

An SIIB Publication

# REKINDLE

## NOVEMBER 2023



# CONTENTS



- 1 Vigilance Awareness Week
- 2 Navigating Finance in a Dynamic World: Insights for Future Professionals
- 3 International Relations Conference 2023
- 4 Constitution Day
- 5 Blogger Of The Month
- 6 E-Cell Columns
- 7 Feather in the Cap

## WORD OF THE MONTH

### “Zeitgeisty”

Capturing or characteristic of the defining spirit or mood of a particular period of history



On November 3rd, 2023, SIIB proudly participated by taking the Integrity Pledge during the commemoration of Vigilance Awareness Week—an annual initiative spearheaded by the Central Vigilance Commission (CVC). Under the resounding theme for that year, "Uphold Ethics; Build a Better Tomorrow," SIIB endeavored to establish a robust foundation for a future characterized by integrity and moral fortitude. This theme encapsulated the essence of fostering a culture that places a premium on ethical conduct, thereby contributing to the creation of a society free from the shackles of corruption.

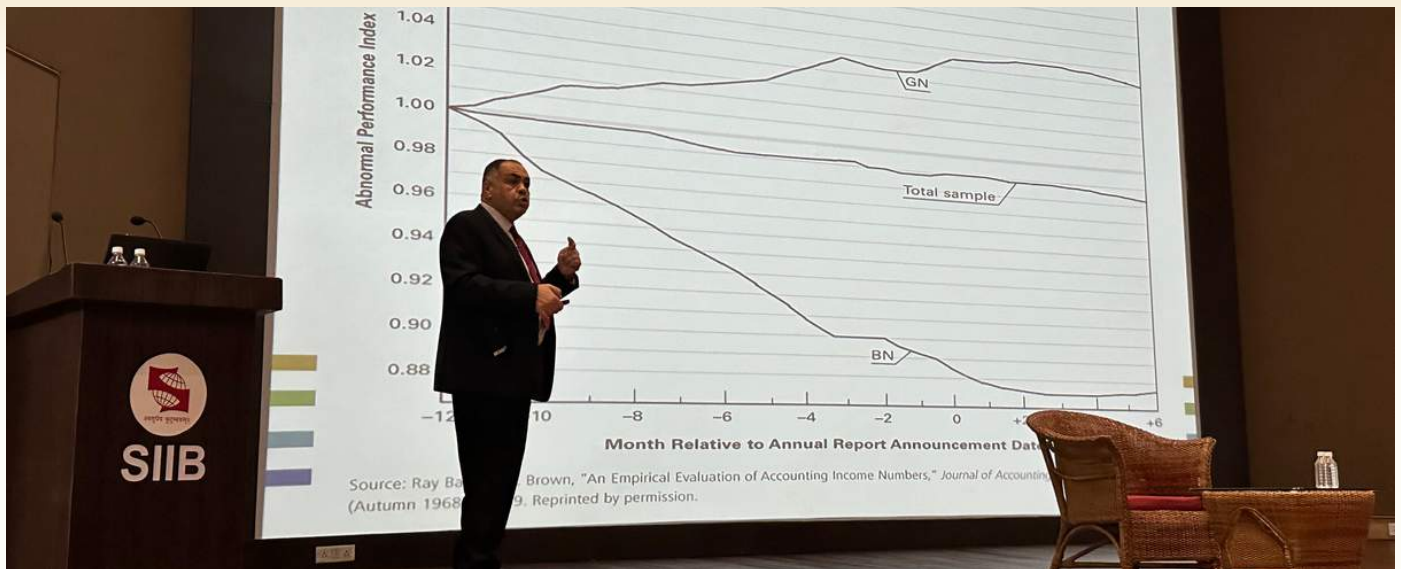
The Integrity Pledge signified more than a mere commitment; it served as a symbolic contract, binding all members of the SIIB community to a shared vision of ethical excellence. By taking this pledge, each individual within the SIIB ecosystem aligned themselves with the principles of transparency, accountability, and fairness, thereby becoming torchbearers in the ongoing battle against corruption.

As the SIIB community united in this collective endeavor, all stakeholders, including students, faculty, staff, and partners, joined hands in fostering a culture of integrity and virtue. Together, they strived to build not only a better tomorrow but a future that stood as a testament to the unwavering commitment of the SIIB community to the highest standards of ethical conduct.

The collective commitment echoed the sentiments encapsulated in the theme, as the SIIB community stood united in having "Upheld Ethics; Built a Better Tomorrow." In doing so, they laid the groundwork for a future where integrity prevailed, corruption receded, and their shared values illuminated the path towards a more just and ethical society.

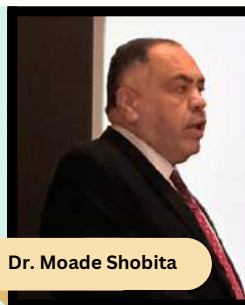
# Navigating Finance in a Dynamic World: Insights for Future Professionals

November  
21st, 2023



## Dr. Moade Shobita

Programme Director (PhD and DBA),  
Leeds Beckett University



Dr. Moade Shobita

*"The session helped students grasp market-based strategies and navigate the evolving financial landscape with confidence, fostering a connection between theory and informed decision-making for future professionals."*

On November 21st, 2023, Dr. Moade Shubita, a Reader & PG Research Student Programme Director at Leeds Beckett University, UK conducted a session on a Navigating Finance in a Dynamic World: Insights for Future Professionals. The workshop aimed at providing students with insights into the dynamic American business landscape and fundamental financial concepts crucial for budding professionals.

The session started with Market Based Approach and Efficient Market Hypotheses simplifying complex financial theories, and emphasising how market trends shape business decisions. It introduced the Efficient Market Hypothesis (EMH) in a student-friendly manner, highlighting its three forms: Weak, Semi-Strong, and Strong. Dr. Mode then discussed High Interest Rates and the Global Economy, understanding the impact of high interest rates on the global economy was broken down, he then explained financial ratios – investment, gearing, profitability, liquidity, and efficiency – and their relevance in decision-making processes, particularly in understanding debt financing.

Further, he discussed the exploration of innovative paths in financial research, encouraging students to consider new directions and evolving trends in the financial landscape. Breaking down the relevance of different financial statements in assessing a company's financial health, aligning with student knowledge levels and future professional needs. Dr. Moade Shubita's workshop simplified explanations and relatable examples helped students gain a foundational understanding of market-based strategies, financial ratios, and the evolving financial landscape. Finally, he encouraged the students to explore further resources and practical applications related to green finance and sustainability, emphasizing their role as future professionals in contributing to a more sustainable business environment.

# International Relations Conference 2023

November  
24th 2023

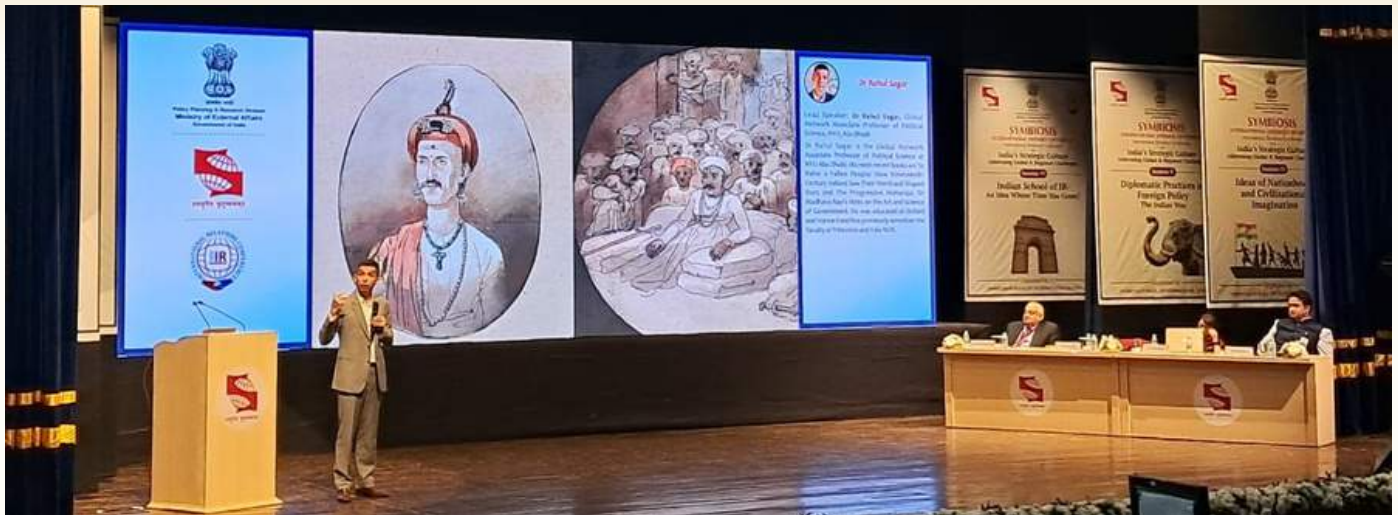


On November 24th and 25th, 2023, Symbiosis School of International Studies, Symbiosis International University hosted the International Relations Conference at Lavale. The conference unfolded with its inaugural session, "India's Strategic Culture: Addressing Global & Regional Challenges." Dr. S. Jaishankar, the Hon'ble External Affairs Minister of India, delivered the keynote address, setting the tone for a profound exploration of India's strategic culture. Following the keynote, six sessions unfolded, each chaired by eminent figures in international relations.

In Session 1, chaired by Amb. (Retd.) P S Raghavan, Dr. Bibek Debroy, Chairman of the Economic Advisory Council to the Prime Minister, elucidated the historical perspectives and challenges in India's strategic culture. Discussions, moderated by Ambassador Rajendra Abank, delved into leveraging India's historical wisdom to redefine its strategic outlook.

Session 2, led by Chair Shri Vijay Gokhale, Former Foreign Secretary of India, featured an online lead speaker, Prof. Amrita Narlikar. Prof. Narlikar, President of the German Institute for Global and Area Studies, emphasized understanding India's strategic culture through historical, cultural, and philosophical lenses. Discussions explored ethical insights from the Mahabharata and principles of strategic autonomy.

Amb. (Retd.) Gautam Bambawale chaired Session 3, where Dr. C. Raja Mohan, Senior Fellow at the Asia Society Policy Institute, discussed India's geopolitical challenges. He highlighted dimensions such as conflict, territoriality, spheres of influence, and connectivity, urging a geopolitically informed debate to navigate India's rise effectively. Dr. Rudra Chri emphasized the recovery of India's strategic culture.



On the second day of the International Relations Conference, Mr. Sanjeev Sanyal, Member of the Economic Advisory Council of the Prime Minister and Secretary to the Government of India opened session 4, explaining the origin of the word Bharat and how our nationhood is linked with it. Further, Prof. Gautam R. Desiraju, Professor Emeritus, Solid State and Structural Chemistry Unit, Indian Institute of Science, highlighted that a nation as a whole can progress only if it progresses in the field of science and technology. Later in the discussion, Mr. Hindol Sengupta, Researcher at Invest India, Visiting Fellow – at Observer Research Foundation, and Former Editor-at-Large at Fortune India, presented India and China’s claim over the Indian Ocean using historical arguments.

Later, Session 5 was initiated by Amb. (Retd.) Talmiz Ahmad, Former Indian Ambassador to Saudi Arabia, Oman, and the UAE, stated the importance of strategic culture in diplomatic relations. Dr. Rahul Sagar, Global Network Associate Professor of Political Science, NYU, Abu Dhabi, explored the Maratha history and diplomatic practices of that time. Going ahead, Dr. Medha Bisht, Associate Professor at South Asian University, and Prof. Pankaj Jha, Professor, Associate Dean, Research, and Director of Centre for Security Studies, O.P. Jindal Global University contributed to the discussion about ‘The Indian Way’ in foreign policy making.

In the last session of the conference, Prof. Amitav Acharya, SIS-Global Inquiry, American University, Washington DC, Dr. Atul Mishra, Associate Professor, Department of International Relations and Governance Studies, Shiv Nadar University, and Prof. Siddharth Mallavarapu, Professor and Head of the Department of International Relations and Governance Studies, Shiv Nadar University, shed light on the topic, 'Indian School of IR - An Idea whose time has come?' with examples of IR schools and what it takes to qualify as one.

In conclusion, the International Relations Conference 2023 offered profound insights into India's strategic culture, addressing global and regional challenges. Speakers underscored the significance of historical, cultural, and philosophical dimensions, emphasizing the need for a nuanced and inclusive strategic culture reflective of India's rich heritage on the global stage.



On November 27, 2023, SIIB commemorated Constitution Day of India in line with UGC directives. The event, began with a collective reading of the Preamble in both English and Hindi, fostering a sense of unity and patriotism. To modernize the celebration, the Preamble and Fundamental Duties were displayed on a digital screen, enhancing understanding and accessibility.

Additionally, active participation from students, faculty, and staff, coupled with the integration of traditional practices and modern technology, successfully conveyed the enduring importance of the Constitution in shaping India's identity and governance. In conclusion, the Constitution Day celebration exemplified a meaningful and engaging observance that not only adhered to UGC directives but also reinforced our collective commitment to upholding constitutional principles.

**CONGRATULATIONS!****MBA - AB  
Batch - 2022 - 24****BLOGGER OF THE MONTH****THE HUMAN TOUCH: THE UNIQUE ELEMENTS OF CREATIVITY THAT AI CAN'T REPLICATE**

In recent times, the world has been taken by the storm of AI. AI is getting into everything we see, from the AI chat assistants on our favourite e-commerce websites to the AI models deployed in the industry. It is becoming more and more ubiquitous. Access to the astronomical amount of data on the web from around the world allows AI to give outputs that never fail to amaze the user; that, combined with the ability to put it into simple words, makes it more reliable. From doing some simple tasks such as drafting mail and writing codes for the given inputs, this ability of AI was attributed to AI being creative, giving the notion that AI can be as creative as humans.

However, a careful observation and an in-depth analysis of the outputs of AI being attributed as creative may not be valid.

Moreover, there are several reasons to say that AI can never replace humans in creativity. As an argument to this, supporters of AI (mostly the companies investing in building those AI models) say that AI's work can be original and compelling, which satisfies the essential criteria for something to be attributed as creative. Creativity cannot be limited to being original; it has many more dimensions that are unique to human creativity and can never be copied by AI.

**Unique Characteristics of Human Creativity**

- **Free will**– Human creativity or humans are free to think; they do not require input from the programmer to start thinking about something or create something that has never existed before, whereas, on the other hand, AI requires the user to give input to start working. Without input, AI cannot do anything. It does not have the intrinsic motivation to do something; its motivation is always extrinsic, dependent on the user or the programmer.



Gurdit Singh  
MBA-AgriBusiness  
2022-24



## Unique Characteristics of Human Creativity:

- **Authenticity** – AI cannot be authentic; authenticity here is defined as the originality of the idea or the filtering/modification of the idea according to the rules and, regulations or restrictions. The rules and regulations never modify human creativity; if something has to be changed, censored, or removed because of rules and regulations, then it loses the part of the idea unique to one's creation, and the left may already exist. The working of AI is based on the data supplied to it, and local rules and regulations always restrict that.
- **Self-Expression** – Humans, through their creativity, try to express their emotions, feelings, and views; they are expressing themselves. However, in the case of AI, it is expressing what the user or programmer wants it to do. There is no self in AI that it wants to express; the output is always according to the user's wish, not the AI. It just presents the output in the best manner.
- **Flexibility** – Humans can anticipate sudden and upcoming changes, guess or correct half or distorted information, and think accordingly to do the work or use it creatively. However, it can never be the situation in the case of AI. It cannot work without complete information to get the desired output. AI can never change its knowledge without being updated by the user or programmer. It can never adopt the external changes in processes on its own. It requires a flow of externally provided data to work.
- **Lack of emotions** – AI does not have any feelings or, to say, any understanding of emotions particularly; it cannot add those emotional elements to its work by understanding the cultural and contextual situation. It struggles with creativity, such as humour or sarcasm, depending on culture and context. On the other hand, human creativity is limitless. A human can create art, meaning different things in different situations. He can add context to the work to align it with something AI cannot do without being commanded.

After all these unique characters, one more aspect defies the idea of AI being as creative as humans or even being creative as humans. It is the process followed in creating something. It is the "how" through which the work that is considered is done. The understanding of process tells us why AI cannot be as creative as humans or what is missing in AI's creativity. The first thing is intrinsic motivation; while creating something, humans do not require any input to start working or thinking about something. It comes from inside. This is impossible for a computer or system dependent on external output. AI can say something if the programmer cannot explain the process to get the output. To say it has added something new to the process. It has never been the case in AI; whenever AI does something beyond the programmer's explanation, which is initially attributed to AI being creative, it is later found to be some malfunctioning of the system, which gives output other than expected.

All the above-listed characteristics of creativity and the aspect of the process can easily explain what is unique to humans in terms of creativity that AI can never replicate. Its creativity lacks the unique features of human creativity. The output or work of AI can be termed as creative but less authentic creative than humans. It will be more appropriate to call it Artificial Creativity or Pseudo Creativity.

# Revolutionizing Cold-Chain Logistics: Celsius Logistics' Trailblazing Journey

## E-Cell Column



In the dynamic supply chain management landscape, India has grappled with inefficiencies within the cold-chain logistics sector, leading to substantial food waste. Recognizing this critical issue, Swarup Bose, Rajneesh Raman, and Arbind Jain came together to found Celsius Logistics in November 2020. Their vision? To overhaul the fragile cold supply chain in the country and introduce innovative solutions to combat food wastage.

Celsius Logistics embarked on a transformative journey, offering robust cold-chain solutions that have revolutionized the transportation of over 125,000 tons of perishable cargo across 350 cities in India. A pivotal moment arrived in August 2022 with the launch of their intelligent last-mile delivery platform, seamlessly integrated with a specialized Inventory Management System (IMS) tailored for the cold supply chain. This system meticulously manages crucial factors like temperature, humidity, and shelf life, preserving perishables throughout delivery.

The backbone of Celsius Logistics' success lies in its strategic partnerships with vehicle owners and manufacturers. This collaboration has birthed a vast network of refrigerated vehicles, significantly curbing in-transit wastage and guaranteeing both the quality and expeditiousness of deliveries.

Backed by a substantial Rs 100 crore funding, Celsius Logistics has forged alliances with industry giants such as Zepto, Zomato, Maersk, and Domino's. These partnerships have facilitated the expansion of their tech-centric hyperlocal delivery services into multiple cities. This expansion caters to a broad spectrum of delivery volumes, from as small as 500 grams transported by bike riders to larger shipments of up to 50 kg accommodated by reefer trucks.

# Revolutionizing Cold-Chain Logistics: Celsius Logistics' Trailblazing Journey

E-Cell  
Column



The impact of Celsius Logistics' initiatives is evident in the substantial reduction of wastage caused by cold-chain inefficiencies and malpractices. Initiatives like Vahaan Vikas Yojana and Vahan Vikas Samridhhi have played instrumental roles. The former focuses on building a robust network of reefer trucks, while the latter supports aspiring entrepreneurs in the transportation sector, accelerating penetration into new markets swiftly.

Going beyond domestic boundaries, Celsius Logistics has expanded into international trade, facilitating the import and export of exotic fruits and seafood between regions like Nepal, Afghanistan, and India. This bold move underscores their commitment to revamping the local cold-chain infrastructure and extending their impact globally.

In conclusion, Celsius Logistics is a beacon of innovation in India's cold-chain logistics. Their relentless pursuit of excellence, technological advancements, strategic partnerships, and social initiatives have mitigated food wastage and transformed the logistics landscape, setting a precedent for sustainable, efficient, and impactful supply chain management practices.

---

# Overcoming Biases: Women in Entrepreneurship



Aakanksha Desai (Member of E-Cell)

As said, women are the largest untapped reservoir of talent. Nobody talks about survival in entrepreneurship, which is precisely what it is. It is about creative thinking. True innovation arises when diversity transcends stereotypes, and every woman's journey becomes a testament to overcoming biases, creating a landscape where entrepreneurship knows no gender.

The path of women in the fast-paced world of entrepreneurship has frequently been paved with obstacles. Biases still exist despite incredible progress made by women in recent years, which limits a woman's possibilities and growth prospects. The idea that men are more suitable for specific professions or leadership positions has been reinforced by deeply ingrained gender stereotypes. Decision-makers, investors, and even women may be impacted by unconscious biases, which may influence their decisions and the support they receive.

Unequal access to financing is one of the ongoing problems. Research continuously demonstrates that, compared to their male counterparts, firms led by women obtain a disproportionately smaller fraction of venture financing. However, platforms like Shark Tank India provide significant hope as start-ups led by women receive the importance they deserve.

Developing networks of support designed especially for female entrepreneurs is another successful tactic. These networks offer more than simply a professional community; they also give access to priceless resources, chances for mentorship, and a forum for experience exchange. Women can find encouragement, support, and solidarity via these networks, which eventually help to dismantle prejudices.

# Overcoming Biases: Women in Entrepreneurship



Aakanksha Desai (Member of E-Cell)

One of the most prominent icons in this sphere is Ms. Kiran Mazumdar Shaw. She is a trailblazing entrepreneur whose journey embodies the challenges and triumphs faced by women. Her unconventional choice of study set the tone for her groundbreaking career. She faced numerous challenges in the male dominated industry of Biotechnology. Despite this, her perseverance led to the discovery of Biocon, from a small room where fermentation activities were performed manually to an Industrial giant providing vaccines and multidrug formulations to the world, Biocon paved its way, flourishing through the biases!

She broke through the glass ceiling and paved the path for other women, proving that successful business is gender-neutral. Her commendable business acumen and dedication to innovation have not only helped Biocon succeed, but they have also served as an inspiration for a new wave of female entrepreneurs.

---

# Feather in The Cap



Ms. Neha Shrivastava is a prominent alumna from the batch of 2006-08. She has been recently promoted as the Cluster Finance Director, SEA & India at Dyson (based in Singapore).

With over two decades of professional experience, she has established a robust career in finance and management. In her previous role at Dyson as Group Finance Director, Global Support Functions, she played a crucial role in finance business partnering, strategic planning, and decision-making.

Notably, her leadership in implementing cost transformation / Zero-Based Budgeting program at various global companies has contributed to significant efficiencies.

Prior to joining Dyson, she held a senior management position at Accenture Strategy & Consulting for over 12 years (London and Singapore) and prior to MBA worked as a Research Analyst at Infraline Energy, reflecting a comprehensive background in both financial strategy consulting and energy research.

We wish Ms. Neha Shrivastava all the best for her future endeavours.



**Ms. Neha Shrivastava**

Cluster Finance Director  
SEA & India at Dyson

# CONTACT US



<https://www.siib.ac.in/>



<https://blog.siib.ac.in/>



**SIIB Facebook Page**

<https://www.facebook.com/SymbiosisInstituteOfInternationalBusiness/>



**Follow us on Instagram**

<https://www.instagram.com/siib.pune/>



**SIIB LinkedIn Page**

<https://www.linkedin.com/school/symbiosis-institute-of-international-business/mycompany/>



**Get in touch with your alma mater**

<https://www.linkedin.com/groups/50754/>



**Get in touch with your alma mater**

<https://twitter.com/SIIBTweets>



**SIIB Youtube Channel**

<https://youtube.com/@OfficialSIIB?feature=shared>



[pr@siib.ac.in](mailto:pr@siib.ac.in)  
[alumni@siib.ac.in](mailto:alumni@siib.ac.in)