subject by exploring energy-saving opportunities for commercial and public sector customers. He comprehensively analyzed an organization's energy bill while emphasizing the importance of energy conservation and efficiency techniques.

Mr. Kulkarni also shared valuable insights and practical strategies for reducing electricity costs. He emphasized TOD zones, avenues of Public sector, Residential, and Commercial types of consumers to save on energy and bring in energy efficiency measures into their operational boundary. The aim was to equip the students with the knowledge and tools to analyze and optimize energy consumption in various settings. The workshop benefitted the participants in gaining the ability to identify areas of improvement and implement effective energy-saving measures. The workshop provided a valuable learning experience to the students, empowering them with the necessary knowledge and skills to understand electricity costs, evaluate options for cost reduction, and promote sustainable practices in the energy and environment sector.

The workshop concluded with a question-and-answer session, allowing the students to seek clarification on new energy conservation techniques and incentive schemes launched by the government.



Mr. Hrishikesh Malu

Co-Founder
Volt Motor EV



"The difference between digitizing and digitalizing was highlighted in the session, stating the importance of embracing the latter for true transformation, along with an emphasis on the need for financial institutions to adapt and innovate to stay relevant in the fast-paced digital landscape."

On July 15, 2023, Mr. Hrishikesh Malu conducted a workshop on "Digital Banking and Digitization" for the students of MBA-IB, Finance (Batch 2022–24). The lecture provided students with valuable insights into the BFSI sector trends, focusing on omnichannel banking. Mr. Malu began the session by elucidating the difference between digitizing and digitalizing and the evolution of digitization from the 1980s to the 2020s in India's fintech sector. Several key drivers of transformation in the BFSI industry, such as AI and cognitive analytics, fintech partnerships, blockchain technology, and payments banks, were discussed.

Mr. Malu also shed light on the challenges faced by Neobanks, like ensuring profitability and stability, instilling confidence in customers, the lack of offline presence, and the hurdles of entering late in the market. The session concluded with an engaging Q&A round, allowing students to explore the concepts discussed in the workshop.



Ms. Shruti Karkhedkar

ESG Professional



"The workshop aimed to deepen the student's understanding of sustainable finance concepts and practices, impact and responsible investing, and the crucial role of financial institutions in promoting sustainability."

On July 22, 2023, Ms. Shruti Karkhedkar, a distinguished ESG professional, conducted an enlightening workshop on "Sustainable Finance" for the MBA Energy and Environment students of the batch 2022–24. Ms. Karkhedkar commenced the workshop by providing a comprehensive overview of sustainable finance, shedding light on its significance in addressing environmental and social challenges. She elucidated the principles of impact and responsible investing, emphasizing the integration of ESG factors into investment decisions. Furthermore, Ms. Karkhedkar delved into the mechanisms of factoring and reverse factoring within sustainable supply chains, illuminating how these practices contribute to fostering a more sustainable business ecosystem.

The workshop continued with an exploration of forthcoming regulations in sustainable finance. Ms. Karkhedkar highlighted the roles of regulatory bodies like the EU taxonomy, the ISSB (International Sustainability Standards Board), and SEBI (Securities and Exchange Board of India) in shaping the landscape of sustainable financing. The students gained valuable insights into the evolving regulatory environment and its impact on sustainable finance practices.

The session concluded with an interactive question-and-answer segment, providing the students with an opportunity to seek clarification on any uncertainties surrounding sustainable finance. Overall, Ms. Shruti Karkhedkar's workshop enriched the students with knowledge and equipped them to contribute meaningfully to the world of sustainable finance as they continue their academic journey in MBA Energy and Environment.

Industry Orientation, Production Planning & Controlling

July 29, 2023



Mr. Arun Bhanumurthy

Executive Vice President- Strategy and Transformation
Deepak Fertilisers And Petrochemicals Corp. Ltd.



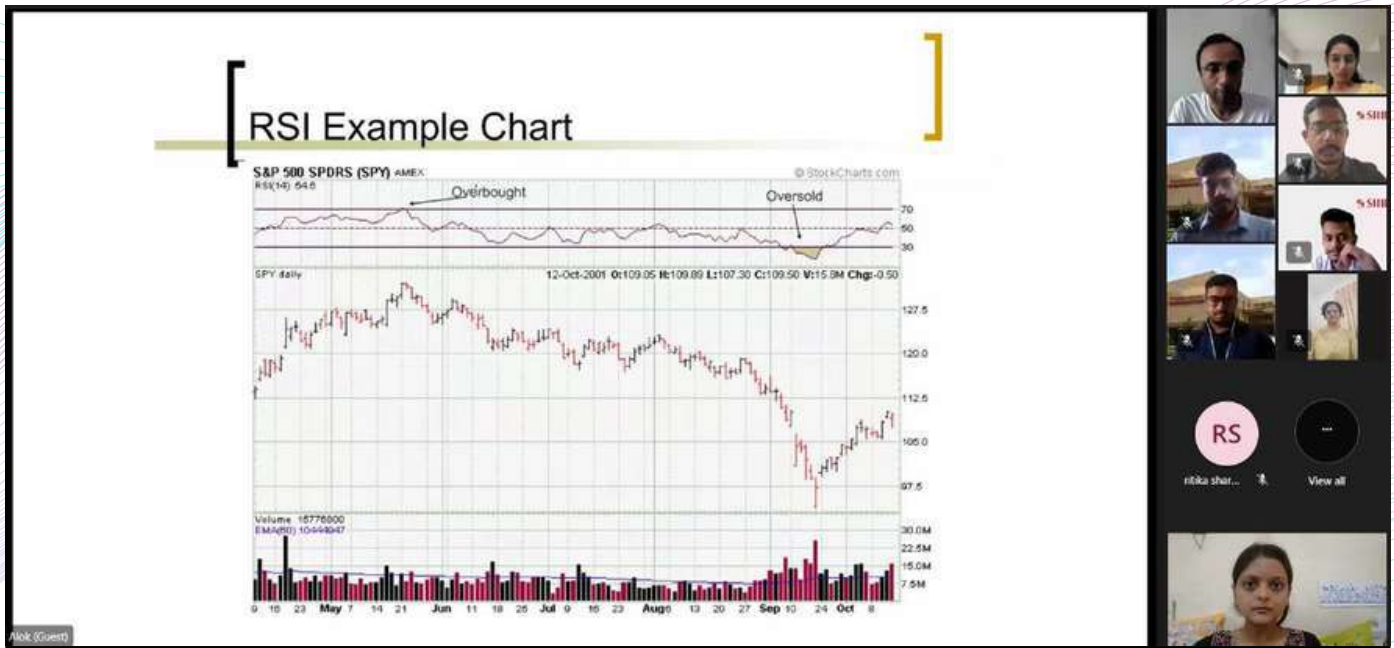
"The workshop explored the impact of behavioral capabilities in the professional world, focusing on unique individual strengths, collaborative efforts, and maintaining authenticity."

On July 29, 2023, Mr. Arun Bhanumurthy conducted a workshop for the ABM and IB-SCM Batch 2022–24 students on "Industry Orientation, Production Planning, and Controlling." Mr. Bhanumurthy is an alumnus of the 1998-2000 batch and has over 25 years of experience in Strategy, Sales Management, and SCM consulting.

Mr. Bhanumurthy commenced the workshop by explaining the critical aspect of behavioral capability. He explained that each individual carries a unique fabric, a fundamental skeleton or structure that defines them, and this remains unaltered under any circumstances. By understanding and leveraging this trait, one can not only navigate through any challenges but also convert them into his/her strength. Mr. Bhanumurthy also enlightened the students on the factors important for job interviews. He emphasized that it's not just about qualifications and technical knowledge but also about demonstrating a strong behavioral capability that aligns with the values of the organization.

One of the most engaging parts of the workshop was the interactive roleplay session facilitated by Mr. Bhanumurthy. Through this activity, he illustrated the importance of collaborative efforts within a company's value chain. Students were captivated by the session as they witnessed how diverse teams must work together cohesively to achieve the ultimate goal of the organization, looking beyond their departmental objectives.

Overall, the workshop gave the students a deep understanding of the significance of behavioral capability and its role in their professional journey. The session ended with an emphasis on the importance of maintaining authenticity while leveraging one's unique strengths and qualities to excel in the corporate arena.



Mr. Alok Agarwal

PFund Manager - Equity
Alchemy Capital Management Pvt Ltd



"Various practical tools like charting stocks, bar charts, and Japanese candlestick charts were encouraged to be used by the students during the session for visualizing data and identifying trends and price patterns."

On July 29, 2023, Mr. Alok Agarwal conducted a workshop on "Technical Analysis" for the students of MBA-IB, Finance (Batch 2022–24). The workshop commenced with an introduction to technical analysis, highlighting its significance in predicting stock prices. Mr. Agarwal emphasized that technical analysis complements fundamental analysis and helps investors make informed decisions in the dynamic stock market.

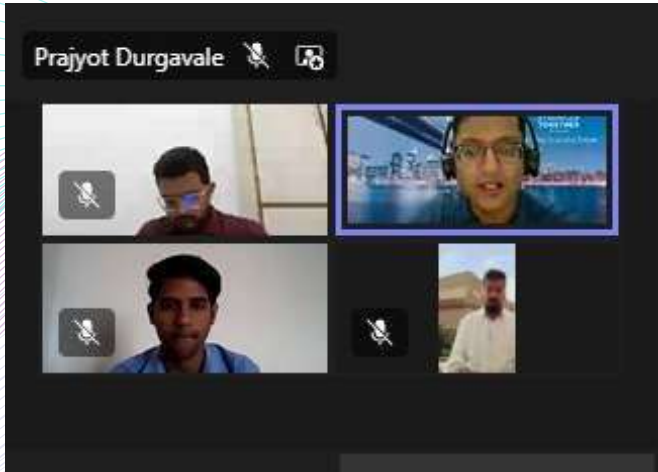
The workshop covered various aspects of technical analysis, starting with charting stocks, wherein students learned to interpret stock price movements using different charts. Bar charts and Japanese candlestick charts were explained in detail, showcasing how they aid in identifying trends and price patterns.

Furthermore, Mr. Agarwal introduced the students to point and figure charts as an effective tool for visualizing supply and demand dynamics in the market. Major chart patterns such as head and shoulders, double tops, and double bottoms were discussed to enable students to recognize potential reversal or continuation signals. Price-based indicators and volume-based indicators were explored to evaluate price momentum, volatility, and market strength.

The workshop conducted by Mr. Alok Agarwal on "Technical Analysis" proved to be highly informative and beneficial for MBA-IB Finance students. The session ended with an interactive round of questions and answers.

Advancement in Marketing Strategies

July 29, 2023



Mr. Anshuman Behera

Head of Business Excellence, Asia Pacific & India Region
Danfoss



"The workshop covered the key aspects of marketing strategies such as tactics, pricing strategies, and the significance of the 4 P's (Product, Price, Place, Promotion) in the context of Danfoss's operations."

On July 29, 2023, Mr. Anshuman Behera, an esteemed Alumnus of SIIB from the batch of 2010-12 the head of Business Excellence at Danfoss, conducted a highly insightful workshop on "Advancement in Marketing Strategies" for the students of MBA-IB, Marketing (Batch 2022-24).

Mr. Behera discussed the significance of tactics and strategic marketing, covering topics such as target market selection, market analysis, and mapping. Additionally, he underscored the importance of management consulting in marketing, an aspect that holds immense value in shaping successful marketing approaches. He shared that strategy-based function roles provide professionals with valuable knowledge and experience.

The discussion continued with a focus on pricing strategies, where he explained the impact of local market conditions and customer preferences on pricing decisions. He offered valuable insights into a pricing formula incorporating various factors such as product type and volume, allowing the calculation of the product's perceived value. The workshop also provided an in-depth overview of Danfoss's marketing strategy, touching upon the challenges posed by the COVID-19 pandemic on the supply chain and timely deliveries.

In conclusion, Mr. Behera discussed the significance of the 4 P's - Product, Price, Place, and Promotion - in the context of Danfoss's operations. The workshop equipped the students with valuable perspectives on Danfoss's marketing approach, laying a strong foundation for future strategic considerations and informed decision-making. The workshop left the students inspired and motivated to excel in the field of marketing.

Impact of HR in the AI-Driven Digital Workspace

July 29, 2023



Mr. Nilankur Mazumdar

Strategic HR Transformation
Consulting & Board Advisor



"The session hightailed the impact of AI on HR, the "Rule of 5" for AI-human symbiosis, and seven essential leadership behaviors empowering effective HR leaders in the digital age."

On the 29th of July 2023, Mr. Nilankur Mazumdar delivered a workshop to the HR Batch of SIIB 2022-24, covering two pivotal topics that shed light on the future of human resources. The first topic, "Impact of HR in the AI-Driven Digital Workspace," brought attention to the dynamic relationship between artificial intelligence and human decision-making. The workshop introduced the "Rule of 5," urging organizations to foster adaptability, creativity, collaboration, continuous learning, and empathy to cultivate a productive symbiotic culture between AI and human efforts.

The second part of the session focused on "7 Essential Behaviors to Build Power to Lead," providing invaluable insights into leadership development. Participants learned about key attributes such as integrity, resilience, effective communication, and data-driven decision-making that empower individuals to excel as effective leaders.

Additionally, the workshop specifically addressed the essential behaviour attributes of an effective HR leader, including strategic vision, emotional intelligence, and inclusivity.

In conclusion, the workshop profoundly impacted the students, equipping them with valuable insights and practical strategies for navigating the evolving HR landscape in the digital age.

Twitter Vs Threads

A fight for Social Media Dominance

E-Cell Column



Meta launched a new app called Threads, a potential rival of Twitter, on 6th July at 4.30 AM IST. Meta launched the app for both Android and iOS versions. Within 6 hours of launch, the app experienced a massive surge in registration, over 5 million. Like Instagram, Threads will call upon heavy suggestions to help people to come across different profiles to follow. For now, Threads is free of cost, and there are no hidden features behind the paywall. Threads' most extensive user base is India which accounts for 33% of global downloads.

Although there are similarities between Twitter and Threads, there are some differences too. Threads are tethered to Instagram and ask for Instagram credentials when one tries to join. But Twitter is neither linked with any other apps nor uses credentials of different apps. Unlike Twitter, Threads has become less political, more positive, and better moderated. In terms of Flexibility, Twitter has the upper hand. Twitter has website and app versions and maintains both, thus getting much more flexibility than the Threads app, which is entirely app based. On par with Twitter, Threads allows you to post up to 500 words, 5 minutes long videos.

Twitter Head, Elon Musk, tried everything to stay ahead of his competitors. He even threatened to sue Meta for violating intellectual property rights. Elon Musk precisely dared Mark Zuckerberg for a one-on-one "cage match". Meta conceptualized the idea of "Threads" since Musk's Twitter was crumbling. But Instagram's strive to take part with Twitter through "Threads" seems to face remarkable challenges, as it has reportedly experienced a sharp decline in consumer assurance.

According to The Wallstreet Journal's report, Threads's active user base has dropped to 13 million, which is a downfall of 70% since its launch. The app is missing attributes like searching by topic and finding trending ideas, hurting its audience to keep them engaged. Over the past few years, we have seen many alternatives to Twitter, like Mastodon and Koo, but the pattern is identical for all. The apps at first make some noise, and the hype dies down. Threads are also in the "making noise" stage and will try to topple Twitter. The battle is yet to come.

The 2nd Pink

Revolution of India Goes Digital

E-Cell Column



Sutanu Chakraborty (Member of E-Cell)

In India, the famous phrase from Michael Pollan, “Omnivore’s Dilemma,” doesn’t seem fit. More than 70 per cent of the population prefer to have any form of non-vegetarian dish in their daily meals. The country has also experienced a continuous rise in meat consumption in the last ten years, an average of nearly 4.2%. Yet most of this enormous market with US \$31.61bn remains filthy, stench, and unbranded, with customers roaming inside the local market. Simultaneously, when the country was also experiencing the e-commerce boom, a Bangalore duo, Vivek Gupta & Abhay Hanjura, took the plunge of permuting the whole industry.

The duo realized what could be achieved in the market once a few of their NRI friends raised concerns about the quality of meat and seafood available in India compared to global markets. It was 2015 when Licious started its operation from the Bengaluru headquarters to devise a new chain of retailing meat & seafood, emigrating the industry into e-commerce. Making the impossible to reality, the company started with a single mission, “fresh” with zero frozen food policy. Eight years later, the company is processing nearly 20000 orders/day with an average basket size of 700. Till today the company has served more than one million unique customers, not to mention being the first e-commerce unicorn in India.

But how Licious makes it possible? That too in a country like India, where no proper cold storage facilities are available. The answer comes with the complete ownership of the back-end supply chain, combined with the emotional response towards the meat of the Indian population. They expanded city by city in an organized manner with no bargaining on their value proposition. The company operates on a farm-to-fork model with 180 suppliers and 27 delivery centres, making the 90-minute delivery possible.

The company will grow further as the meat industry in India keeps rising. New appearances like Easymeat, Freshtohome, and BigBasket will support the company in check. And the duo believes India will produce more of Licious and set the standards for global expectations.

Navigating Mental Health Challenges in the Digital Age

Blogger Of The Month



Dona Sandra
MBA-IB
Batch 2023-25

I must admit, as bubbly as I wanted this blog to be, the topic, Mental Health in the Digital Age, brought back two unfortunate names: Mia Janin and Semina Halliwell.

The stories of these young and sweet girls are harrowing. However, before we dive into it, I wonder what you, my dear readers, think of the evolution of mental health as the world gets more and more digital.

Mental health, even without the interference of technology, is very complicated. The things that trigger us, that imbalance our psyche and those that tip us over, can be very insignificant and yet so looming. When these are mixed with the technology that drives us, we get a conundrum of mixtures that can be used to do good or put us down a path of an unstable society.

Let us delve into the goodness of things for a change, just to bring back a bit of sunshine in this rather gloomy blog. The digital era has brought us a whole lot closer, and so, there are many positives being contributed to the revolution of mental health.

Since the majority of my readers are students in a rather stressful environment, we can agree that the memes and reels of social media make us break into a grin. In fact I've seen very many of you giggling in the corridor while looking at some hilarious video. Social media, in this case, helps us break the monotony with some laughter. It relieves us of the immense pressure of our course. It keeps us connected to our social circle through likes and reel sharing. This is indeed a blessing. I was also surprised to know that many of our peers adhere to online counselling schedules. My knowledge about it is minimal, but as the stigma wears off little by little, I've had more conversations about therapy.



Apparently, the common consensus is that connecting to a known and loved therapist over a digital network is better than forming new connections with a new therapist. Online therapy seems to be booming, and the digital era is definitely helpful in mitigating mental health issues. This, along with self-help groups, is driving an inclusive society.

These bring us a sense of satisfaction - technology being used for the common good. However, humans continue to be a rather dangerous species.

The problematic but less horrendous issues continue to be increased lengths of screen time, addiction to digital media, and an overload of large amounts of information that causes confusion. All of these have a darker side, though. Take information overload but with an added factor – acute negative propaganda, which can lead to massive repercussions in the real world. An apt example of this would be 'Incel', 'Alt Right' and 'Alpha Man Culture'. God forbid this has tinges of religious or ethnic animosity. Most of the affected target audience are people with existing mental issues. It is a scary scenario, for sure!

This brings me back to the two girls. Explaining their story in detail is not possible dear readers. It brings me heartbreak every single time. Suffice to say that they were tortured mentally and driven down a path of despair through digital media. Both these girls were pushed till they broke. Their young minds could not handle any more of the cyberbullying, and they finally snapped and left this world on their own unfortunate accord.

What hurts me even more is that they could not get help when they should have. Nothing and no one could be their rock to lean on. In fact, one of their graves was vandalised and desecrated through social media organized activity. It is really the lowest we humans could reach. The anonymity of the digital age did fuel this.

All in all, dear readers, anything and everything is how we use them. A knife is two different things in the hands of a chef and in that of a thief. The change should begin from us - from our thoughts, words and actions. The digital drivers, if used with utmost care and in hopes of doing well, can become an excellent tool for helping more people lift themselves from a troubled psyche. This is my little wish that I put out into the world!

Feather in The Cap



Ms. Aastha Bhatia is an eminent alumna of the Batch 2010-12. She has recently joined CIBC Mellon, Toronto as Director, Talent Development. She is a seasoned professional with over 11 years of experience in HR. Notably, she was honored as an emerging HR Leader by People Matters on a national level. Throughout her illustrious career, Ms. Bhatia has worked with renowned organizations such as Amazon, Bharti Airtel, KPMG, and Infosys, excelling in talent management and assessment across various industries.

She has worked with reputed organizations such as Rogers Communications, in areas of Talent Development and Workforce Planning. She is a Certified Coach and MBTI practitioner.

Over the years, she has worked closely in the areas of Organizational Design, Leadership Development, Succession Planning, Talent Pipeline Development, and Board Reporting.

She was responsible for designing, implementing, and internalizing various initiatives for the adaptation and practice of the Leadership Competency Framework for Bharti Infratel Limited.

We wish Ms. Aastha Bhatia all the very best for her future endeavors.



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