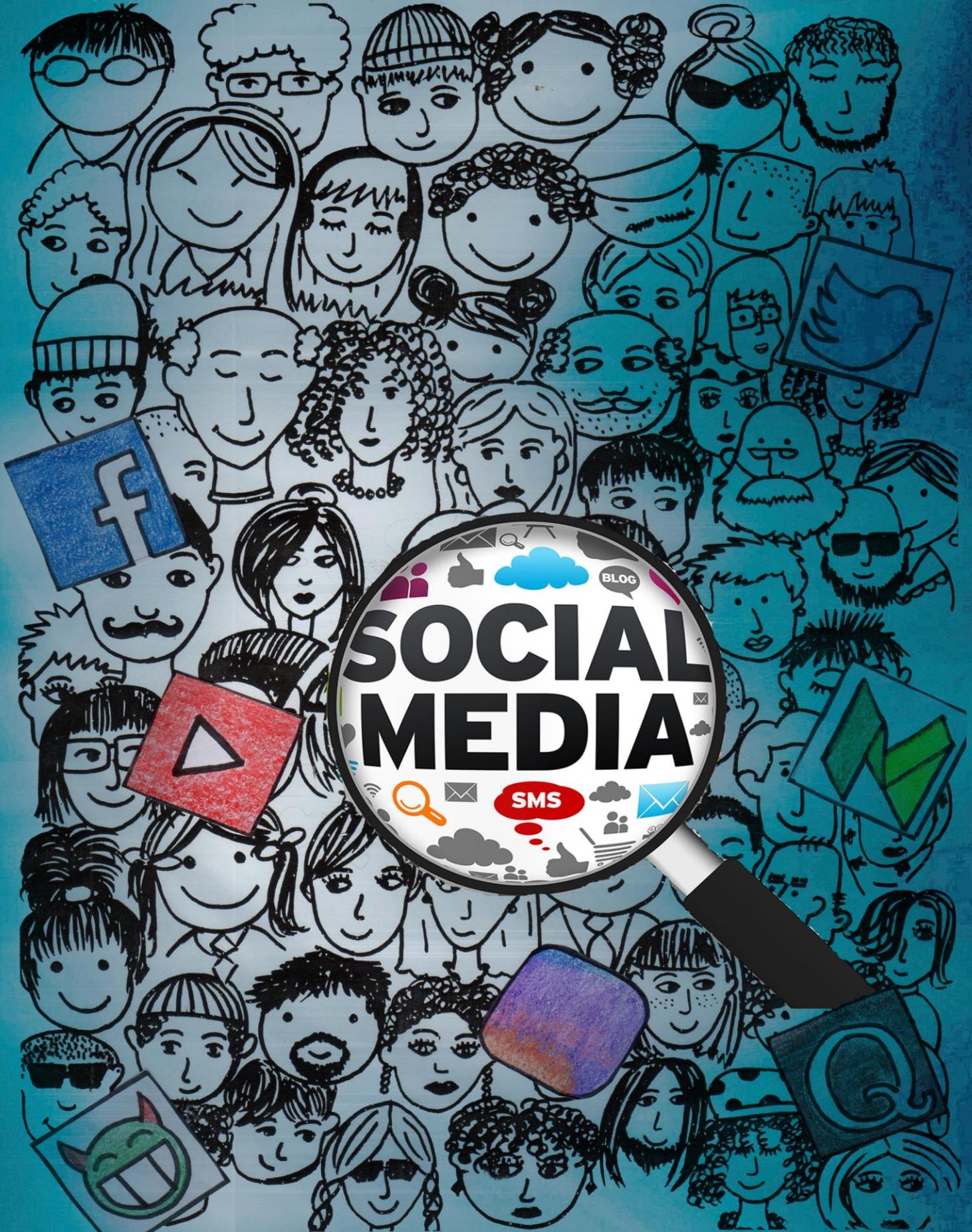




# nexus





**DEPARTMENT OF MANAGEMENT SCIENCES,  
SAVITRIBAI PHULE PUNE UNIVERSITY  
(PUMBA)**



## Head of Department's Address



Department of Management Sciences, University of Pune (PUMBA) believes in providing its students various opportunities to display their talents in different forms. We provide our students with an overall skill development program. One must be able to work hard and manage expectations, while building and utilizing their skill set to grow in their careers. Motivating students to take up activities and supporting them in successfully completing them is what we believe in. NEXUS, the New & Excellence u:th sensation magazine is one of such activities.

It is a stage where students exhibit their creativity & thought process, and industry professionals share their insights. The students study and present their reports and articles on various topics through this magazine. It helps them in honing their management skills before entering the industry. Our sole motive is to groom the students in the profession they choose and provide them with guidance in fulfilling their aspirations.

I would like to congratulate Communication cell for yet another successful release of Nexus.

I appreciate the efforts of Dr. Prafulla Pawar- the faculty coordinator of Communication Cell and students of the Communication Cell who have made Nexus successful through their co-ordination, contribution and hard work. I wish the team all the very best for their future endeavors.

**Warm Regards,  
Dr B.V. Sangvikar ,  
Professor & Head,  
Department of Management Sciences,  
Savitribai Phule Pune University.**



## Faculty Coordinator's Address



Welcome to the new issue of NEXUS, the U:th sensation magazine of Department of Management Sciences, University of Pune.

This issue covers a diverse range of subjects and interesting takes on them. The hard work and diligence with which Communication Cell works to bring to us each edition of NEXUS is evident in the quality of every new edition. This Edition owes much to the contributors who have shared their knowledge and comprehensions. One of the aims of NEXUS is to stimulate the interest of readers in different areas of industry. It is great to note the response NEXUS has received through the years. I am proud to notice the improvement in expression and style of writing with each new edition. Excellence requires not only unrelenting commitment and efforts in the professional environment but also a commitment to set in place a system that is updated and adapted to the changing demands of the ever-evolving profession. PUMBA works towards this change.

NEXUS – “New & Excellence u:th sensation” provides students with a lot of freedom in expression and it is an authentic reflection of the evolution of the institute through the decades.

Once again I would like to congratulate team NEXUS for their remarkable effort. Keep it up!

Lastly, if you don't know where you want to go, any bus will take you there. But working with a goal in mind is what will ensure you reach heights. My best wishes to you for the same.

**Regards,  
Dr. Prafulla Pawar,  
Faculty Coordinator,  
Communication Cell.**



## Cell Coordinator's Address



Dear Readers,

The ongoing journey of being a Communication Cell Coordinator has been of great learning & with the plans our team has made for upcoming activities & events, I am expecting it to be an exciting one hereafter too.

The first thing our seniors told us after declaring new cell was to bring out creativity and innovation in whatever campaign we are going to execute. Creativity and innovation along with hard work has always been the signature of the Communication Cell and the team has proved it till now which makes us more confident to claim that we are walking on the path of our vision: *Create. Connect. Collaborate*. It gives me immense pleasure to bring to you yet another edition of PUMBA Nexus. I take this opportunity to thank my team for making the process not only enjoyable but also unforgettable. I would love to congratulate the PUMBA Nexus editor – Ankita Kanse and also would like to thank her for being a great support whenever needed.

I would like to extend my sincere gratitude to our Head of the Department- Dr. B. V. Sangvikar Sir and would also like to thank our faculty coordinator, Dr. Prafulla Pawar Sir, for supporting and giving us their valuable feedback from time to time. Without their guidance, it would had been difficult to not only present to you yet another PUMBA Nexus but also other initiatives of Communication cell like the *Know Your Alumni* and we plan to have a monthly e-newsletter soon this year.

Finally I would like to wish the team of the Communication Cell all the best for the upcoming events and I am sure the cell will do par excellence at every front of its responsibilities.

**Best Wishes,  
Jai A Jethawa,  
Coordinator,  
Communication Cell.**



## From the Editor's Desk

Dear Readers,

I would like to welcome you all to the new volume of Nexus: New and Exclusive Youth Sensation, the magazine of Department of Management Sciences (PUMBA), Savitribai Phule Pune University. Nexus has always provided a great platform to students, faculty and alumni to put forth their thoughts, opinions, experiences and stories.

The theme of this issue revolves around "Social Media". Generation Y has witnessed the swift penetration of social media into our lives. The digital revolution has created a whole new world of virtual activities and it has its own advantages and disadvantages. The globe has bonded over this medium and is close like never before. The cover story highlights the psychological aspects behind social media.

Along with articles dealing with the theme, this issue has got plethora of thought provoking articles ranging from economics to marketing to current happenings. Major highlights of this edition include articles from two of our distinguished alumni, interview of a scientist, an administrator, a director and a communication specialist. This issue also features excerpts from a conversation between Mr. Aniruddha Joshi and Mr. Anupam Saraph, two geniuses on systems.

I would like to express my gratitude to our honorable Head of Department Dr. B. V. Sangvikar for the constant encouragement and support. Also, I would like to thank our faculty coordinator, Mr. Prafulla Pawar for believing in us and guiding us to give our best. A special thanks to the coordinator of Communication Cell, Mr. Jai Jethawa. He is the pillar of Communication Cell; without his constant support and confidence, this magazine wouldn't have been possible. Last but not the least; I am really grateful to Renuka and each and every member of Communication Cell; without your efforts and support, this task couldn't have been accomplished. Thank you!

I hope you will enjoy the issue. We are open to feedback and constructive criticism as it will help us in creating something better in future.

**Warm Regards,**  
**Ankita Kailas Kanse**  
**Nexus Editor,**  
**Communication Cell**

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## Social Media: The 'Mind' Game

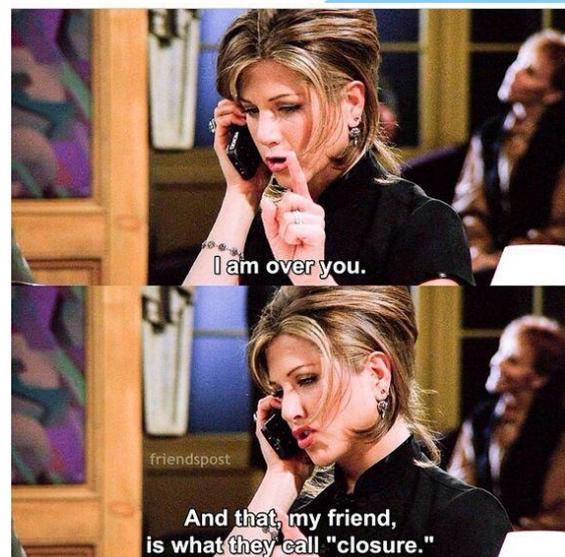
*"Social Media is more about sociology and psychology than it is about technology" – Brian Solis*

Having a whole "WWW" fabric woven around us, I often wonder how much the thinking processes and behaviors of people have changed significantly. Merely a decade ago, we were introduced to MySpace, Orkut, Facebook, YouTube and Twitter, the most popular social media networks; and today we have billions of users connecting to the world just by touching an LED screen. The last events changed the world this intensely were the World Wars (Or the Great War as some people prefer to call it), which lasted for 31 years! Indeed the decade deserved to be called of "Digital Revolution", a decade which has changed habits, lifestyles and personalities of people. The world is closer like never before.

However, we all know, every revolution has huge and lasting impacts on the sociology and psychology. Digital revolution is no exception to this. Undoubtedly, social media is changing the way we communicate and share information. It has a lion's share in shaping our personality and identity. And the collective impact on the society is terrifying! Have you all observed the increased number of depressions, suicides, mass trolling and mass movements that this age has brought with it? Do you think we could have mocked a person without social media as we are

doing now? Do you think we could have supported a charismatic leader and could reach to him immediately if we hadn't had social media? Oh come on! The obvious answer is NO! I mean, there wouldn't have been an Arab Spring if it was not for twitter and other social media platforms. It is quite obvious that such a big "net" would have numerous impacts on individual psychology. And there are multiple issues that are highlighted recently, regarding the utilization (read: consumption) of social media.

I am sure, we all have at least one friend who looks like an introvert but is highly engaged on Facebook or Twitter or other sharing platforms. There is nothing new in this psychological aspect.



Fundamentally, human beings believe in sharing, rather, they need things to be shared to have a closure. By general observation, it is clear that the social media users are hungry for responses and feedbacks. "OMG! My DP has got 100+

likes”, “Ellen has broken record of Barack Obama with 3.3 Million retweets”, “How many shares did you get?” “Let’s have a dubsplash competition, most liked post wins!” (Sounds familiar, right?) Well, this craving is natural. In psychology, when we post or tweet or share, there is arousal of strong feelings; and it is very necessary to be shared. Sharing the emotions through social media provide a closure which releases us from the emotionally aroused state. Now you understand why introverts are more active on social media?

Fear of Missing Out, also known as FOMO. When users are “Passive” browsing, that is when they are spending time exclusively in scrolling down the pictures and posts on other people’s profiles; often a sense of envy, exclusion and sometimes loneliness is triggered. “Why wasn’t I invited?”, “How is my ex happy without me?”, “Why am I excluded?”, “OMG, these people are having so much fun and I am stuck here in 9 to 5 job”, “She has achieved so much, I am such a loser” and many more. FOMO and social media addiction is a cause and effect cycle. Research has proven that the more people spend time on Facebook or other platforms, higher levels of FOMO are experienced. And the more they feel left out, more time they spend on Facebook. I have exclusively written “Facebook” here, because I believe, Facebook is used extensively by the users and gives more instances to peek into others’ lives than twitter or websites like Quora do. If someone has liked something, you get it in your feed; if someone is commenting on something,

your feed notifies you and if someone posts some random thing, you still get a notification about it! In my opinion, this is staying “too” connected. It’s not necessary and not productive as well.



Another aspect highlights the avoidance of loneliness. The moment we are free from some work, we reach to our phones almost immediately. This is an undesirable phenomenon. It gives us less time to be with ourselves and our thoughts, which takes us far from reality. I have friends who panic if they don’t see the messages every half an hour. The desire to be wanted is beneath such behavior. When I deleted my Whatsapp account for 3 odd months, I panicked like hell. But later I realized, those people who used to send me “good morning/good evening” messages, were not the one who preferred to call or make other efforts to establish connection. It actually helped me to detox myself and see the most important people in my life more clearly. I was able to sort my thoughts out and I eventually realized, sometimes it is OK to be alone with your thoughts.

The surveillance users do on social media leads to social comparison. “Everyone is happier than me” and similar thoughts like this inevitably cause emotional distress, especially in teenagers. Teens and youth is the most



But hey, this doesn't conclude to deleting Facebook or Twitter or Instagram or Whatsapp accounts! They are not the necessity for sure, but can be consumed in limited manner. There are ample opportunities to express, involve and connect to the world. We had no better tool to demonstrate freedom of expression than social media platforms. It indeed shape our personality, the selective and good content we post, it adds value to our personal as well as professional profile, increasing the self-esteem and confidence. It has brought with it beautiful tools to strengthen the ties and has given us a novel way for expression. So many old friends are connected through this medium, and these connections are meaningful.

Social media usage releases dopamine, which causes for a rush of positive feelings. It's a universal fact that social media has indeed brought us all together and has strengthened many bonds. It has been a great tool for marketers and advertisers to expand their business.

There are many techniques which social media has bestowed upon us; one of them is UGC (User-Generated Content). While ordering food online or buying a cellphone, often we consider the ratings and reviews given by the consumers. In psychology, a concept known as "Social Proof" is a response given by end-users. We all are hardwired to learn from others' experiences. User ratings and reviews affect our decision heavily. This segment has generated a whole new wing of advertising based on stories, posts and

ratings posted by users themselves. A brilliant example of this is Share a Coke Campaign.

Coca-Cola produced personalized bottles of Coke with names on them, and customers were asked to upload images of themselves with the bottles to social media. The campaign was wildly successful.



There is a wing of users and marketers who study the timings of posting and reach of the post. They use specific timings when most users are online or are responding to the posts. This wing studies the lifestyles and psychology of users who are available at a specific time. Following image illustrates better –



On a concluding note, it is really great to see that the world is bonding over this medium. Many political and revolutionary campaigns have been witnessed so far. The whole point is, while

connecting to the world, one shall not immerse herself/himself entirely in the virtual world! It's another pleasure to breathe in the reality!



**Article by**



**Ankita Kanse (MBA++)**

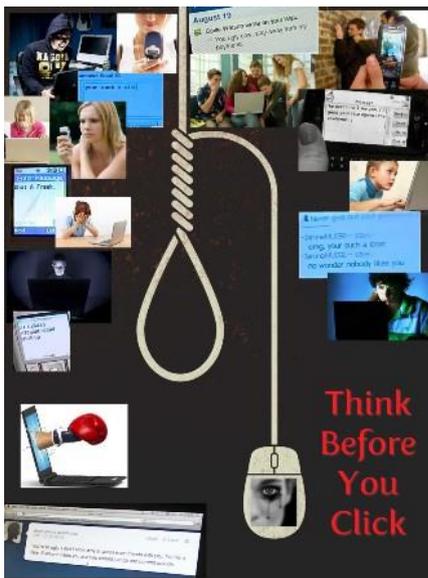
*A compassionate human being. Reader. Believer. Writer. Ankita is student of Marketing and HR at PUMBA. She has keen interest in politics, psychology, international relations and music*

## Social Media: An Added Responsibility

In today's age of social media paparazzi where everyone wants to tell the entire world about their whereabouts, their opinions and their choices; it becomes mandatory that we, as civil citizens of this country, carry on our shoulders an extra responsibility. An added responsibility of using social media in a civil manner and being cognizant of how our each word on social media can affect numerous lives.

During the last few years when Facebook and Whatsapp have taken over our lives, there have been instances where we were misled and did something which we shouldn't have done. Here are a few examples by which we can try being cognizant citizens and use social media judiciously.

### Crucifying Someone on Social Media



Recently there was a story about a young woman who shared the picture of a young guy on a bike and the Facebook

post stated that this guy harassed the young woman and she needs help in attaining justice. The post urged to share this picture and thus help in getting the culprit arrested. And the result? Millions of people shared the picture of this guy.

Did we think even for a moment about checking the facts about this case? Did a thought ever occur to us that this is just one side of the story and we cannot deduce conclusions based on just hearsay? Did we even think twice before hitting the 'share' button?

No, we didn't. We just got pulled in the wave and shared the post and felt happy that we did our bit in helping the society be a better place. The thread of events that happened after this is history and hopefully we have learnt our lesson well.

Please do not circulate anything on social media if you cannot guarantee the authenticity.

### The New Fighting Tool called 'Trolling'



Yes, 'trolling' is the new hand gun in the hands of online users. People who cannot say something to someone on

their faces prefer to say these things in hidden anonymous posts. We see rude comments, abusive remarks and sometimes even threats are made online. What does this talk about our society? So are we really progressing towards growth with social media or are we just going backwards?

Let us work towards keeping the cyber space clean! Do not say something on social media which you would not say to a person in real life face to face.

### **The New Bully in Town: Cyberbully**



There have been so many heart wrenching stories of kids committing suicide. It is not just limited to kids; even

adults are falling prey to cyberbullying. Be aware and understand what cyberbullying encompasses. Cyberbullying can include saying mean words to someone online, sending threats online, spreading rumors about someone online, creating fake profiles and thereby hampering someone's image online etc. If you are a victim of cyberbullying, be aware of The Information Technology Act, 2000 and its amendments.

Center against #Cyber Bullying (CACB) and End to Cyber Bullying (ETCB) are some institutions working towards prevention of Cyberbullying which might help the victims. Let us be a little more human and stop bullying others online. Let us help those who have been victims of cyberbullying to gain back their confidence.

With social media comes extra responsibility on each one of us. Let us not get carried away with all the freedom social media provides us. Let us not forget that with freedom come duties and responsibilities.

**Article By**



**Pradnya Vernekar (Alumna, MBA++)**

*Pradnya is our distinguished alumna. She is a dynamic HR, an avid reader, an amateur poet and a natural writer. She is an ardent believer in God and tries to dig up happiness even in the darkest of mines.*

## Reading between the Lines: Echoes of a “Wordist”

The ones, who believe in dreams, chase them till they are out of breath. And till then, they just keep running. One such dreamer agreed to share his story with us. A literature graduate with masters in journalism and mass media, he started off as a transcriber. Then switched on to being an Entertainment Journalist and now a Communication Specialist at Zomato. An amazingly expressive wordsmith and influence on social media, especially Twitter. The following interaction with **Shakti Shetty** reveals his career journey and what does it take to be a modern world philosopher.

Read between the lines please. Thanks.



**Shakti Shetty**

@Shakti\_Shetty

30| chatty| oh-faux-funny| trivia slut| former poet| ex-journal| lazy human| lazier blogger| openly DM| Instagram: shakti\_shetty| Snapchat: shaktishetty

📍 Gurugram Panchayat, India

🌐 [shaktianspace.blogspot.com](http://shaktianspace.blogspot.com) 📅 Born in 1986

665 FOLLOWING

33.4K FOLLOWERS

**Q. We visited your LinkedIn profile. "SSC, 79.60%. I was a dreamer." We'd love if you would elaborate.**

First thing first, my LinkedIn profile sucks (and so does LinkedIn's UX). It looks like I mistook it for Orkut! I keep thinking of revamping my profile there but I haven't had the time. Not that anybody cares but still. To answer your question, after completing my SSC with 79.60%, I was

basically clueless about what to do. Deep inside, I knew I wanted to accomplish something related to writing but I couldn't be expressive about that idea. So, I did what most *adarsh* kids do: choose engineering. I ended up completing a three-year diploma in Electronics & Telecom with 83% before enrolling for graduation. I dropped out of college during the fifth semester much to my parents' dismay. Throughout, one thing was quite clear: I spent too much time staring out of the window during lectures. I daydreamt about writing a book or an anthology or a movie like *Fight Club* or a sitcom or something like that. It made sense (only to me) that quitting engineering was important. It wasn't easy. When you dream, you pay a price after waking up.

**Q. We see a lot of people who start their career at some note and then give it a totally different turn altogether. What's your story?**

Like I said, after dropping out of engineering college, I had to do something. You can't quit when you are just three semesters away from graduation. So, I got a job as a junior business transcriber. It was my first job. The whole idea was not to sit idle at home as my maa put down a condition: if you're not studying, you'll have to work. So that's what I did. And I specifically found a graveyard shift so that I could sleep through the day and avoid conversations at home. Thought it would be a temporary setup. Turns out I continued with that nocturnal existence for four years straight—Sept 24, 2007 to Sept 23, 2011—before leaving as a senior

business transcriber. I was one of the fastest transcribers around.

However, the one really nice thing that happened during that stint was my BA (English) through long distance courses. That particular degree helped in my move to journalism. In November 2011, I joined Mid-day as a trainee sub-editor. Later, I completed my MA (Journalism) while working as a film journalist.

**Q. Can you define your role as a Communication Specialist at Zomato?**

A communication specialist does everything related to words. You basically speak (or to put it more succinctly, write) for the company. Your words are out there as a tweet or a Facebook status from the company's official accounts. So, it could be anything from a quirky/funny text for an awesome creative that we post on social media from time to time to something fleshier like a blog post or a press note.

**Q. We have been stalking you on different social media (we're sorry :P ) and noticed that the last post on all of them was 8th March, be it Twitter, Facebook, BlogSpot, Instagram, etc. Why this pre-planned hiatus?**

It wasn't pre-planned. I quit Zomato early March and moved back to Bombay hoping to try something else (read: academics). I started applying for colleges with the intention to seek lectureship as a visiting faculty. Bad timing! Didn't work out as planned! It was during that period i thought of going offline to avoid distraction. Returned online on May 21 but it was good to be away. My longest hiatus, so far! I eventually moved back north and rejoined Zomato too.



**Q. You are lovingly addressed as a "modern philosopher" by your followers. How does it feel to be one of the most adored thinkers of the generation?**

Sarcastically too, I don't see myself as a philosopher. I am more of a wordist (if all that word exists!) because I love words and i genuinely believe in them. I feel that words aren't given as much importance as they deserve. If you sing out of note, people pick up easily and point out that you are not a singer. But the same criterion isn't applied on those who speak. A lot of problems we face today stem from the gospel truth that we don't know how to use words. That has something to do with the reality that nobody bothered to teach us the significance of silence. A school as an institution emphasizes on enhancing your vocabulary, not your expression. So, to answer your question, I don't feel I'm really adored as such but yes, but there are people who appreciate the fact that I post random stuff. I don't follow trends or what's happening in the news. I don't feel answerable for what i write. I just write and storm the hell out of the room.

**Q. What are the palpable differences of working in a start-up and a well-established media firm?**

I dedicated more than three years to Mid-day and I've completed over a year with Zomato. The difference between them lies in the way they think and not just function. For a print media firm, what matters is that the newspaper should be delivered at your doorstep at sunrise tomorrow. For a start-up, what matters is that a set target is achieved regardless of what happens with the catch being the target can change at any given moment. So, a start-up, because of its endeavor to find solution to problems, relies heavily on spontaneity. A print media doesn't seek solutions to a problem as its vital role is to highlight the problem. I think that's where the key difference remains.

**Q. Can you tell us the role performed by Twitter influencers in this world of social media? Especially about politics, controversies, etc.**

It's a misnomer. I call them agents of attention. Influencer is too heavy a word to be used for them. But for argument's sake, let's say there is a growing tribe of the so-called influencers on social media. [I'm not one of them. I don't have that kind of reach. Yes, I've been around on Twitter for long (this is my eighth year running) and I'm approached by corporate every now and then to promote their stuff but I always decline. Besides, I never bothered to build a thorough audience base.] There are people who tweet/post things with the sole intention of pushing an agenda. It could be anything from adhering to a political belief to plugging a brand or to taking sides in an event/controversy. The basic motto is to divert your attention to something they think merits eyeballs. The funny part is it's

a make-or-break game. It's very real time. You can't delay a tweet or a blog post by an hour. If it has to go now, it has to go NOW. After all, attention is fickle and is the most expensive commodity of our generation.

**Q. Continuing with the same, how much do you think the media contributes in making or breaking today's generation?**

When you say media, you have to be specific which genre you're referring to. The way the print media behaves is very different from the way broadcast media acts. Let's not even get into New Media! The whole purpose of media is to keep the society occupied with some circus which the media—and nobody else, mind you—deems significant enough. It'd be easy to break down everything related to media to the sole purpose of entertainment. But that's not the case nowadays. You have to follow the trail and that always leads to power. Not ethics. Not money. If Jeff Bezos is buying a troubled newspaper like Washington Post or Nat Geo is suddenly seeking for profit instead of enlightenment, you've got to understand the economics. Our generation is partly responsible for "10 Reasons Why BuzzFeed Has More Views than The Economist." And the media can only make or break a generation if the generation allows it to.

**Q. We are going to dare and ask you this: What exactly is the affection between you, chai, and biscuit? It intrigues us more about your thought process!**

I recently learnt how to make tea and that's how the whole fascination with chai (I also learnt the word chai has Chinese roots (cha) and found it fascinating that millions of Indian wake up to a Chinese word!) took place. So i started

snapchatting tea cups instead of coffee mugs, etc. As far as that lame tweet that got more than 11K retweets is concerned, I'm embarrassed that your finer tweets are ignored while a dumbass joke goes viral all the way to Indonesia.



Shakti Shetty  
@Shakti\_Shetty

Q: What's worse than a biscuit drowning in the tea?

A: The second biscuit on a rescue mission drowns too.

Jan 27, 2016, 8:02 AM

11,082 RETWEETS 3,970 LIKES



Shakti Shetty  
@Shakti\_Shetty

A medal won't let a balloon soar high.

Mar 31, 2015, 12:44 PM

8 RETWEETS 8 LIKES



**Q. And lastly, the most clichéd but important one: A piece of advice for us.**

I am terrible at giving advice but I genuinely believe that we should seek peace of mind in whatever we do. If you try that, chances are you'll stay happy. In my experience, ambition is a great thing to nurture but it often leads to misery. A simpler way (and a more effective way) to do things would be: give your best shot at whatever you do without a hint of comparison with others and then become great at it only to move on to other challenges. If you're already great at something, what's the point in sticking to it?

**Interview By**



**Snehal Apte (MBA++)**

## Social Media – A Service to Community

“Koi bhi desh perfect nahin hota... use behtar banana padta hai”. Remember this dialogue of Siddharth from Rang De Basanti? Well, some reel life heroes are also real life hero. The efforts taken by Siddharth & RJ Balaji during one of the worst floods in centuries were not less than heroic. It’s difficult to pen down the destruction that took place due to the floods in Chennai in December, 2015. Many celebrities joined the relief campaign voluntarily and through social media helped the needy ones.

relief operation. Hashtags like #ChennaiRains, #ChennaiFloods, #ChennaiRainsHelp, etc. were flooding on twitter. Information about foods, safer places, helplines, etc. was being tweeted by the twitterati having huge fan following. Twitter, a social media platform which is mostly known for the trends, retweets, followers, etc. not only became a herald which provided information to the needy ones but also a helper which enabled people to help others.

25<sup>th</sup> April, 2015 – an unforgettable day for Nepal, an earthquake which occurred on this day killed over 8000 people and injured over 21000. Within few hours of the earthquake hitting, Facebook had activated Safety Check in the region. It identified users as possibly being in the affected area by their current city as listed on their profile, as well as the place from which they had most recently accessed Facebook. For the first time, in November 2015, Facebook deployed Safety Check feature for other than natural disaster when terrorist attack rocked the capital city of France. Since then Facebook Safety Check is activated whenever any calamity occurs or mishaps happen.



Above is just the screenshot of few tweets which shows how these guys used twitter as a medium of communication in

Well, every coin has two sides and likewise negative use of social media in such crisis cannot be neglected. Whenever the ineluctable natural calamity occurs, some people use social media as a tool for rumour spreading. The magnitude of Nepal earthquake was such that few states of north-east India felt tremors. But at the same time a rumour regarding another earthquake was spreading across the phones through WhatsApp.



There's going to be another earthquake coming after 7 hours .  
North India will face next earthquake at 8:06 p.m. Govt.of india is saying not to go into your houses houses. The next richer scale of earthquake will be 8.2 .  
News From NASA.  
Plz forward the message as much as u can.

This is an example of how some people make the disaster more disastrous by spreading lies. Similarly, during Chennai floods, rumours of crocodile escaping from the Madras Crocodile Bank and running loose in Mamallapuram did the rounds on social media and WhatsApp, diffusing fear among residents.

Many of us are using social media for different purposes but then we can use it in the time of crisis in a way Siddharth & Rahul used. But remember, we must not spread lies. As renowned social media specialist Simon Mainwaring said, "Social media is not about the exploitation of technology but service to community", and that service can do wonders if done with clean heart.

**Article By-**



**Jai Jethawa (MBA++)**

A boy with golden heart. Jai is coordinator of Communication Cell, PUMBA. He is a twitter addict and has keen interest in sports and social issues.

## The Toast of Modern Science



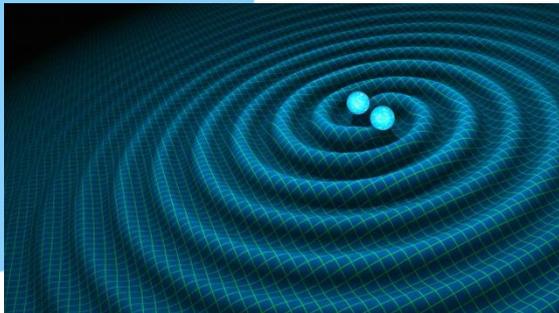
2016 witnessed century's most important discovery, **the gravitational waves**. Scientists have echoed "Till now we have been deaf. Now the universe has spoken to us through gravitational waves." In such a phenomenal discovery, India has a great share. The group led by Mr. Sanjeev Dhurandhar, from Inter-University Centre of Astronomy and Astrophysics (IUCAA), had initiated work on developing techniques for detection of weak signals which would eventually lead to detection of gravitational waves. He led the solo Indian group in the initial era of the Laser Interferometer Gravitational-Wave Observatory (LIGO) for a decade. Team Nexus was fortunate to interact with such legendary scientist.

### **Q. Can you please explain gravitational waves to us in layman's language?**

I would like to use an analogy here. Sound waves travel through a medium using density and pressure. Electromagnetic waves don't need a medium. Around 1900, equations predicted gravitational waves. But nobody could prove them. Electromagnetic waves are created when charges oscillate around each other. Gravitational waves are generated when masses oscillate or accelerate. It is a breakthrough in fundamental science.

Gravitational waves have properties similar to electromagnetic waves. For example, even gravitational waves travel through vacuum. But they are very weak. When you lift a glass of water, the whole

earth is pulling it down through gravity. But only your arm is responsible for lifting the glass. And that is done by the muscular contractions of your arm, which are actually chemical reactions which in turn are a result of electromagnetic force. Therefore, electromagnetic force is much stronger than gravitational waves. Due to this reason, they weren't detected for so long. Due to this low force, we need huge detectors with large sensitivity.



**Q. What future do you see in physics after the discovery of gravitational waves?**

Not just physics, but astrophysics. We hardly expected black holes to be this huge. It is like a black hole sitting at the center of the whole galaxy. We can say there are millions of solar masses in the galaxy. The size of the black hole is small compared to the huge mass that it contains, and that's how we infer a black hole. You don't actually see anything in the space. But the accuracy of detection is an important thing in this discovery. The gravitational waves were emitted by the rotation of these black holes around each other and we detected these waves.

This is the first time that we have actually detected the existence of black holes, binary black holes, and of course, gravitational waves. We had seen binary

stars before but not black holes. When the black holes are orbiting and the orbit becomes smaller and smaller, comparatively stronger gravitational waves are emitted. This is very much as predicted by Einstein in his theory of relativity.

**Q. Where would this discovery lead us to? Are there some important discoveries to follow?**

First we had optical astronomy in 1600 by Galileo. Then came electromagnetic astronomy. And now we have gravitational waves. Now these waves will detect many things that the former two couldn't. In case of electromagnetic waves, just going into another band, we could see another part of the universe. We can detect the increase in interactions, black holes, neutron stars, etc. Evolution of the universe will be the next big thing. Therefore, the next hundred years are going to be very exciting for physics and gravitational waves.

**Q. What is the difference between the Indian and foreign apparatus and devices used for experimentation?**

There is no such difference; technological advancement is seen in India too. We have been building the same kind of detectors. LIGO India is already working in collaboration with the USA. But we require different R&D here because the problems that occur here are different that occur in the US. This may be due to a different geographical structure, proximity of the sea, shape of the peninsula, the heat, etc.



**Q. What is the contribution of IUCAA in this discovery?**

The first set of oscillations was detected by an Indian in 1971. It was the first time that we came to know that black holes are spherical and some of them are also non-stationary. One of the main research papers, that helped the detection a lot, was written by me and a colleague in 1991. In 1994, there was another paper published that helped in the calculation of waveforms of the black holes.

The equations that helped in the detection of gravitational waves were difficult to solve. Solving the iterations can be a tedious task. That was done by the scientists in IUCAA. The detection equation actually had six terms, the more the terms the more complicated it is. The last term took three years to be calculated. This was used to predict the waves.

**Q. What is your academic journey to get here? What inspired you to go on in this field?**

I graduated in mathematics, pursued a post-graduation degree in the same and got a PhD in black holes and thermodynamics. I always had an interest in relativity. The funny thing about the

education system is that the theories in physics were not taught in the physics department but in the mathematics department, considering the tons of equations. I also liked signal processing; I found it very exciting. So I took a risk of diving into it and we can say that the risk has paid off!

**India is always accused of not participating in the discoveries in the recent times. Also it is said that our education system is more theory based than practical based. What's your opinion on that?**

A. In some sense it is true. This has been the first time that India is a part of such a huge discovery. Initially we could've done it but we didn't try enough. And even if we did discover something, it had a difficult time getting published.

And the education system can be said to be more theoretical due to less money. Experiments require money, and funding is not that easily available in our nation. But times are changing as we can see.

**Q. can you tell us how you maintain a line in between your personal and professional life? A little something about maintaining the work-life balance.**

A. There is no differentiation in our personal and research life! We scientists always have these things at the back of our mind. Constantly thinking about it. I like to say that sometimes it is not even safe for a scientist to drive a car on the road! Many times we don't even get enough sleep. We get too much immersed

in our work. But you just get used to it; you have to deal with it.

**Q. What are the obstacles that you faced throughout your journey? How did you keep going with patience and perseverance?**

A. I had written a paper about it in 1989. And guess what? People tagged it as impossible. I proposed the idea but it just

wasn't convincing enough. They asked questions about the apparatus, the vacuum to be created, the powerful lasers, etc. It sounded like crazy back then, but even if one of the hundred crazy idea succeeds, that is exactly what we need. You have to go on with patience when you have to prove something that has been labeled as impossible. And that is when you can discover something that is a breakthrough!

**Interview By**



**Ankita Kanse**



**Snehal Apte**



**Manish Salunke**



**Ameet Jagtap**

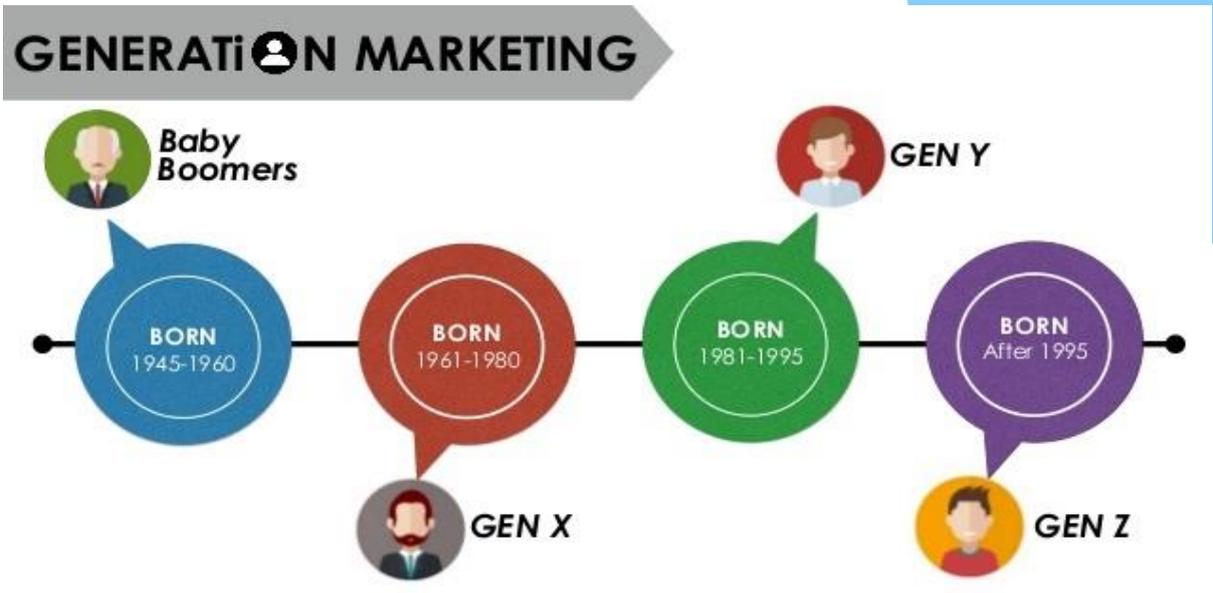
# The Gen Y Manager: Kick Start Your Management Career

*Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.* – Stephen Covey

Sydney Morning Herald featured an article in September 2013 titled “Help! My Gen Y Boss is a nightmare.” USA Today reports that Generation Y is perceived as entitled and unpolished. The Daily Mail, UK reported that workers believed that Gen Y Managers are not team players. Are all these simply baseless reactions by the older generations towards their young and enterprising bosses? Do the baby boomers and Gen X feel threatened by the advent of a new generation of dynamic, ambitious and entrepreneurial generation Y? Why is it that we are seeing friction between generations and resistance from the older generations when they have to deal with a younger boss especially someone in their 20’s?

Part of the problem lies in the fact that the baby boomers and generation X, to some extent, have a belief system which does not allow them to see why and how a 20 something can successfully manage an organization, a department or even a team. You need to first learn to manage yourself before you can think about anything outside of you. Wouldn’t you? Whatever be the reasons behind the behavior, the fact is that this change is happening and is not going away. Like every previous generation, the new and young will replace the old.

A research from EY, the global firm that includes Ernst & Young LLP, suggests 87 percent of Gen Y managers in the US have taken on a new management role in the last five years, compared with 38 percent of older Gen X managers and 19 percent of aging baby boomer managers. The same survey suggests that in 2020, or seven years from now, Gen X will still

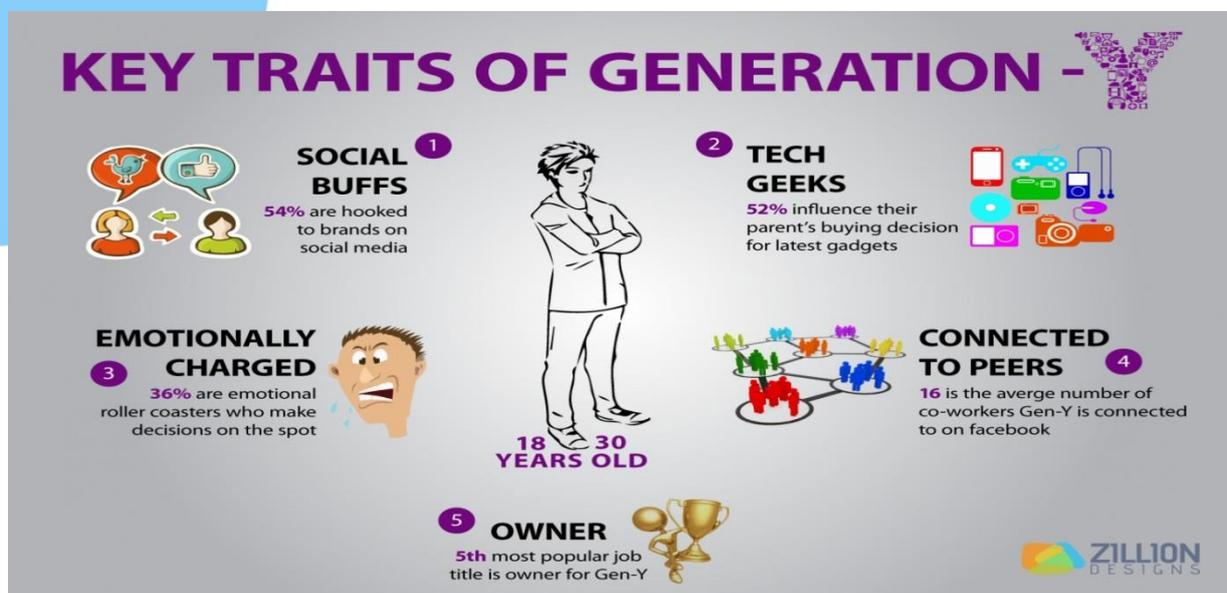


persist and outpace boomers and Gen Y at 65% vs. 27% for boomers and 51% for Gen Y, as the generation perceived as best equipped to manage.

Proving yourself at work can be difficult, and being doing that while being under 30 can be even more challenging. Traditional notions of seniority and experience are becoming more defunct: employers are looking at capacity and results above longevity.

## 1. Accept Your New Role

Before others see you as a manager or a leader, you need to be one and feel like one first. Don't be intimidated by the experience and knowledge of the baby boomers and Gen X. As a Gen Y you bring certain unique skills and expertise which your older colleagues may not possess. Successful organizations are built on having the right mix of people who can offer different



The baby boomers have to retire soon and there is and will be a need for people to fill these managerial positions. While Gen X will fill some of these, I believe a large portion of these will have to be met by Gen Y. Many of you will enter management positions decades earlier than those in previous generations. And the lack of experience and training in management is a stressful combination. If you believe you have what it takes to lead the future, then I'd like to hear from you. But if you are one of those who is uncertain on how best to manage your older colleagues then here are my top 5 tips to get you started.

perspectives and views. It's quite normal that you face doubts about your competence, so you will need to work harder to portray confidence. It might help to keep reminding yourself that the higher-ups who promoted you evidently believe you can do this job, or they'd have picked someone else.

Your first task is to come from a place of strength when talking to your team or peers. Start with what you know. Speak with conviction. Give those you manage a clear sense of where you're headed with any new project or client. Assume that your ideas are good ones

until you hear otherwise. Only when you live and breathe your role, will others see you in the same light.

## **2. Gain Experience.**

A startling 59% of the survey respondents felt that Gen Y lacked relevant experience to make any immediate contributions. This has been cited as one of the top reasons why Gen Y is not considered for managerial positions. While you can't overcome this when you start your career as a manager, you can definitely make an effort to gain as much experience as quickly as you can. Knowledge doesn't just come from book smarts; it also comes from experience. You have to work harder to appear knowledgeable to your older employees because they don't think you have enough experience. Knowledge is also one of the keys to creating trust. People respect people they like, but more importantly, they respect people they trust. During the initial months ask a lot of questions and be prepared to get your hands dirty in understanding and learning the role.

Your peer managers are a wealth of information since they have more experience doing the job you were brought in to do. Take note of their best practices and learn from any mistakes they made. Your team will especially like the idea of you coming to them to be taught something, so leverage that when possible.

## **3. Get to Know Your Team**

Older team members are no different than you when it comes to

personal lives and things that matter to them. Taking an interest in people's lives, whether they are expecting children or grandchildren, is always important. Talk to them about their family, how they spend their weekends, where they go for holidays, etc. When you take on the role of a manager spend time with your direct reports and have a one on one session with them to understand their background, interests and their vision of their future. You don't have to do all of this is the first meeting but the point is to build a rapport with your colleagues over time.

## **4. Accept Differences**

You grew up in a digital world. The baby boomers and some of the Gen X had to adapt to technology much later in life, which has been no easy task. Just because your team members are not familiar with the latest social media platform, don't think of them as dim-witted and out of touch. There's a middle ground you need to find when coaching them up on digital skills, between treating them like first graders and racing through the lesson as though they were born with smartphones in their hands. Your older colleagues come from a time when research meant 10 hours poring over books rather than 10 minutes skimming through Google searches. The challenge — and the opportunity — for you is figuring out how to leverage the analytical skills and admittedly ponderous work habits to cut down on missteps and maximize business results.



## The Blurred Punjabiya



In Hindi films, Punjabiya is all about male invincibility, that extra pump of adrenaline, and all round wildness for the sake of fun and spontaneity. The few clips of Udta Punjab that were circling around the news headlines on the day the film's makers moved the Bombay high court, portrayed the not so unfamiliar Punjab either. I mean if you go on to ask someone who hasn't lived in Punjab ever and knows the most Punjabi through Hindi films, they would reiterate the same. Lack of awareness of each other's states and urban communities is conceivable in such a colossal nation, isn't it? We are content in our little air pockets and guarded little perfections. Hindi movies unite us with their streamlined, cosmetized memes.

You can see the franticness and hyperbolic turmoil in the images of the drug addict rockstar, Udta Punjab's hero and other supporting characters. The film's music has the passionate Bhangra; however with raspier melodic shapes. The powerful thrums of Dhol and the Tumbi,



which usually characterizes 90% of wedding or party songs in Hindi movies, are an idea in retrospect in the soundtrack.

The truly distinctive part about Udta Punjab is its subject. It is a film about Punjab's discomfort, not the candy floss franticness we are habituated to. Google Punjab and drugs together, and you will discover unending scrolls of data about the profound issue of drugs fixation among its young populace.

Whether the Central Board of Film Certification (CBFC) was politically motivated in guiding the film's makers to hack languages and parts of the film is in the domain of speculations. If in fact the

Government directed the censor board to stall the release of the movie as an image saving measure before the state elections, the move by all means boomeranged! Everyone now wants to watch the film.

What's more evident though is that the Central Government's moral police, of which CBFC is part of, is least comfortable with ugliness, trippers, and cynics, pierced purple veins, with rock 'n' roll, dark humor and dreadful deaths. Censorship exercises a draconian control over such ideas and images.

So for all means and purposes as long the CBFC & Pahlaj Nihalani stay, the bright sunny Punjabiyat stays.

We do need more films like Uda Punjab, just to get a taste of the reality and give true art a chance to flourish. To ensure so, dismantling of CBFC is an absolute monumental necessity.

Uda Punjab reminds me of another amazing Punjabi film Anhey Ghorhey Da Daan, set against the

background of the development of Khalistan issue. Like the guaranteed and calm movies of our silver screen, Anhey Ghorhey Da Daan is the stark inverse of the Punjabiyat we find in Hindi motion pictures.

All the Kapoors and the Chopras are Punjabi. For Indian silver screen, they are what the Jews are to Hollywood—the film gentry. The gleaming, sterilized Punjab of mustard fields, along with the synchronous song and dance, started in the 1990s. Dilwale Dulhania Le Jayenge was the zenith. Yet, it could likewise be seen in Karan Johar's Kabhi Alvida Naa Kehna: Amitabh Bachchan's character, a virile Punjabi man with a comical inclination, takes a gander at the butt of Kirron Kher's character, a sharp, vivacious Punjabi lady, and says, "Unquestionably Chandigarh."

We should see a greater amount of the genuine Punjab in our Hindi films. Uda Punjab is an extraordinary path forward.

**Article By**



**Adrijit Sengupta (MBA++)**

*Adrijit believes that everyone has a story to tell. He is a marketing student and writes for Business Standard. He is passionate about travelling, food, politics, rock music and loves exploring new things.*

## My Experiments with Social Media



Was just wondering how social media has affected our lives. I had to time travel to and retrospect! Here are some of my experiments and experiences with Social Media.

### Facebook

The first social platform I ever used was Gmail! Still, FACEBOOK flashes my mind whenever I hear social media. Back in school days, how difficult it was to know what your crush likes to read, watch, eat, where she studied and all stuff. Now you just need to send a friend request and if it is accepted, you have all you need to know about them. I had this friend of mine who studied with me in 5<sup>th</sup> grade, her dad was transferred, and they left the town. Didn't have any idea where she was now, all I could remember was her name. And after 8 years Facebook comes to the rescue and we got into touch.

When I started my graduation it was so difficult to gel up with the new friends, know more about the institute, and contact seniors. But when I decided to pursue my PG, Facebook helped me a lot to know about various institutes, contact students who were already studying there, get in touch with

classmates, way before we actually met and things were so easy!

### TWITTER

I started using this social platform just because my favorite actor Shah Rukh Khan started using the micro-blogging site and it created a hoolah!! For first 3 years had no idea how did twitter work. Learnt things gradually and now I have two different accounts; a FAN account & a personal account (which doesn't spoil the timeline of my followers). Twitter gives me the liberty to type my thoughts and make them public without the fear of getting trolled as we don't have the "Facebookiyas" using twitter. AND I strongly believe one day I will get a twitter reply from SRK and Sachin Tendulkar.

### Instagram

Instagram has saved us from those random selfies, pics and photos which were uploaded on Facebook and Twitter every now and then. Slo-Mo videos and Dubsplash have found a platform in Insta. We find many marketing activities initiated on Instagram these days. So whenever a dish is served, a picture is clicked, appearing for an interview it is a must to click a selfie and upload on Instagram, or else you might not succeed.

## SNAPCHAT

Let a peg be filled, or a dish be served or you are on a drive the first thing you do is Snapchat it. No more “see the pic and delete it”. And if you are doing something awesome it needs to be converted into a story!!

## HOW SOCIAL MEDIA HAS MADE THINGS EASIER:

1. Hanging out with friends and exploring new places has become so easy due to Google maps.
2. Booking your travel and stay is just a finger touch away, as I write this I book my stay, recharge my phone and book a movie ticket for my sibling. This revolution is all because of social media.
3. You are with your gf and her friends and you all enter a restaurant. You had never been there and have 1000 odd bucks with you. To your surprise cheapest thing available is water costing 100 bucks and you have to treat 3 people a dinner. Thanks to **ZOMATO** now I can check the menu of the new resto from my home itself.

4. Finding jobs and impressing the professionals was never so easy, **LINKEDIN** is always there.

Social Media is the coolest thing that has happened to our generation. Many feel that it is taking away the personal touch and affection amongst the relationships. It is being used to spread negativity and hatred. If we as educated youth can use this thing efficiently without posing a threat there is no boon as SOCIAL MEDIA.

On a concluding note, I am happy to announce that

***“The only book I read is Facebook.***

***Whenever one asks what’s up... I say Whatsapp***

***I don’t chatter.. I just twitter...***

***Nothing is crap.. as long as you Snap..***

***I knew telegram.. my kids will know only instagram..”***

**Article By**



**Gaurav Bhadange (MBA++)**

*Gaurav is Social Media Coordinator of Communication Cell, PUMBA. He is a die hard “FAN” of Shah Rukh Khan and Sachin Tendulkar. He is very passionate about Cricket and Twitter.*

## In conversation with Mr. Vinayak Futane

A multidimensional personality having experience in diverse fields of the IT Industry, including PLM Product Development, Resource Management, Operations Management, Process Engineering and Customer Support. He is holding the position of Director - R&D Operations in 3DPLM Software Solutions Limited. A personality with crystal clear sight about himself and the society. We were very fortunate to interact with Mr. Vinayak Futane, our esteemed alumnus from executive MBA (2013 Batch). Here are some excerpts from the interview.



**Q. You have a long experience of 18 years in diverse fields. Would you like to give us some insights from your journey?**

I did my mechanical engineering from College of Engineering, Pune (COEP); as I was always passionate about machines and wanted to get into the same field. You will be surprised to know that I was not thinking of going into a software

company. I intentionally skipped software companies during campus drive to get into CORE companies like Tata Motors, Bajaj. I didn't get through the GD process of Telco and I was really upset about myself. I then decided that whatever company come the next day in campus, I would crack it and it fortunately happened to be Geometric software, a perfect blend of mechanical and software domains. I indeed cracked it.

I saw the job aligning well with my dream, to stick to my mechanical domain! I worked for 9 years in Geometric and in 2007 moved to 3DPLM, a joint venture of Geometric and Dassault Systems. Since 2011, I am leading the entire R&D operations business unit. My family has carried a good history of education and I always wanted to pursue my masters. In 2011, after 13 years of industry experience, I made a serious attempt in this step by enrolling myself for executive MBA batch in PUMBA.

**Q. You have completed your masters from PUMBA with Finance specialization and now working in R&D operations, what difference do you feel?**

I joined PUMBA with the intention of doing some greater difference to my work & to myself. When I started I didn't know various aspects of business because traditionally I have an experience as a software engineer, and then became part of the tech team to become the technical manager eventually! I was always a part of the delivery part of the organization, not being sensitive to different functions of the organization. Executive MBA helped me in exploring different aspects, all of those that enabled me to be

a part of vital strategic projects and decision making in the organization. As you grow into the organization, you need to be sensitive to all; you need to have a broader approach towards business. I got that in PUMBA and I really appreciate that a lot.

**Q. Could you throw some light on R&D operations in 3DPLM?**

Sure! I work with 3DPLM which is a joint venture of Geometric Ltd & Dassault Systèmes, a worldwide leading company in the Product Life Cycle Management (PLM). It is concerned with providing software for a product's concept, design, manufacturing, release in the market and support. Just like any human being every product also has a life cycle. And we have products that assist you in Concept phase and Design phase which helps you in collaboration, manufacturing, release and support. That's why it is a broad arena of product & 3DPLM is the second largest company R&D Lab of Dassault Systemes.

In 3DPLM we do product development testing & customer support along with the cloud operations. My group supports R&D operations in our

organization which includes environments for R&D, Customers and Customer Support.

**Q. As an MBA student basic quality that we need and must have is leadership & how to be an effective leader?**

First, is you need to have a good purpose of your life; you need to find a cause which is bigger than yourself. The moment you become self-centered you are not good leader. Second is, you have to carry along passion, energy and enthusiasm with you. You have to be inclusive in what you do. You can't be a leader when you leave people aside and you are stuck to something. Sensitivity towards them is also essential. Third, is you cannot be a leader without knowing what is happening in the world. You have to be up-to-date about what is happening around. Last but not the least you need to be humble and polite. No matter how much successful you're or higher scale of success that you have achieved during your life you need to make sure that you are always humble and polite to the people around you.

**Q. What are the other essential**



### **qualities MBA students must cherish in his life?**

Any MBA must be a master in self-administration. You need to be organized well planned and well-structured in the way you operate that is very essential no matter what domain what specialization what activity you are into. Second thing is communication. If you are not able to communicate with your stakeholder, you cannot be a good manager. You have to be punctual, which I follow personally. The people around you are watching you whether they are your customer your boss your subordinate, your colleagues and they will make an impression of what you do and usually Impressions don't change. You need to make the right impression on the very first time and you need to sustain it. And, stick to your commitment; make sure whatever you are talking you are delivering. In addition to these, adaptability is the most important. I will tell you my story; I was assigned on to an onsite assignment. The project lead was already expecting me to know ABC language, whereas I knew xyz. I simply couldn't say no and travel back to India. Therefore I along with my colleagues decided and picked up some books from the library and over the weekend we learnt the entire new language with no sleep. That project went out to be a great success! If I had said no and would have come back, it would have been a different story altogether!

### **Q. What is your opinion about stress and workload? How can a professional prioritize his work?**

I personally believe that stress is a state of mind which we define for ourselves. If I don't allow stress to reach me I won't feel stressed about certain things. If you are organized and well planned, you feel less stressed and you would enjoy your work. Work comes first, you have to keep aside your personal life. At the same time, make sure your holidays are reserved entirely for the family and you spend quality time with them during your weekend. So you get a good break and get back to work with a fresh mind and recharged.

### **Q. How do you remember the days spent at PUMBA?**

Excellent!!! You know I always feel great whenever anybody talks of PUMBA. I was at PUMBA 13 years back after my last formal education and I still share a very special association for the reason I did my Masters over here and second I got a lot of good friends! I still cherish the amazing experience of my college life

### **Q. Last question, what advice would you give to management students in PUMBA?**

I would suggest that PUMBA is one of the very good colleges in terms of facilities, professor, staff, & I strongly recommend that you make the best use of all these resources that is made available to you. Do your lectures regularly & look for more opportunities to interact with professors. They are full of energy and knowledge. Be sure to capitalize that PUMBA is also full of events so please make sure you participate. Thanks to Modi ji & startup India campaign, there are several things for you guys to look out

for. Plan to create a Startup and create jobs rather than chasing a job. Never be complacent. Always keep upgrading yourself and your goals. Don't ever feel that now my job is done and I will relax. Always experiment with yourself & be ready to change yourself. Also always be caring about people around you. And of course please look forward to giving back to the society because, it is not only the

government's job to do something great for the society, but we need to be responsible citizen too and I personally practice it a lot.

Thanks again to PUMBA team to give me this opportunity to interact and share my thoughts. Beware, I am still not done and I am still learning just like you are doing. All the best to all of you.

*Interview by*



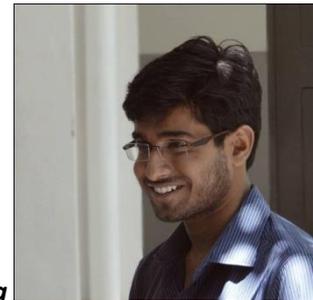
*Ruchi Chitnis*



*Jai Jethawa*



*Gaurav Bhadange*



*Adrijit Sengupta*

## India's (un)fair Obsession



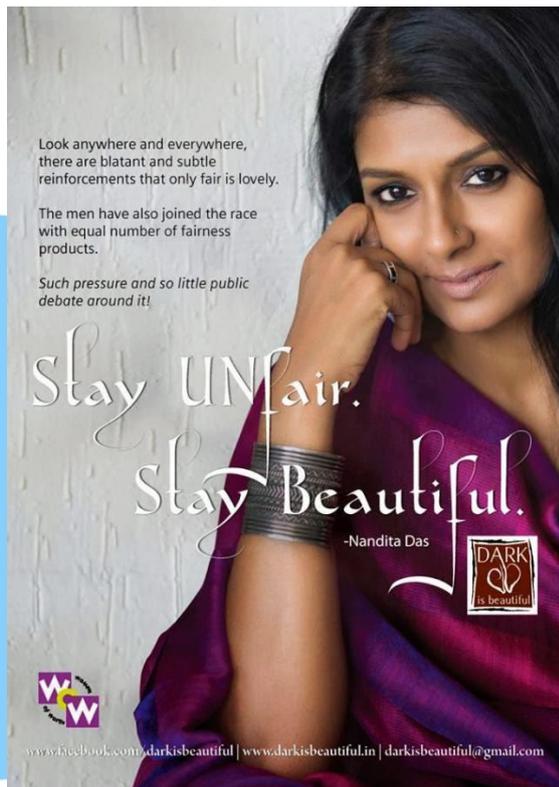
A visit to the Departmental store can sometimes be a big leap towards insanity. The big cut-outs of fair women smiling at me is not a very happy sight. Plus, there is whole section filled with fairness cream tubes of various sizes & types labelled with attractive offers.

If you go through the matrimonial section of any newspaper, you'll realize how deeply prejudiced and racist we are. I am yet to understand the relationship between a person's skin colour and his/her prospects of finding a life partner.

Many fairness creams have been reported to be using high levels of mercury, chromium and nickel which are carcinogenic. Fairness creams lead to the thinning of skin and since it reduces the

production of melanin, may also lead to skin cancer. It's sad that many of us fall prey & use these creams, or have used it at some point in our lives to feed the aggressive prejudices of our society.

Many famous celebrities with a huge fan following promoting the fairness myth are adding fuel to the fire. Considering the influence they have on the society, they also do have a moral duty towards us. Makes you wonder, if it worth idolizing such celebrities. Meanwhile, celebrities like Kangana Ranaut refusing to endorse a fairness brands & Nandita Das launching the '*Dark is Beautiful*' campaign is creating awareness and educating the Indians against myths that advocate fairness.



We need to understand that “fair” is not “lovely”.

Beauty is beauty.

And everyone is beautiful.

**Article By**



**Tanmayee Varpe (MBA++)**

*Shy & quiet at first, but crazy fun once you get to know her. In her free time, Tanmayee enjoys playing sports, taking long walks on beaches, trekking & reading mystery novels.*

## A Shocking Investigation

“Panama Papers probe” the investigation by more than 100 media organizations, 300+ expert journalists from more than 75 countries who worked together on 11.5 million files (around 11.5 TB of data) has shocked the world when it revealed names of world-famous politicians, celebrities, business barons, criminals, sports stars and more. The investigation based on offshore entities set up for super- rich clients of Panamanian law firm Mossack Fonseca exposed the inner workings of secret offshore financial system and opened up companies which were hidden and linked to internationally rich people. Twelve national leaders among 143 politicians are suspected to be involved in these scams.

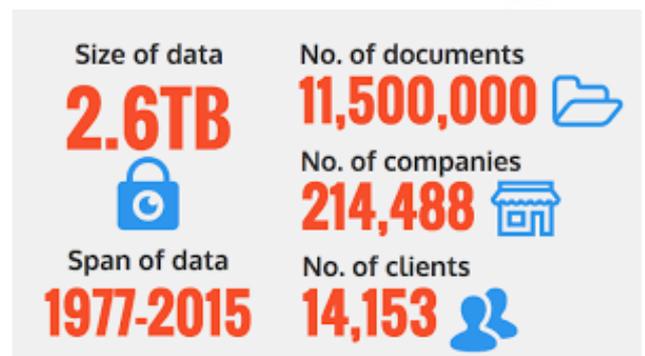


Since 2008, and the global financial crisis, cash-strapped exchequers had been trying to get their hands on billions in potential tax revenue hidden offshore. American economist Zucman estimates the loss in global tax revenues at \$200bn per year. That includes \$35bn in the US and \$78bn in Europe.

The documents leaked show the myriad ways in which rich can exploit foreign off-shore tax regimes. The leak is the biggest ever and is larger than the US diplomatic cables released by WikiLeaks in 2010 and the secret documents given by Edward Snowden in 2013.

“John doe”, the main source who leaked documents to German newspaper remains anonymous. Driven by anger about income inequality as a reason for his action, John Doe revealed this information. This release of data is being described as biggest in the history of “Data Journalism”.

The hiding places include British administered Virgin Islands, Panama and Bahamas as places where most of the offshore companies were registered. The dealings were conducted from mainly Switzerland and Hong Kong. However, the question remains that from where the money flowing offshore came from? It’s hard to discover because real owners hiding behind nominees, people with no real control and no real assets in the company who simply lend their signatures.



But still the small sample of 13000 owners compiled by Mossack Fonseca gives some indication with Russia and China topping the list.

This project was code-named “Project Prometheus” and launched by ICIJ (International Consortium of Investigative Journalists) with an invitation to 250 media organizations working in 25 different languages for partnership on reporting the data. The group of reporters worked for a year. ICIJ created a social network named iHUB for enabling collaborative and transparent reporting process. The entire system was protected with layers of encryption and 30-digit passcodes.

It wasn’t an easy task to identify names in such a complex and large database. There were layers of complexity involved with shell companies owned by friends of friends. The hardest part, dealing with such a huge data, was figuring out what was worth spending time on.

It’s such a massive source of information that many future revelations will arrive in time to come. This investigation was an example of successful journalistic collaboration to tackle a big story. The impact that these papers even 24 hours after its launch shows that a single journalist, a newspaper or even a TV show could never have this kind of impact alone.

**Article By**



**Chetan Patil (MBA++)**

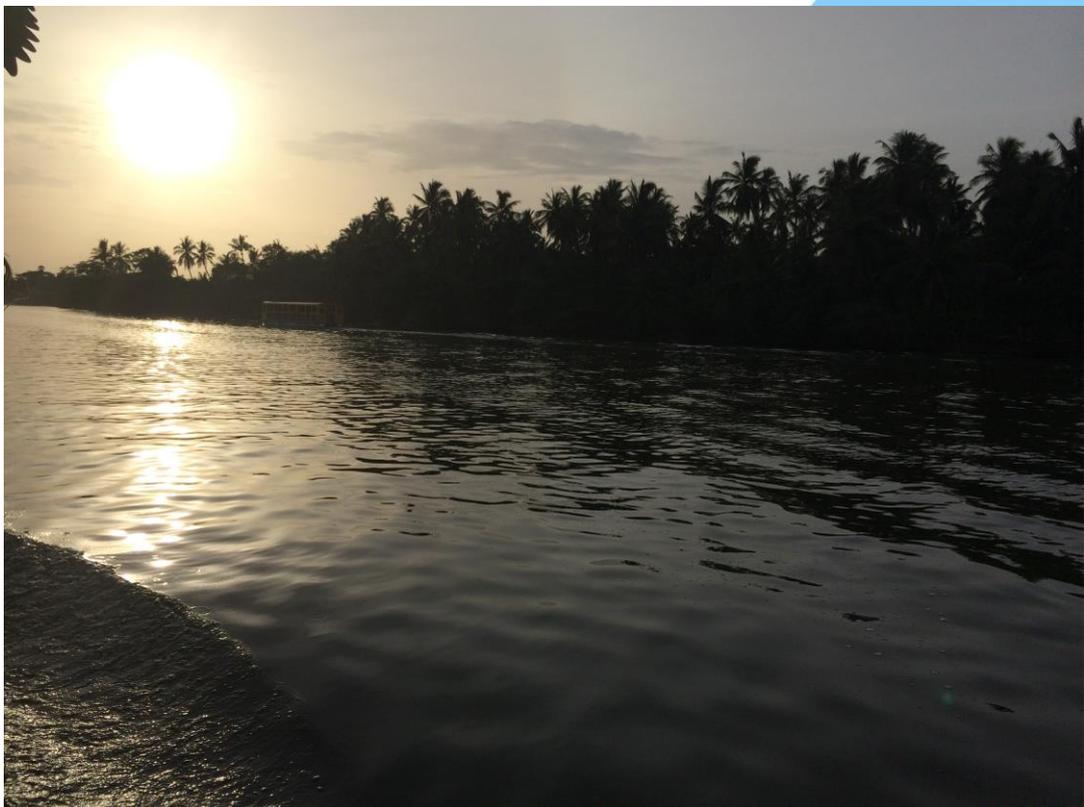
*Chetan is a management student at PUMBA, specializing in Finance. He loves to read and express his thoughts about social, political and economic issues. He also loves working out in gym.*

# Through My Lens

Sayali Damse (MBA++)



Sushant Deshmukh (MBA++)



**Soham Waghmare (MBA-PBT)**



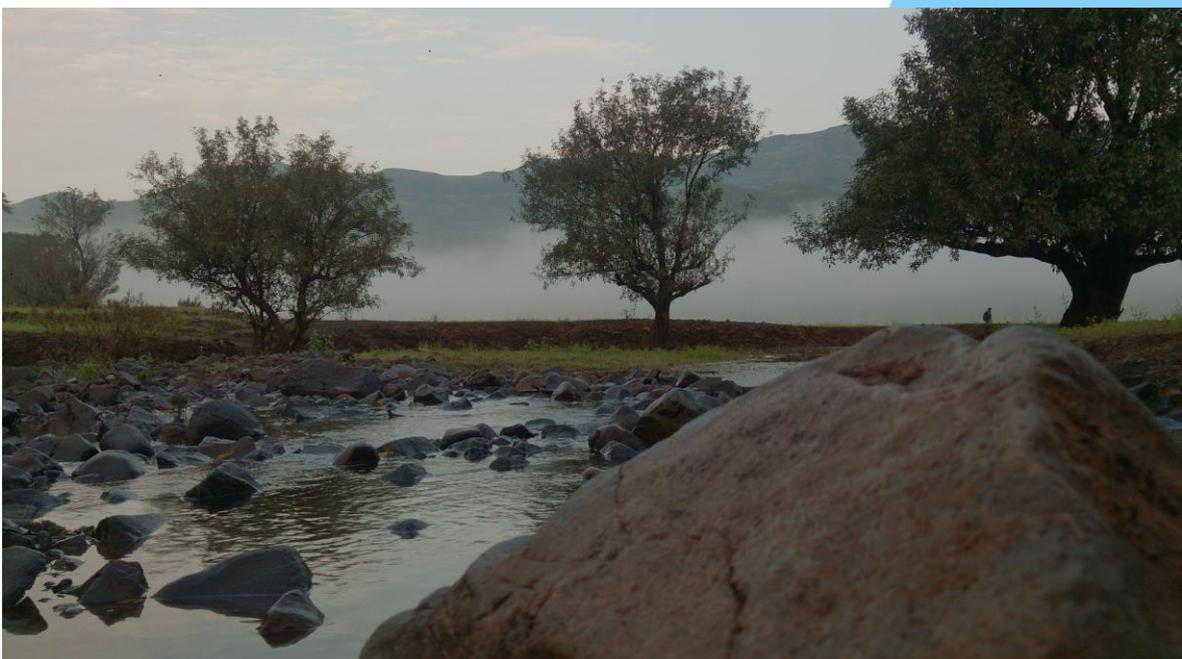
**Gaurav Bhadange (MBA++)**



**Ameet Jagtap (MBA++)**



**Soham Waghmare (MBA-PBT)**



## An Administrative Genius : Nikunja Kishore Sundaray



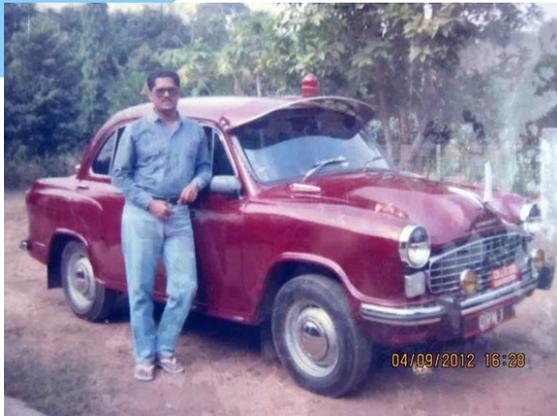
Management can never be confined to B-schools and corporate world. When lives of millions of citizens can be influenced with your one signature; it needs traits of management, administration and expertise of another level. We were very fortunate to know the thoughts and experiences of Mr. Nikunja Kishore Sundaray, an administrative genius! Mr. Sundaray is an IAS officer and currently serving as Land Reforms Commissioner, Odisha. He currently holds positions of Joint Secretary level, to the Government of India. He has led many departments to success, from district management, revenue, disaster management, micro and small enterprises to technical education. He is very active

on social media such as Quora and Twitter. He loves to interact with younger generation. He is an avid reader and enjoys writing poetry in English and Odia. Public speaking and debates are his special interests.

**Q. Sir, you have a striking 28 years of experience in government sector, in diverse fields. Could you please share some insights into journey?**

I owe my entire journey to my grandfather, who also happened to be my teacher, and the guiding values I received from him. After class five, I was sent to a boys' residential military school in Bhubaneswar; the years I spent here have carved my personality. From a protective

environment, I suddenly moved to a big city environment. In due course of time I excelled in academics along with public speaking and literary writing keeping my eye on civil services. I have pursued my graduation in sociology and political science, two of my favorite subjects, later pursued MA MPhil from JNU, Delhi. In 1987, I got selected for Indian Administrative Services, one of the prestigious but equally responsible job profiles in India. Administration is a dynamic profile. Just as you guys serve in management with different profiles, and are better preferred as generalists!



In my tenure, I served as Sub-Collector, Additional District Magistrate, Collector & District Magistrate and Revenue Divisional Commissioner. All these roles have added many dimensions to my career and persona. I was fortunate to serve as Director, Technical Education and Industrial Training and also as the Director on Board, IIT Kharagpur. I was able to see the depths of Indian higher education system. The job profile has enabled me to take a different turn, I again served as director of many government corporations such as SIDBI, OSFC, and IDCOL. The role, closest to my heart, was

Special Relief Commissioner of the state of Odisha and Managing Director, Odisha State Disaster Mitigation Authority. I am really proud to tell you that the Disaster Management model formulated by me is considered as benchmark for disaster management and is practiced in entire India in the time of crisis. I was elevated to Principle Secretary in 2012; and in the same year, I received National Award in e-Governance. At that time, I was serving as Principal Secretary of the Information and Public Relations Department, Government of Odisha. Recently I have been selected for an appointment as a Joint Secretary to the Government of India. It was a terrific journey with many ups and downs. Every day is a new adventure and every day you have to tackle different types of situation, being an IAS you get an opportunity to make substantial changes in people's lives. A true generalist you become!



**Q. You have mentioned about your role in Disaster Management. Could you please elaborate it?**

Odisha was severely hit by a super cyclone on 1999. I thought 'I hope we survive this!' And then arrived 2006, I was appointed as State Relief Commissioner & MD OSDMA. Balasore district was hit by massive floods in Subarnarekha River. We took control and that was the first ever time in history of India that a GIS platform was in synchronization with Indian Air Force to pinpoint air dropping operations, optimizing response time, fuel and stock carriage. Additionally, we also gave a new dimension to disaster management by adding night time disaster management capabilities. We introduced tower lights into our equipment list. If you put four of these lights on the corners you could play football at night! There is an implicit management mantra in this, always find the problems and creative solutions for them, which may not have been thought of before. We also opened integrated relief camps for 25000 people; which aided in sheltering them for a year. All these actions were taken quickly and the task was accomplished within 72 hours, golden hours of disaster management. This leads to second management mantra, time management and quick response! Very crucial!

Community preparedness is the key to disaster management in Orissa, and we have done significant capacity building. In this respect that has been emulated country wide. This was shortlisted for the Prime Minister's Award for Excellence in Public Administration 2009-10. After the Mahanadi floods in 2008, we distributed and disbursed all entitlements to the affected eligible families by informing them of their rights through full page

newspaper ads. We opened zero balance accounts and directly credited their amounts to the beneficiaries, eliminating all the middlemen at one stroke. It was a Rs. 1000 crore effort, no less; leads to our next mantra, awareness! And at the core of all these, there is Resource Management, be it time, equipment or human beings.



**Q. Please tell us more about the National Award you won in 2012 for e-governance.**

I was the principal secretary of the Information and Public Relations Department. After the Right to Information act was introduced in 2005, it was up to the states to implement it. In our state, we computerized the entire process and made it accessible through the internet. We were one of the first states in the country to implement it that way. The measure was highly appreciated by the Government of India and because I had proposed it, they gave me an award for the same. I feel that such a system can be emulated in other departments as well. Now for the past year I have been working on a G2C e-Governance project in collaboration with NIC to launch the Court Management System of the Board of Revenue online soon, which will make the task of litigants significantly easier.

**Q. You have served at directorial level in institutions like IIT KGP, what are your thoughts on today's education system?**

If we see IITs and NITs, their standards are quite high. Coming to other technical or non-technical colleges, I have few thoughts in my mind. . First of all, there is a structural imbalance – the number of colleges is disproportionate to the number of students. Second, the course in the colleges needs to be globally competent. Third, the industry-institute interface needs to be improved, which can be done with greater weightage on internships. Fourth, the quality of faculty should be bettered. Last, proper counseling should be made available to the students to help them through the journey. Factors like stress can take a toll on their performance.

**Q. What are some traits and habits a student must incorporate to build his bright future?**

“It is better to travel hopefully than to arrive”, said Gautama Buddha. Focus on your journey, as signs of success are all around you, and within you. Then the focus shifts from the outward goal of success toward the inward player YOU, who is making the journey; from uncertainty to certainty. The musk deer must know that the overpowering aroma of musk is in the navel of the musk deer, so focus on your successful journey, and don't wander aimlessly because every step is a stepping stone

**Q. Any message you would like to give to students?**

Believe in yourself. Understand that you all are the inheritors of a great tradition. The future of the country is bright, be prepared to build it. You will be around to see the great changes that this country will undergo by the end of this century.

*Interview By*

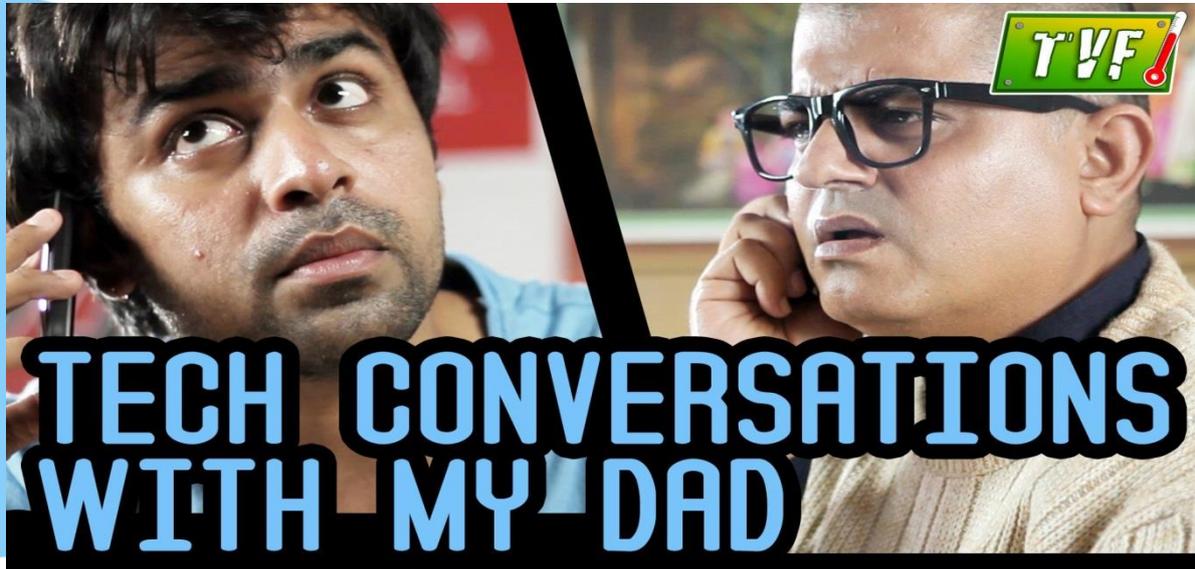


*Ankita Kanse*



*Sagar Khamgal*

## Teacherly Children, Teachable Parents - A time of role reversal



Few days ago, my mother was telling me, or rather complaining, what an impatient child I was! I wouldn't be seated at the same place for a long time, not eat properly and give her a difficult time making me study. She says she had to keep her calm and teach me the alphabets with a lot of patience. And this "complaining" session was right after I was glaring down at her because she asked me to teach her a little something about Twitter. Alright, I agree I am not one of those patient people who would tolerate all the doubts and queries quietly. But the glare was a result of the Facebook and WhatsApp tutorials that had taken place in the past.

Thanks to Mark Zuckerberg, Jan Koum (Founder, WhatsApp), Kevin Systrom (Founder of Instagram, yes I had to Google these two) and the likes of these, the younger generation has gotten the golden opportunity of tutoring the

### When you try to teach your parents how to use technology



tutors! Of course we can't threaten them or punish them like they used to, but this is the only one thing that we know we are definitely better at. So with a smug look on our face, laced with a little irritation, we try to complete the task at hand. Every day at home is a new episode of the TVF's Tech Conversation with Dad. "Okay mom, this is how you attach a file to the mail." "This is the FB wall. You can see what

people have uploaded here. No, it was not sent to you personally.” “No dad, you cannot chat with Amitabh Bachchan after liking his page.” “Ma, you can’t zoom in a picture on Instagram. That’s just how it is!”



The online shopping and bill payments are just other tests of our patience. Right from searching for what you want online to adding it to the cart and checking out, you will be bumped with ten questions at each step. Plus reassuring them that the process is safe and secure is a herculean task. I read about an incident (online, of course) where an old man was transferring money to another account using internet banking. After he was done, he was frantically searching for something behind his desktop, amongst the wires. When asked by his son, he replied that he wanted to see how and where all his money went through the wires! Even when my grandfather pays the electricity bill online or talks to a distant relative using Skype, he calls me up to let me know what a miracle the technology is and how convenient all the chores have become. Every. Single. Time.

We also have seen our beloved parents struggling to keep up with the internet slang and acronyms. It was a pain to chat with my aunt a few months back. She wouldn’t understand what I wrote, so it was either explaining her whole thing again or texting in complete and grammatically correct sentences. I suggest we should form some new acronyms for the Indian parents.

WIWYA: When I Was Your Age

YSGM: You Should Get Married

SSIB: Sharmaji’s Son Is Better

Some of the parents have not just started using the social media but also surpassed their child in the same. I remember my friend complaining about her mother who would comment on each and every of her post on Facebook and Instagram. I am sure many of us have either ignored their requests on these platforms or just blocked them altogether!

The good thing that has happened now is that our parents have stopped nagging us about the amount of time we spend online or on our phones. Now the whole family has its head buried in the smartphones, sending each other jokes on the common family WhatsApp group. The content that we send them many a times leads to an unexpected lecture or an argument, but that’s another story! We, on the other hand, receive a lot of messages on variety of topics ranging from patriotism to health tips to lead a long life.

But amongst all the haste and confusion, it is just amazing to see the

elders trying to cope up with the current technology. Be it for being up-to-date with the world or getting in touch with their old friends or a better way to reconnect with their techno savvy kids. Teaching them how to use all of this is almost same as when we were being taught how to use the alphabet, except that we lack the patience and affection

that they had. Learning something new is a tough process and maybe we should just be a little understanding. I will always have in mind a tweet that I read a few days ago- Don't laugh at your parents for not understanding the technology when you still have to Google how to make a soup!

**Article by**



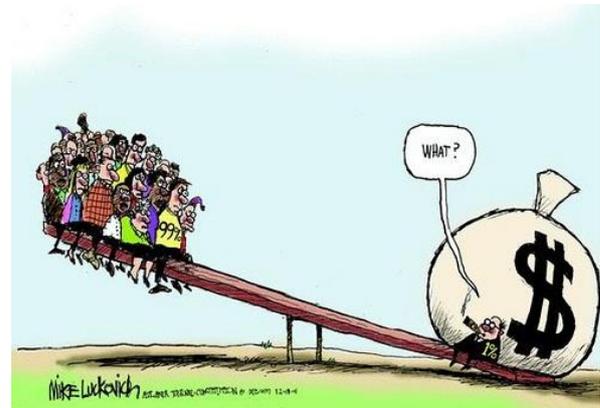
**Snehal Apte (MBA++)**

*Ambivert with a high emotional quotient. Empathetic and warm. Reader. No, not the girl who lives next door.*

## Subsidies in India

India is a welfare state where the subsidies are very important and essential attributes, subsidies are the tool of entitlement politics. In 1950 there were crises in every sector of Indian society; we were not able to produce enough food, we were facing the problem of unemployment, poverty, literacy and life expectancy of merely 32 years. So by understanding the above problems, the largest Democracy in the world rightly envisaged Indian state to be a welfare state. After 69 years of independence, we are able to solve only few problems, and we are still fighting with poverty! Indian congress was in power for more than 60 years, they always believed in the entitlement politics (which is very essential for welfare state) for fighting against these crises. Former Prime Minister of India Mr. Rajiv Gandhi rightly pointed out that there were 83% leakages in the Subsidies. In this context, the latest Economic survey pointed out that Indian government spending Rs.3.77lakh crore on subsidies, annually. Despite spending such a high amount from the pocket of tax payer (common man) there is no transformational impact on the Indian society. Definitely these subsidies are helping some poor people, but due to mis-targeting and leakages some richer sections of the society are taking benefits of these subsidies, accounting for one of the biggest reason for economic disparity in India.

Every welfare state has some social development objectives and the subsidies should be used to fulfil that objective.



When the objectives are achieved, specific subsidies should be phased out. But in India once the subsidies are given, it will be very difficult to phase them out since it will become a politically sensitive issue. If it is not removed at a particular time then it will definitely create a problem. This may create fiscal and revenue deficit, insufficient funds for the infrastructure and development, which ultimately causes higher taxes. On the other hand it is also true that if it is phased out, it will squeeze out the money from the economy. This will reduce the consumption, which will hurt the economic growth.

In India, the Agriculture sector is highly subsidised; water and electricity for the agricultural use are heavily subsidised by the State government. But the government is failing to ensure the rational and sustainable use of the water and electricity. In the many part of India there is no regulation on the extraction of ground water and use of electricity (electricity usage for the agriculture pump is free of cost). So many non-agricultural elements use these subsidies for their personal benefits. These reasons create

lots of problems in the Agriculture industry. To counter this, government has planned to separate the agriculture feeder network from the rest, under the 'Deen Dayal Upadhyay Gram Jyoti Yojna'. In which the electricity supply will be provided for the specific hours (Inspired by Gujarat Model). There is huge subsidy on Urea and therefore, there is high consumption of Urea (which is not required) which pollutes the underground water. Earlier Indians were consuming more calorie rich diet but now the Indians are preferring protein and vitamin based diet. The main source of protein is pulses. For the production of pulses, Maharashtra, Madhya Pradesh and some parts of Karnataka and Andhra are suitable, but due to the high remunerative prices of sugarcane, the farmers of these regions have shifted towards cultivation of sugarcane which causes the high consumption of the ground water. This creates 2 problems a) Drought b) Shortage of Pulses (Examples: - Marathwada drought and high prices of pulses respectively). There are many others factors which are responsible for the drought and shortage of pluses. Pulses are water efficient crops. There is sufficient water available in Bihar and Bangal, which also have suitable soil for sugarcane, but due to deficiency of irrigation facilities (basic infrastructure) and electricity there is very low production of sugarcane in this region. Another important aspect in the agriculture sector is agriculture finance. Farmers get the crop loans at 7%/annum and if the payment is regular then another 3% rate of interest subsidy will be given.

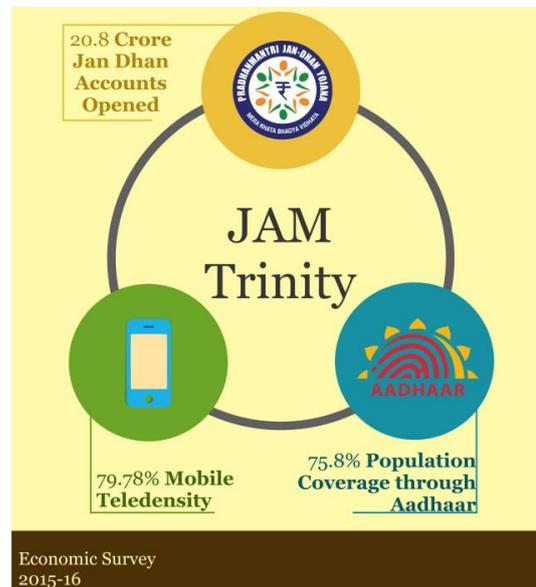
According to Economic survey the amount of single loan is increasing; it means the benefits are going to rich farmers. Many banks' data shows the increasing share of urban area lending which clearly shows the urban areas famers are taking benefits which is the best example of mis-targeting.

Indian Railway is also providing high subsidies on the passenger fares. This is the primary reason for the high losses for railways. To fill this revenue gap there is constant rise in the fares for the commercial goods transport. This fare hike reduces the freight contributions and the domestic transport. Now due to the fare hike, this freight carriage is shifting towards the roadways. If the transport is shifted towards the roadways then it will not only create pollution but also cause high production cost. From 1993 to 2011 the sleeper class and second class fare rose by just 144% and 106% respectively, whereas the WPI (wholesale price index) rose by 295% during this period which clearly reflects the high railway subsidies on the passenger fares.

Now look at the food inflation, despite having the surplus production, the prices of the food grains in the open market are not low. The FSA (Food Security Act) is sufficient to fulfil the requirement of food grains of nearly 50% households. The remaining 50% facing the problem of inefficient storage and artificial shortage which ultimately causes the high food grains prices in the open market.

To tackle the above problem, government has come up with DBT (Direct Benefit Transfer) which reduces the conservative leakages. It hits the very roots of the corruption, because now everything will be available in the market prices. DBT will eliminate intermediaries. However there is a risk, that this money may be used for the alcohol, tobacco etc. For avoiding this, government has made eldest women as the primary beneficiary; in this way it has also encouraged women empowerment. The DBT gives highest benefits in MGNREGA. There were many complaints against the irregularity of payment and corruption in the scheme. DBT not only helps to reduce the leakages but also helps in identifying the actual beneficiaries. JAM i.e. Jan Dhan Yojna, Adhaar and Mobile base, helps for the financial inclusion. Apart from these initiatives, behavioural and technical remedies may be of immense use to control and target subsidies better.

Subsidies are used to maintain the equitability and proper distribution of resources. But at the same time it will also create problems of corruption and inflation, if they are mistreated. Currently



India is growing at the 7.5% but this is not sustainable ('Andhe me kana raja'-RRR). This growth is not fulfilling the gap of unemployment; it is still very high compare to last couple of years. And we just cannot neglect the global slowdown. US growth is stagnated, china is struggling, Russian and Brazilian economies are in recession, which is directly affecting the world trade and Indian economy too. India's economy faced supply side constraints, which didn't increase productivity as compared to GDP. Proper distribution of subsidies will improve the domestic market which ultimately attracts the investment. This investment can bring stability in the economy and will certainly create more employment.

**Article By**



**Prasad Kale (MBA++)**

*Prasad is a management student at PUMBA, specializing in Finance. He has keen interest in economics and social issues.*

## Three Shades

**Time:** 9 AM

**Place:** 'Any' traffic signal in India

A poor boy, 4-5 years old, was very happy! He was able to sell almost all the "things" he had, in a very short time. He himself was surprised, what miracle the "thing" had that almost everyone was purchasing it. However, the boy was unaware of what was going to happen next. A roadside loafer was watching him for a really long time; he knew that the boy has got a lot of money. When the boy was returning home in the evening, the loafer got an opportunity; he beat the boy and looted all the money. The boy approached his boss. Listening to what has happened, the boss became furious and he, as well, beat the boy; the boy doesn't get any food that night. Wandering here and there in search of some food; he found some of those "things" on the road and in the dustbin. With a hope to sell them next morning, he collected them. In the next morning, he was pleading, crying and begging people to buy that "thing." People just refused to buy it even for lower price. No one seemed to be interested in purchasing it even for free. The boy was shocked and confused.

That "thing" was our "National Flag" and the day was 27<sup>th</sup> January.

The aforementioned story is from the documentary named "3 shades." It created a lot of questions in my mind! The boy was not aware about importance of 26<sup>th</sup> January. But the People, who threw

away the flags, once the "ceremony" was over; were they aware about Republic Day in real manner? Or 26<sup>th</sup> January was just another holiday for them? The roadside loafer was victim of poverty. The boy was victim of exploitation and human trafficking. The boss was a symbol of cruelty and criminality in our society. All the above characters are victims of failures of our system. And what about other people? Who purchased the flags in morning and threw them in evening! They are symbols of our Indian mindset of '*one day love*' towards our country. It's not new for a nation to celebrate national days. In fact it is important. But country like India, with diverse society, numerous socio-cultural groups and various '-isms', a 'National' day is a big deal. It is one of the fundamental ways to tie all Indians in one knot. The question is why just one day?

Is remembering our great freedom fighters and soldiers, who sacrifice their whole life for country, for one day acceptable? Watching and listening '*Desh Bhakti*' movies and songs for only a day will not lead India to superpower. Freedom struggle lasted for a century. Currently, our soldiers are standing at border, despite the harsh season, just to protect us so that we are able to celebrate not only 26<sup>th</sup> January/15 August but all other festivals in a safe manner. I think our '*one day love*' has let down their efforts. A simple expectation is having that sense of responsibility and sensitivity, every day!



Displaying love for India on Social media is another trend now. “Like/Share” this and show your love! Many of us keep debating on various issues on social media but hardly have we converted those debates in positive actions. A revolution is happening almost every night on social media. But the intensity of that revolution decreases with every ray of Sun enters. We often get angry if someone shows disrespect to our national symbols. We start arguing, abusing and fighting on social media. Sometimes it takes shape into actual disputes on field (Bad powers generally take shape early). If someone abuses our national anthem or symbols or threatens our national security; people come on roads to show their anger. (And if bad situation arises from it Government has to call Police or military forces. What a Cycle!). Do we really require such bad incidences to unite our country? NO.



Surely not.

Before indulging into such “verbal disputes”, everyone should ask themselves some questions,

- After school life, how many times have we attended national ceremonies in the morning? I bet, most of us are in bed at the time

-How often do we sing our national anthem? (Except movie theatres)

-How many of us know the names of our military chiefs? (worst thing is, we are more aware about the names of criminals/terrorists)

-How many of us will choose Military or other forces as one of the choices of our career? (How many parents will allow for this, is another issue)

Recently there was a trend to keep a DP on WhastApp to support Indian Army. No doubt, it was one of the best messages to all who dream to break India. But, our work should not be limited to just a DP. We must inspire ourselves and other

youth to strengthen all systems in our country through constructive actions; to fulfill the dreams our nation builders. It should not be limited to one day celebration. It should be a life style. I distinctly remember the part of the documentary when my 'Indian flag' says,

***"Teri Bhookh main kya mitaonga?"***

***Main to khud bhookha hoo hawaa ki uss lehar ka..***

***Jo mujhe azaad hone ka ehsaas dilati hain"***

Let's be that wind for those who are in need and for those who are unaware about the reasons for these one day celebrations. It's the responsibility of every citizen to make sure no one will suffer from the situations like that boy. Instead of throwing stones to each other, let's collect those stones to build a shelter for poor. Instead of just criticizing each other let's come together to find solutions to the problems. The boy from the above story is far far away from Independent India's celebration. Let us give him an opportunity to celebrate the nation in its true sense!

**Article By**



**Sagar Khamgal (MBA++)**

*A patriot and a social worker. Sagar believes in equity and social justice. He is student of Human Resources in PUMBA. In his free time he enjoys playing carrom and watching documentaries.*

## War for Resources



Imagine, its year 2030! We have excelled a lot in technology; every device is a “smart” device. We have the vehicles with best technology and greater efficiency. Everything is simply great. There are only "few problems" such as water scarcity, fuel scarcity and energy crisis. The reason, we were not able to create them, of course, and our exploiting nature has established demand much higher than supply.

Imagine you are a family of three (you, your wife and your kid) and rules and regulations are set for the use of general resources. You have a monthly ceiling on using resources like water, petrol, diesel, electricity, gas etc. Yes! You CANNOT use more quantity of these mentioned resources once you crossed the monthly limit.

Sounds crueler than your internet plans? Sounds like Injustice? Think about it when the same limits will be applied for food. What now? But you may not be in

any position to do anything against it because the resources will be on the verge of extinction. Think of it. The Ambani family will be having the similar limit as mentioned above. So as Vijay Mallya who owns around 40 high end super-cars. So many problems for them eh?

And for you? The limits mentioned for your family size might be enough for your two cars and two bikes I guess. Fair enough! Because all the resources mentioned above are natural resources which are about to vanish in few decades. No one owns them. And everyone has equal right to get access to them and pay the same price for desired amount. And with the stringent regulations and acts, everyone will get their share according to their NEED. As of now we use it according to our WANT. We have already demonstrated the difference between NEED and WANT with mindless exploitation of these resources! The day will not be far when MAD MAX will be for real. World war 3 will not be for power, it will be for the RESOURCES which include

food, fuel and other sorts of energy. And it is up to us to avoid or at least prolong this Resource War. The point is that resources are going to get finished one day and increasing the average income of the country in order to be able to afford these resources is certainly not the solution. The six billion people on Planet Earth use nearly 30% of the world's total accessible renewal supply of water. By 2025, that value may reach 70%. Yet billions of people lack basic water services, and millions die each year from water-related diseases. Water is a basis of international conflict and the conflict is anticipated to worsen in coming future.

While we keep giving the usual reasons such as Deforestation, Industrialization, Pollution, high demand etc. for water scarcity, the most important reason is less conservation and more usage and wastage. Poor don't get adequate water and the middle class, upper middle class and rich don't value it! It's easily available to these three classes and they don't think of wastage and conservation because the amount they pay for the water is negligible. Another reason that they don't value it is the lack of awareness about the scarcity and the serious issues we are going to face due to it. The population is increasing at exponential pace and the supply of water is not even in a straight line. It's declining actually.

Rather than focusing on conservation of water and decreasing deforestation, pollution etc. we should focus on reducing the water wastage. So many small things can bring this change along with us such as using minimum necessary water for bath, avoiding showers, flushes, big taps and faulty water regulators, avoiding water during festivals like Holi.



## BLUE GOLD

THE WAR OVER YOUR WATER IS ABOUT TO BEGIN

IN THEATRES DECEMBER 12

TRISTAR

We have not given any importance to water security and its regulations in our daily lives. We often find faulty taps and regulators in public places. Our water transport system possesses low quality equipment causing high wastage. Government also pays less attention to the maintenance factors for these water regulators. They should focus on creative ways to spread this awareness and tell the statistics about our water usage. Today they have technology and so many social media platforms. They should inform the citizens about the percent of water remaining in our reservoirs on at least weekly basis. Those figures will make us realize how critical it is.

And the most important thing is our mentality. We keep the tap on during shaving or while washing our face. We never account the water we waste for washing our cloths and utensils. We use an entire flush every time while we go to pee. Is it really necessary? It's like using a whole bucket of water to wipe a glass of

dirty water. Bathtubs are one of the worst inventions in the world. We actually use around 12 buckets of water when we sit in a bathtub, 5 buckets of water when we shower, and hardly 2 buckets of water when we directly use it from bucket. And it can be further decreased. It's not that we are careless. It's just that we are not aware of the water statistics and the horrifying future that lies ahead of us. But we can still make it. We still can save generations ahead of us. We can actually reduce the demand and try to be closer to the equilibrium of demand and supply.

This was about water, other resources are also not in "abundance." According to BBC's stock check which was done by June 2012:

Coal is going to be finished by 2054

Oil is going to be finished by 2049

Gas is going to be finished by 2047 (Not such a "Happy 100th Independence day" for us)

Minerals are going to be finished by 2056 (All average)

And these are not the worst case scenarios. Industrial growth and all other future factors are considered. So the worst case will be mentioned years minus 10 or 20 years!

This is some serious stuff. The things we watch in Hollywood "END OF THE WORLD" movies will be decent compared to what we are about to face in coming decades. And only our generation can do something about it. The previous one has done enough. And the next generation relies on what we teach them. So it's only us. Just give a thought about it folks.

"Abki baar...thoda to conserve kar mere yaar"

Let's save ourselves while we still can.!!!

**Article By**



**Ameet Jagtap (MBA++)**

*A creative and curious personality! Ameet is a student of Finance and Systems. He is enthusiastic about issues such as philosophy and psychology. He concerns about sustainable development and resource management.*

# #PUMBAitesAtWork



## The Need of Systems Thinking

PUMBA has been extremely lucky when it comes to its faculty. We have two geniuses on systems, Prof. A.G.Joshi and Prof. Anupam Saraph. Here is an excerpt from a very profound and eye opening discussion on systems thinking by them.

**Prof. A.G.Joshi:** This is a very interesting area! For a very long time, people are thinking of adapting the system's thinking. Everyone knows the story of the elephant and five blind men where we actually look at the parts of an elephant. And today, being the world of specialization, I think the same thing is happening again. We are trying to be more specialized in every specific area without looking at the interrelations between the components and a holistic approach. I think starting from the discussions of systems thinking in forties; Bertalanffy, he started this series on system's thinking being made popular by him. What do you think?

**Prof. Anupam Saraph:** Yes, the origins of system's thinking are in early 1900s and basically the idea was to actually talk about the whole system which integrates and works together for a common purpose. Rather than looking at the world from a reductionist perspective; system's thinking started helping people to look at the world from an integrated perspective. I think the importance of system's thinking is not just looking at the whole of it but also actually changing the perspective that we have about the

events that we experience. So if we look at the things that catch up our attention, they are the events which are happening here and now. So even during our conversation if a mobile phone rings, it will catch our attention and perhaps we will stop the conversation and go to the mobile phone.

So in the same way what happens when we are travelling on a road is, our immediate attention is on the traffic that we are caught in. Our attention is not about how traffic in the city has grown over several years and it is becoming even more complex and ever more difficult to manage. So, therefore, what catches our attention how our time frames are getting increasingly smaller and smaller. System's thinking on the other hand tries to get our time frame aligned to the system that we are thinking about.



**Prof. A.G.Joshi:** Absolutely! Because I too think about when we look at system's thinking and the history of system's thinking and the present. As you correctly mentioned about the different time frames which we are working on and we are trying to look at the components and their interrelationship I think this discussion will grow more interesting once we go to what we actually see around us rather than looking at the system's thinking. We should also look at the implementation and the problems. We also keep speaking about asking the correct questions and how do we really look at the stuff. You want to say something on this?

**Prof. Anupam Saraph:** Yes, so if you look at the world over the last century, I think we were living in an increasingly complex world, may be 100 years ago where the problems were local. So you could actually deal with these problems locally because we had self-correcting and self-regulating mechanism which existed at a lower level. As we built a world where information in one part of the world not only travelled across to the other part in a matter of seconds but also drove decisions over there in a matter of few seconds; we are actually changed what happened at a different time line. Silently but our attention is grabbed by events that are happening at a distance right now. So the stock market movements in New York are suddenly volatile and Mumbai stock exchange reacts to it within a matter of few hours. If there is an outbreak of bird flu in China, within a matter of few weeks it's rapidly

spreading across in India and other parts of the world. How you can see that suddenly these moments, time frames have changed?

**Prof. A.G.Joshi:** You know very interestingly because of what you said, I remember the Lawrence equation. The butterfly effect which says that the wings flipped by the butterfly on one side of the earth brings hurricane on the other side depending on the time frame. Peter Senge, who has actually written the '5 Disciplines' and 'The Learning Organizations', always says that whenever he goes to the class he tries to ask his students if they are a part of a family ,if they are then what role they are playing, who is dependent on them and how do they really interconnect with all of them. So it makes sense looking at the time frames and how really things are changing and getting affected by everything that is happening around us. But looking at the system's thinking as a part of not only academic discipline but the real life perspective, how do you think we can really have its perspective and the discussion topic that we are starting here is about the need for it. Do you think that bringing this perspective helps all of us to understand the things more clearly?

**Prof. Anupam Saraph:** As I was pointing out we are changing the kind of systems which exists in the world and at the same time our attention is still caught in the events which are here and now we don't understand what are the timelines or time frames of our system. We don't understand how they work and therefore, somehow we still live in an era where we

try to manage the world as if things can be switched on switched off as easy as you switch on and switch off an electrical light.

So from a very practical perspective till we actually recognize that we're dealing with a dynamic world, we are not going to be able to have lasting impact or create sustainable solutions and therefore it's important for us to be able to see what system's thinking can do to few of the challenges the world. Global warming, huge increase in terrorism, increase in crime, financial misappropriation and money laundering, economic chaos and recession which the financial experts are not being able to read. At the same time we see a world whereby we are producing experts who are extremely well versed, good small part of the world so you can have people who have studies deeply on one aspect of the physics, the chemistry, the math, the economics of some part of the world so with this these experts or town planner or architecture and material designer and energy expert we still find out that we're not able to ring in the complex world.

**Prof. A.G.Joshi:** Absolutely I think it makes understandable that it's becoming more and more complex and I'll personally think that we are not thinking about why the things are happening when we are trying to come out with solution. Because I have to address something I have to solve, something that the interdependencies we may not have time for but I think the systems thinking perspective will change the approach to looking at the stuff and I personally think

that it is more relative in nature. Somebody's problem might be somebody's solution. Also so it's more relative in nature and it might depend on what kind of telescope you're using and that's interesting. I mean system's thinking really will change the perspective to looking at the things and will give better idea about everything.

**Prof. Anupam Saraph:** I think our readers will be the judge of whether system's thinking is going help all of us to live or live the world better. At the same time what I want to point out is that we have been so far experts in different disciplines and we've used our expertise in different disciplines to solve the problem of the world. However we've met with very limited success, In fact I may even say in many areas, we've met with failures and therefore there is a crying need for different perspectives and a need to ask the question 'Do we understand what we are impacting?' In the process the old wisdom actually recognize that all problems happening because the way we're organizing ourselves is somehow missing and I think system science is the science which tries to bring back that wisdom into society. So we're more venerable to whatever these seasonal environmental changes that we encounter we become more fragile, on the other hand our ancestors were cope with these changes in seasons.

**Prof. A.G.Joshi:** Yeah I think Donella Meadows has written a lot of things about dancing with the system. In the book, she has interestingly explained all these things that how you can't control

or create a system. I think we have given the enough idea to the readers what is system's thinking, the need for system's thinking.

**Prof. Anupam Saraph:** We need to look at different problems that are faced by the world today and try to address them, from the current world paradigm to solve them and contrast them with



***Prof. Anupam Saraph***

system's thinking gap so that we are actually are able to leave it to the readers to gage and see whether the systems perspective is what is required if you want a better world. And I think what the important thing is to ask a question 'What do we really want to do?' 'Do we want symptoms to disappear?' or 'Do we want to build a better world?' and leave a better world for our decedents.



***Prof. A. G. Joshi***

# Supply Chain Challenges in E-commerce in India

Last few years witnessed a boom of e-commerce startups in India with giants like Amazon, Flipkart, Snapdeal, Paytm and others grabbing billion dollars in investment. A report by Bank of America Merrill Lynch in 2015 stated that the e-commerce market in India will be worth \$220 billion by 2025.

This unprecedented growth of e-commerce business has resulted in the demand for more skilled manpower in the sector of Supply Chain & logistics.

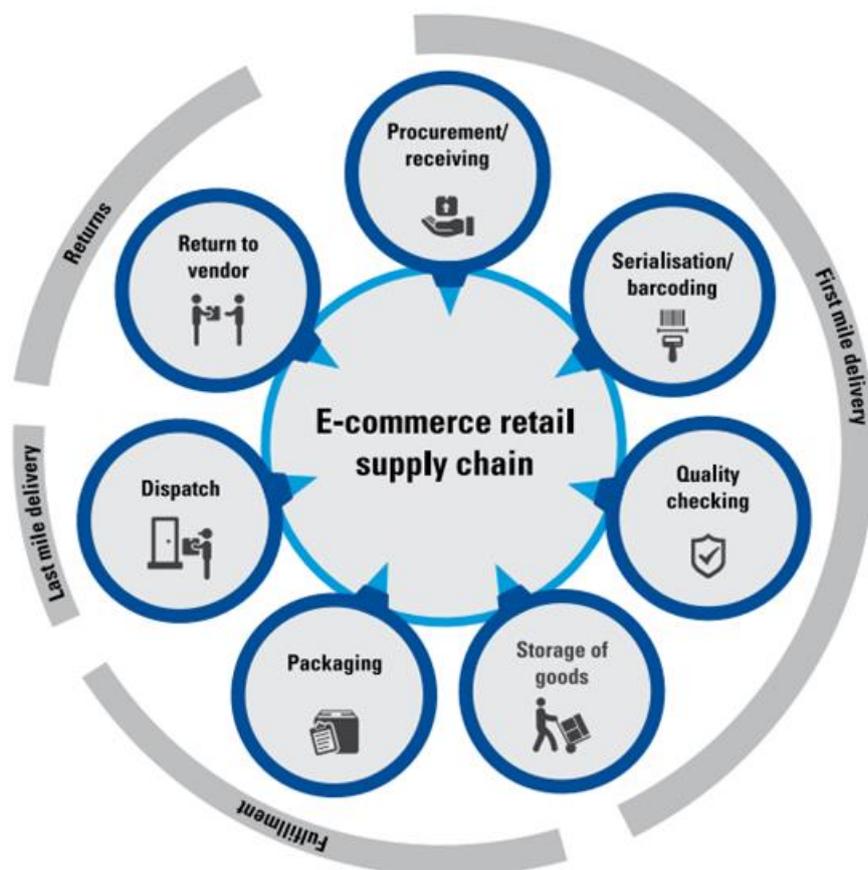
Being the back bone of e-commerce, India's Supply Chain & Logistics sector is witnessing a rapid growth in both

business-to-consumer and business-to-business domain – and stands at staggering US\$300 billion.

While Supply Chain & Logistics sector is promising, it has its own sets of challenges:

## Reverse Logistics

An estimated more than 10% of shipments delivered, are returned back by customers due to various reasons. These returns cause a huge sum of money in logistics expense without driving any value for the company. A robust reverse logistics network is a key element to minimize return cost.





## A review of "Person of Interest"



Imagine all the CCTV and other types of feed cameras in the world are being controlled and observed by an AI machine and its tracing your every activity, observing you, listening to you and looking out to find if you are going to do something wrong. And it's doing this 24 X 7. Now imagine it's not just you it is observing. The machine is observing every human being in the world. And as soon as it traces an illegal activity or senses that a human is going to perform some inhuman or illegal activity, it generates the identity report about that human and sends it to police, CBI, RAW etc. Sounds cool? Or Sounds offended by the thought that you are being observed and heard 24 X 7 by someone? And now imagine if this machine goes in the wrong hands!

Person of Interest, written by Jonathan Nolan, Brother of Christopher Nolan, this TV series is about an ex-assassin and a wealthy programmer who saves lives via a surveillance AI that sends them the identities of civilians involved in

impending crimes. However, the details of the crimes--including the civilians' roles--are left a mystery.

A billionaire software-genius named Harold Finch creates a Machine for the government that is designed to detect acts of terror before they can happen, by monitoring the entire world through every cell-phone, email and surveillance camera. Finch discovered that the machine sees everything, potential terrorist acts and violent crimes that involve ordinary people. When the government considered violent crimes between normal people "irrelevant", Finch built a back door into the system that gives him the social security number of a person involved in a future violent crime so he could act. Partnered with John Reese, an ex-CIA agent, the duo works in secret to prevent violent crimes before they can happen. Eventually their activities lead to being hunted by the New York Police Department, CIA Agents in pursuit of Reese who was listed as dead, a computer hacker named Root who wants access to the Machine, and government

officials who want to keep all knowledge of the Machine a complete secret.

We do know the Nolan brothers for their sci-fi and psychic theories in the form of some amazing movies like Memento, Inception, Interstellar, Insomnia, The batman series, The prestige, Following, etc., this TV series brings us another thought provoking concept which is amazingly written and directed.

Today we do realize that our personal information can be easily accessed through our mobile, computers and other devices via internet. Most of the apps we install gets grant for some exclusive

permissions without our knowledge. A website we might be surfing can steal information from our device. Social websites are the treasury mines for our personal information. And the CCTV cameras installed in our societies, offices, public places, ATMs etc. can be used for illegal purposes. We never know the possibilities of exploitation technology can do to our lives. And hence we sacrifice the security for the sake of luxury and technology. This TV series gives us many thought provoking theories which will help us to know how the technology works and how we can protect ourselves using the same technology.

**Article by**



**Ameet Jagtap(MBA++)**

*Ameet is a student of Finance and Systems. He is enthusiastic about issues such as philosophy and psychology. He concerns about sustainable development and resource management*

## Solitary Rain

The rainbow reminds me of you,  
I can imagine your face but I know it's not true,  
But the rain comes washing all my thoughts and my eyes get wet,  
And I recall what some wise men have said-  
"All the things you do, come back to you",  
So heavy is the night, how broken I am,  
But the pain builds up and I can't get through,

The dark rain keeps pouring again and again  
I sit alone having nothing to lose  
And not much to gain,  
So gloomy is this month  
I want to see the sun  
I want the answers but I get none,

You gave it all, but I asked for more  
And found you standing at a distant shore,  
In a world where there are no doors  
To let me in and I cry in remorse,

Crying in vain I think of you  
I fell asleep and I dreamt of you,  
Suddenly I woke up and broke into tears  
Surged up with fear, was it a dream or a nightmare?

I then open a window for a change  
To breath for a while and live once again,  
But I can still only see the dark and heavy rain  
Which reminds me that I am lonesome, once again!!!!

*Poem By*



**Amit Bitra (MBA++)**

A multidimensional personality! Amit is an amazing poet and guitarist.

## Brand Integration: The new buzz word

The very first reason to write about this subject came through a conversation with my friend about the weird things brands do to get highlighted on social media, television, and films. Remember Hrithik Roshan drinking Bournvita to be a strong kid in 'Koi Mil Gaya' and SRK boldly rattling off the features of a Nokia phone in 'Chennai Express', all these are examples when brand integration of products in films had just begun in India.

Brand integration and branding in a film are completely different from each other. Brand integration is a special type of product placement in which the advertiser's product is central to the program's plot line. The brand is interwoven with the script, calling out specific product functions, showcasing unique features and product is showcased on screen to a high degree. Branding inside a program is just the product placement which means it only gets visibility but it isn't the main focus of the plot and you think at some points that it's appearance was forced and irrelevant to the plot line. The best example is the full blown Sansui television ad forcibly imposed in one of the movies; you only notice it when you watch pretentious movie reviews as I did. Few of us know about Rangoli show on Doordarshan that aired every Sunday. On a particular day, all the songs of the programme that were chosen started with the word, 'chand' (moon) because the advertiser wanted to promote his soap brand, which had the tag line 'Chand sa mukhda' (a face as

beautiful as the moon). Therefore, purposefully, a context was created for the brand to fit in with the content of the programme. Plus, various ways were used by brands to grab visibility through mass media as it got them noticed, be it for a short period only. We could also see celebrities promoting their endorsements in films and shows like Amitabh Bachchan handing over cheques of ICICI bank to Kaun Banega Crorepati contestants.

But it is not the product placement that makes an advertiser happy; he/she wants people to engage with the product through the program's characters, for which obviously the cost goes high up. Few years back, Doordarshan and Hindustan Unilever's detergent brand 'Wheel' had experimented with a reality show called 'Wheel Smart Shrimati'. It was a game show funded by the advertiser and the programme's content was woven around the target audience of the detergent – housewives. Apart this, to promote its two-wheeler brand Hero Honda Karizma, the group has been using the content of 'MTV Roadies'. The content of another reality show – 'MTV Pulsar Stuntmania' – had also been weaved around the two-wheeler brand. The Pulsar Stuntmania is also funded by the advertiser. The latest and fresh example of brand integration is the web-series Permanent Roommates of TVF (The Viral Fever). The season 1 of the series saw the house hunt website, CommonFloor come up as its title sponsor and also the whole season was based on how the protagonists were hunting down for

apartments in Mumbai. The title sponsorship went well and smooth with the plot of the show. Then the second season was taken up by Ola cabs and we still can't get over Purshottam (cabbie) and his Shabnam (the Ola car). The whole story of season 2 showed Ola in different contexts and how it was an integral part of show's plot.



Another example is beautiful IIM passout Alia Bhatt in "Two States" working for Sunsilk, which not only highlighted the brand value but also the media value of the subject by showing the brand as a choice of strong independent women.



The tie-up of brand with media should be a two way beneficial relationship. It should not only give the brand a wide coverage and visibility but it should also help the content of the program to be rich. That's how brand integration is paving way for branded content in India. From contestants of Bigg Boss buying items from Snapdeal and clicking selfies from Oppo phones to Anushka Sharma playing a television reporter for Discovery Network channel in 'Jab Tak Hai Jaan', India is welcoming brand integration in a positive way. For more such things happening around, keep your eyes wide open, there's a symbiotic relationship coming up as the next big thing in India.

**Article By**



**Shalakha Punekar (MBA++)**

*Shalakha is a student of marketing management in PUMBA. A brand maniac, an amateur blogger, and a Spanish aprendiz.*

## Insights into Print and Electronic Media

I started my media career in 1990 with Indian Express Group, as a trainee Supervisor in Circulation Department, Pune region. In those days, print media was the only medium available in market; due to this, regional competition was very less. In Maharashtra, regional newspapers are Loksatta, Lokmat, and Sakal and in English Daily Indian Express, Times of India, & Maharashtra Herald and readers & advertisers have limited options. Circulation was dependent on timing & service; marketing was dependent on service as well as relations.

In that era the customer was very kin on getting the newspaper copy; timing was not major factor for them. We just had to give them proper service on daily basis. In those days, we had been dependent upon the circulation agent in city & rural part of Maharashtra. Most of the times publication used the rail/bus transport to deliver the newspaper. Owing to long distance, the publication could hardly interact with the reader. For any feedback or query, customers had to depend on the agent.

From advertiser's point of view, in city & rural Maharashtra, advertising agency plays a major roll while making a media plan, selection of the newspaper, number of insertions along with best negotiated rates from the newspaper group. Based on these factors, the advertising agency selects the newspaper, such as for Mumbai- Loksatta, Pune - Sakal, Vidarbha- Lokmat.

On account of technological changes after 2000, electronic media entered into the market with regional languages such as Zee TV, Sony TV, Alfa Marathi and many other channels. A new option for advertising emerged. Initially advertisers were not ready for the electronic media advertising. But as time passed, they realized that electronic media is much cheaper and easy to reach as compared to print media. Gradually, advertisers started shifting to electronic media.



Once the electronic media was launched, the advertisers had to make two different plans for media. Budget was increased, with the advent of electronic media. Advertisers started using the electronic media for branding & print media for reaching out to the public for festival ads and time bound ads.

Electronic media used to hire good talent for marketing, sales, & branding department. Because of the intense competition, print media also started hiring talented people from the market with higher package to achieve the targets. Electronic media used to pay higher package to the employee. The

electronic media had given two options for the advertiser, prime time schedule or non-prime time schedule. In prime time schedule, the rates are on higher side due to TRP rating & non-prime time schedule rates are on lower side. Prime time (6 PM to 11 PM) possesses TRP is on higher side as every family member is watching TV. There is huge difference in both rates. However, in media plan, the advertiser takes both combinations. This could enable the advertiser to have the ad run on the TV whole day, increasing the reach.

In India, we have a private company, TAM, which conducts surveys regarding TRP ratings & publishes an annual report. The report is referred by most of the advertisers & advertising agencies in India. In electronic media rates are finalized based on this. On the similar lines, in print media, advertising agencies refer a report published by Audit Bureau of Circulation. This company is run by the print company owner's association based in Delhi. The ABC performs the auditing of print industry biannually and publishes audit book area wise, along with average circulation of the publication. This book works as guide line for advertisers & advertising agencies in India. Most of the publishing houses have the membership of the ABC audit board.

As an experienced person from electronics & print industries, my observation is that both medias have went through tremendous changes and know the importance of competition. Due to the competition company offers the rate and position to the client, to get the business for the group.

In India, most of the print giants have captured the areas for their respective regions due to language. Such publications are: Dainik Bhaskar, Jagran, Rajasthan patria, Mallayam Manorama Sakal. Lokmat, and Gujarat Samachar. And English dailies have also established their footprint in their respective regions such as: Hindustan Times, Times of India, Indian Express, The Stamen, The Hindu, and Deccan Herald. Our daily, Business Standard, however, focuses on a particular segment

Opportunity in print media industries: In the competitive world, industries need dynamic, smart, aggressive, and result oriented candidates in marketing and sales department. Those who are ready for the smart work with commitment for delivering the business to the company as per the given target. Space Marketing & Circulation front depends on our capacity. Industry is open for dynamic candidates & in return they pay a handsome package to the right candidate.

As per the market demand, the new branding department is being built up by industries. This department also needs dynamic, smart, and aggressive people who have the power to understand the regional needs and deliver the product as per the regional demand. They have to a make catchy product to get more circulation and for this, the industry is ready to pay for the right person who achieves the goal.

Opportunity in the Electronic Media Group: Before the electronic

media, DSK Kulkarni Developers Ltd., Pune, listed the company to use only the print media for advertising, but after the advent of electronic media, they have shifted to this medium. DSK has chosen widely viewed programs such as Comedy Nights with Kapil and Kuch Rang Pyar ke

Aise Bhi. For both advertisers and as an employee, electronic media gives dynamic and creative opportunities.

At last, a wise advertiser has to spend the budget in both the media. The media industry has ample of opportunities, only if you could grab one!

**Article By**



**Sumedh Gupte**

*Mr. Gupte has 25 years of experience in media. He is currently holding the position of Regional Manager at Business Standard Pvt. Ltd. In his free time, he enjoys reading and playing cricket.*

# Cells at PUMBA

## Placement cell

Academic year 2015-16 has been a noteworthy and enthusiastic year for placement cell. The year was characterized by activities on three different levels- the final placements for batch 2014-16, summer internships for batch 2015-17 & initiation of final placements for batch 2015-17.



Final placements started with approaching the prospective recruiters. The department welcomed many new recruiters aboard for the placement, in addition to retaining the old ones.

To enhance employability, various initiatives such as mock GD and PI were undertaken. With immense support of faculty, this drive was successful, with students benefiting from the sessions. This initiative was started in light of need to make the students corporate-ready well in advance, so that until the big day, they are well-absorbed in the corporate aura.

The summer internship placement, this season, has put a golden timestamp on the history of placement cell. With more than 150 students placed and average stipend amounting to more than Rs. 6000 per month, new avenues of growth have been open for PUMBA and its students.

This year also marked the beginning of a new plan. The preparations for next placement season were started early. A new initiative of presenting the department brochure was undertaken. For this prospective recruiters in Pune were identified and the brochure was presented. In this project, a huge helping hand was offered by students.

At the end of this zealous tenure, we would like to thank our faculty coordinators Dr. Praful Pawar and Mr. Sanjiv Mehta, who account to a lion's share in the success of the cell. Without these pillars of strength and support, the placement activities and development would not have been possible.



# Alumni Cell

Alumni Cell aims to connect, inform and engage the alumni, the students and the institute with each other for the purpose of generating a multifaceted support for PUMBA. Our ambassadors to the corporate world, PUMBA alumni continue to bring laurels to their alma



mater, through the accolades they garner in their chosen fields and organizations. We at PUMBA are continuously working on not only to maintain but also to enhance our relationship with our alumni and increase our alumni connect by reaching out to members of the PUMBA family through various activities, undertaken by the alumni team.

## **Chapter Meets**

The Chapter Meet is a formal event which is conducted by the students in various cities (representing various Chapters) and is attended by the alumni and faculty. This gives the students an insight into corporate

life through the interactions with the alumni. It gives a platform to the alumni, for sharing their thoughts about the corporate world.

## **Chapter Meet, Pune**

The Chapter Meet, Pune Chapter was conducted on 22nd August, 2015 in the PUMBA campus itself. Over 150 Alumni attended the event. The Chapter Meet was attended by our honorable HOD Dr. B.V. Sangvikar and Senior faculty members including Dr. Capt. C.M. Chitale, Alumni Cell coordinator Dr. Ranjeet Chitale and others. It was a formal affair which included a Panel discussion and was followed by Dinner.



## **Chapter Meet, Bangalore**

The Chapter Meet, Bangalore was conducted on 5th September, 2015 at The Park Hotel, MG Road, Bangalore. The event was attended by around 50 alumni. From the faculty members, Dr. Atish Chintamani attended the event. The Alumni had interaction with the students and the faculty.

## International Marathon

Every year PUMBAites participate in the Pune International Marathon (AIDS Charity Run) with enthusiasm and do it to increase awareness about AIDS and its prevention. Banners flutter and slogans fill the air as a strong crowd surges through the streets of Pune! It is our way to contribute to the society and we are proud to be associated with it. This year the event was conducted on 6th December 2015.

## Nostalgia '16

On 30th of January, 2016, Alumni Cell, PUMBA organized its annual flagship event, Nostalgia' 16. Nostalgia is an Alumni meet wherein the entire alumni fraternity of the college come together to the college campus and relive their college memories. This year, theme for Nostalgia'16 was playing cards. The entire college was draped with playing cards. The students worked very hard to ensure that the entire campus had the flavor of the theme. The event started with the felicitation of the 1991 batch who celebrated their 25th anniversary. The felicitation commenced with the cake cutting amidst grandeur and fanfare. The occasion was graced by more than 200 Alumni and their family members ranging across various batches from various parts of the country and outside the country as well. Speaking on the occasion, Dr. (Capt) C. M. Chitale, an esteemed senior faculty of the college, underlined and praised the achievements of Alumni of DMS, PUMBA in all walks & spheres of life. All felt that it was matter of great pride for DMS, PUMBA that its Alumni are holding prestigious positions of responsibility in various organizations in the professional sector. Many of them are successful entrepreneurs providing jobs to others as well. He praised their contribution towards the growth of their Alma Mater and emphasized the need for further strengthening the linkage between the Alumni and DMS, PUMBA and current students. The entire alumni were greeted with soothing music and other cultural delicacies. Great bonhomie was observed with reunions, interactive conversations, flow of emotions and memories and mirthful group selfies being the highlights of the night. PUMBA is a legacy, which is being passed on every year, wherein every year each passing out batch has a responsibility to take the name a few extra notches higher. The Meet ended with promise to meet again and everyone bid emotional farewell to each other and their beloved PUMBA.





### **Know your Alumni**

The Alumni Cell and Communication Cell, PUMBA started a chat show with the Alumni which will be broadcasted on various Social Media channels namely 'Know Your Alumni'. In the first episode of KYA Mr. Yogesh Barve who is an alumni of 1998 batch of PUMBA and is currently designated as MD of Klingspor(India) Pvt. Ltd. was interviewed by Alumni-Communication coordinator

Miss. Ruchi Chitnis. The show will be shortly uploaded on various Social Media channels. Apart from that there have been various informal & formal meetings with the Alumni of various batches and initiatives are being taken to increase the alumni involvement in various events such as seminars, inductions, etc.

### **Alumni Portal**

This year marked the commencement of Alumni Portal. A website to act as an interface between the Alumni and the institute including the faculty members and the students. Around 1000 members of the PUMBA family have registered themselves. The alumni portal is maintained by a private company by the name 'Almabase', whose VP is PUMBA's alumni of 2011 batch Maruthi Sandeep. All alumnus and students in the PUMBA family are requested to register themselves on Alumni Portal. Link:- [alumni.pumba.in](http://alumni.pumba.in)

## ED Cell

“Entrepreneurship is not a part-time job, not even a full-time job; It’s a lifestyle!”  
And ED cell PUMBA endorses this approach in all its activities.



**Vision:** To be a renowned centre of excellence for Entrepreneurship Development program.

**Mission:** To train & develop successful entrepreneurs towards evergreen economic prosperity.

The prime focus of this initiative is to develop a sustained platform that supports students of PUMBA in starting up showcasing their skills and structuring their thoughts in entrepreneurship and thereby realizing their ideas and converting them to reality.

Here is a glimpse of incubation projects undertaken by the cell

Each year, to help shape student ideas & plans, various Speaker Sessions are organised from time to time. Students are given the opportunity to interact with these experts and gain their viewpoints.

This year, Mr. Rohan Chhazed (City Manager- Pune & Mumbai, Zoomcar India Pvt.) accompanied by Mr. Agam Garg (Marketing Manager, Zoomcar India Pvt. Ltd.) spoke on "Business Start-up Strategy"& gave tips on "How to formulate Strategy for a Startup". In the second half of the year, we were honoured to have Mr. Bhuvanesh Sharda, an Entrepreneur in Sustainability, sharing his views on "Thinking process for an entrepreneur".

While activities like ‘Meet the Entrepreneur’ helps students gain key insights about the business world & the start-up environment, our flagship event ‘YUKTI’ helps them enjoy & explore it through varying contests & activities.

“Time to Unbox Yourself” was the theme adopted this year and the activities included:

**My Business, My Plan:** A B-Plan competition where students were given an opportunity to exhibit their entrepreneurial skills in front of industry experts & investors and also get them critically evaluated.

**Mind your own Business:** A team game that tested participants' financial & investment strategy to become the next business mogul.

**Neeti Shastra:** A strategic game where teams are divided into buyers & sellers, who trade a given commodity in a dynamic environment full of constraints.

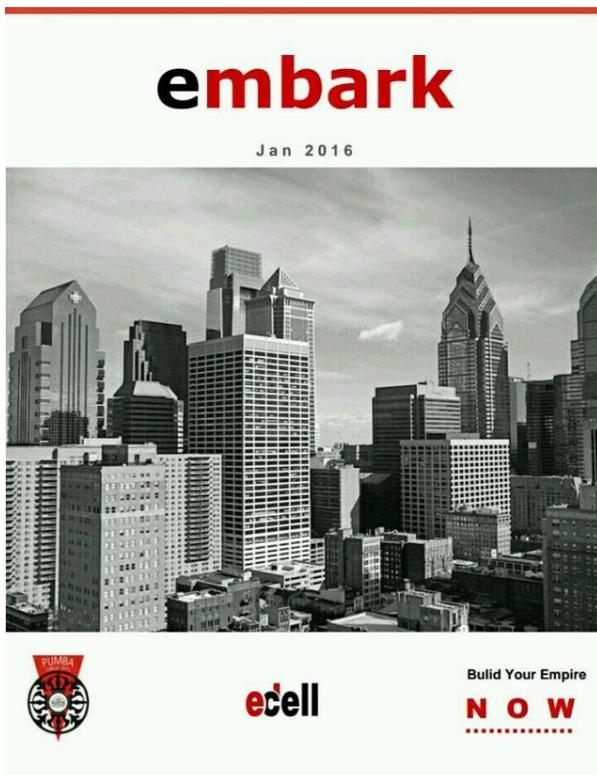


Through our bi-annual magazine **"EMBARK"**, we provided a platform where students can learn from the real life experiences of Entrepreneurs & get motivated to take the plunge.

We achieved our technological milestone by launching our mobile application - ED Cell PUMBA, which is available on Google Play. Through the app you can get to know about innovative

start-ups and the stories behind them, read issues of Embark & stay updated about current cell events.

With the new academic year, the torch is now passed on to the new team which is eager to start its tenure & take the cell to greater heights. New activities in pipeline include, providing students interning opportunity with start-ups & assisting them in preparing business plans. We hope, with the enthusiastic & hard working new team, it will surely be another year of learning & knowledge.



## SEMINAR CELL

Seminar Cell takes pride into being “The face of PUMBA”. Hosting seminars and guest sessions, world. By organizing events like Induction Program for new batches, National Seminars, guest talks and lectures, Seminar Cell aims at having sessions that would enrich knowledge of the students and give them important insights which would help them in their careers.

Perfectly coordinating, managing and hosting various corporate events over the year, 2016 has been no exception. NatSem16 carried a holistic and powerful theme on its shoulders- “Transforming India: Embracing Technology, Empowering People.” The event was graced with a multitude of eminent speakers.

The event commenced with the Head of the Department, Dr. B V Sangvikar’s address. The department was privileged to have the Vice Chancellor of Savitribai Phule Pune University, Dr. W. N. Gade, to welcome the guests and inaugurate the event. Dr.Gade emphasized on the importance of the fundamental knowledge that will help the nation prosper in every way. Lightening the event with her dynamic presence was the Chief Guest for the day, Mrs. Smita Nair Jain, COO, Barclays Technology, India. Mrs. Nair stressed that one shouldn’t depend only on the academics to learn how to survive in the outside world but one must be able to use the congenital qualities to succeed in all aspects of life. Following this mesmerizing address to the students was the launch of the college magazine, Nexus 2016. The day was also adorned by the presence of Mr. Arun Kedia, CEO and Founder, VAV Lifesciences. He spoke about the career opportunities in the pharmaceutical sector and the current goal of “India Drugs the world”. This was followed by the address of an enlightening and inspiring Mr. Sundeep Sikka, CEO of Reliance Capital Asset Management. He rightly advised students that one has to be innovative, has to have the vision, and the ability to drive the workforce with the help of technology, to be a successful



leader. In the Key Note Speech given by Mr. Ravindra Shahane, VP of Mahindra and Mahindra, audience got an insight about the technological advancements that are changing the face of the Indian Agriculture. This was followed by a dynamic Panel Discussion, participated by Mr. Amarendra Thorat (AVP, Kalyani Global Engg Pvt Ltd), Mr. laxmanMahale (Plant Chief, Mahindra Steel), Mr. Rakesh Swami (GM, John Deere India Pvt. Ltd).The last event of

the National Seminar was a Chat Show, led by Mr. Rohit Bagad (Founder and CEO, AdTech Solutions). Mr. Bagad won over the audience by his energetic presence, sharing some very interesting trends in the world of advertising and multimedia. The event was a huge success and was appreciated by all.

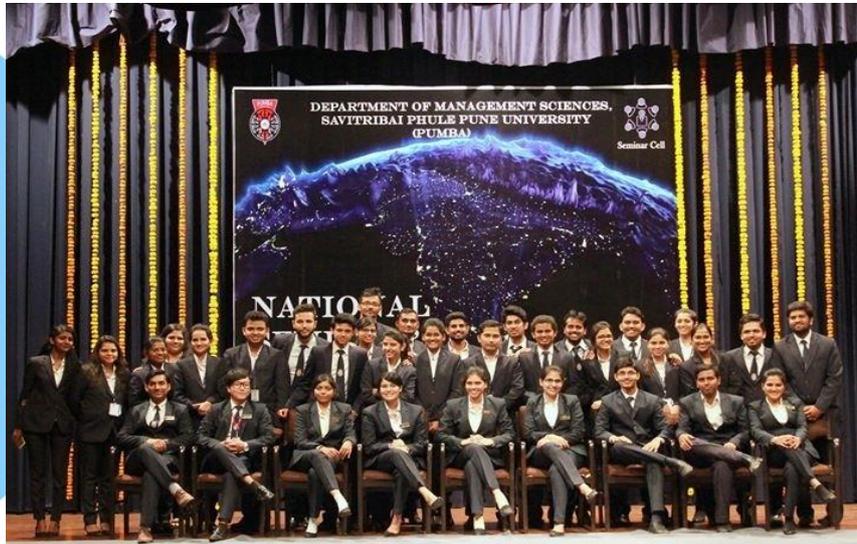
The newly appointed Seminar Cell then took over the reins and successfully hosted the session by Mr. Anu Nagpal, Marketing Manager at Swiggy and MD and CEO at Catterfly India on 28<sup>th</sup> April, 2016. The topic for the session was: 'Application of Marketing in today's Industrial Scenario.' Mr. Nagpal explained the different scenarios in different enterprises that he has worked with and informed the students about what jobs and targets the marketing people have. He then educated the students about the different agencies that are associated with the company with whom the Marketing manager needs to work closely. The feedback of the students was very positive and students were excited for the next session.



The next session by the cell was one the students were long awaiting. The students got to interact with versatile professionals including Mr. Pravin Bhamare, Delivery Head Enterprise Solutions; Mr. D Vijaykumar, Pune Branch Finance Head; Mr. Shekhar Kamble, Pune Talent Acquisition Group & Mr. Hrishikesh Dhande, Academic Relationship Manager, Tata Consultancy Services. The speakers emphasized on the importance of preserving one's values and principles in the corporate world. They stated that climbing up the corporate ladder is important but a responsibility towards the organization is also necessary along with the growth. Unanimously they all agreed that surviving the cut throat competition in the sector is difficult but one must not compromise with the greater good. A great session that helped the students gain a clear perspective about the company and also their role in this flourishing industry.



All these sessions have helped the students groom and ready themselves for their future in the corporate world that awaits them. The Seminar Cell, being the Face of PUMBA will continue to host such sessions and be a link between the students and the dazzling Corporate world that they are about to enter.



# CULTURAL CELL

The Cultural cell fondly called as “The spirit of Pumba” lies at the heart of all the students. It takes major efforts in bringing out the hidden talents of the students; for which numerous activities are carried out.

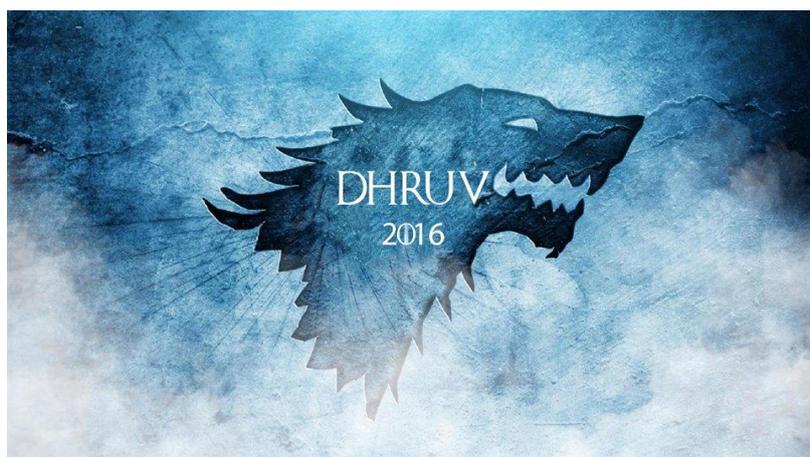
To begin with, we organized the “Box cricket league”, a major effort to build the bonding between seniors and juniors and create a healthy sporty environment on the campus. Every team had active female participation and a match turning role was played by the girls! An event which is famous for the cricketing spirit of PUMBA, was a grand success.

“Shramdaan” pulled off with a bang in accordance with our Prime Minister’s “Swacch Bharat Abhiyaan”.The students enthusiastically cleaned their own campus and promoted a message of keeping the campus clean and green. With all the brooms, ploughs and axes PUMBA came to its glory by this event.

SUMMER’15 was a big milestone to help juniors in realizing the importance of their summer internships. The theme was “From E-WORLD TO M-WORLD”, explaining how mobile applications have radicalized our living. The winners from KJ Somaiya, SCMHRD, NITIE, gave an insight about the corporate industry through their exemplary presentations.



Every year, PUMBA celebrates with B-schools around the country by its annual college festival - Dhruv. This year there was an extraordinary display of talent, skills by participants. The theme for Dhruv 2016 was “Game of Thrones-I will take what is mine.”Dhruv 2016 began



with a bang on 15th January 2016. Great enthusiasm and energy was observed in all participants, on day one. We had students from Christ University, Bangalore participating for the first time at Dhruv. Fierce battles were going on the grounds in volleyball, basketball and cricket; simultaneously, intellectual battles were

going on in numerous management events such as Markatti, Midas touch, Fayol’s Fantastic four, BizQuiz, Top Manager and many more. Speaking about cultural events, Karaoke competition was great fun; Street play competition came out with many colours of social and environmental issues. People showcased their acting talents at dumb charades. We also hosted acoustic night which was judged by Lakshya Bhatnagar & Gulshan from TMKC band

and Raushan Verma from The Raushan Verma Scheme. The event marked the presence of judges Mr. Sandeep Dharma, Mr. Girish Kamanuri and Mr. Kirtan Pujari. For the first time in the history of DHRUV there was a tie for the mega trophy with IGBS and IMERT having equal points. The judges announced a tie breaker where IMERT turned out to be victorious, conquering the rolling trophy of Dhruv.



PUMBA Premier League or PPL was a post exam stress buster! Cricket teams were formed by auction. The girls auctioned the boys to get them in their teams. Fierce cricket battles were observed in PPL, as this is the last time for all the seniors and juniors to get together in an event!

All in all, it was indeed an eventful and marvellous year!



# COMMUNICATION CELL

There has to be a medium through which the students connect among themselves, with college & with the outer world. Communication Cell of PUMBA is just that medium which is necessary for any institution to make it visible in outer world. Wherein we can create, connect and collaborate.



The Communication Cell believes in creating thoughts- as the best communication starts with good planning & a thoughtful agenda, connecting the world by providing information, solutions, & ideas & collaborating learners- as networking provides the best platform to express and impress. To empower the voice of PUMBA, that is what our vision stands for. Referred to as the Brand Managers of the fire brand- PUMBA, the cell ensures that it is seen and heard at the right places, at the right time so that our students, faculty, aspirants, and alumni can gain maximum leverage from the brand PUMBA.

The Communication Cell manages online as well offline communications. It manages the online publicity, communications and publications - internal & external and also serves as the official spokesperson of the institute. Here are the various activities of the cell:

**Social Media Management:** Handling various official accounts of PUMBA across the social media platforms like Facebook, Instagram, Twitter, etc.; the Communication Cell is always upgrading to the changing world making brand PUMBA stronger than ever. In 2015-16, promotions, live coverage & post coverage on Social Media were done for all the events which included Yukti, Dhruv, National Seminar, & Nostalgia. Also interdivisional dubsplash competition was held where students participated enthusiastically. A new Facebook page “Life at PUMBA” was launched which is used to showcase PUMBA as a place where we have fun along with education, because there is no life like #LifeAtPUMBA.

**Media & PR:** Collaboration with the external media houses in order to inform the outer world about the activities of PUMBA students is looked after by this cell. This is done through different media like newspaper, radio, blogs, etc. In 2015-16, the reports about the events were published in monthly Business Standard Campus Talk Magazine along with many newspapers such as Sakaal Times, Pune Mirror, Maharashtra Times, etc. All these reports are also made available to students on the blogging site Medium. Also members of the cell were invited to the “Kalti Katta” show of Radio Mirchi 98.3 FM wherein they had an opportunity to present Life at PUMBA to Pune city.



**Communication with Alumni:** It's a platform where alumni tell us their stories, share their experiences, wisdom and motivate our students to achieve success. An interview series with our alumni known as “Know Your Alumni” has been started with the support of Alumni cell. These videos are available on PUMBA TV. Also under the heading “Know Your Alumni”, some of these interviews are published in our biannual magazine “PUMBA NEXUS”.

**PUMBA NEXUS:** A powerful expression of our students' aestheticism – is a biannual magazine which provides a medium to our students, faculty & alumni to express and share their thoughts with the society. The Communication Cell is also privileged to have experts from various fields to contribute to NEXUS.

**nEXUS**  
New & EXclusive U:th Sensation

**Nukkad Pe Charcha:** An initiative by the cell to discuss and debate over current socio-political issues. Apart from raising awareness, it also provides students a platform to voice their opinions.

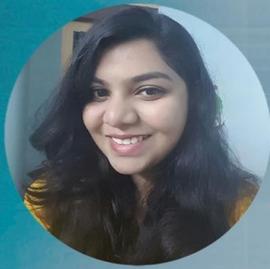
**PUMBA TV:** It is a Youtube channel which contains exclusive PUMBA news, activities and events. To know more, visit:

<https://www.youtube.com/channel/UCdBQoL0FomMXSrX9gcTUANA>

**PUMBA Website & Wikipedia Page:** In order to nurture the budding managers in all of the managerial areas, the responsibility of handling the PUMBA website & Wikipedia page has also been granted to the students.

As it is said “**Communication is the essence of human life**”, the Communication Cell with its work & efforts has proven that it is the **essence of PUMBA**.

# TEAM NEXUS



Ankita



Sayyam



Gargi



Snehal



Jai

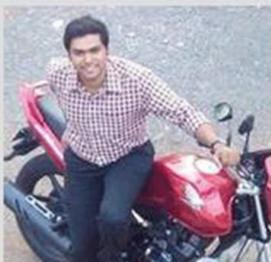


Adrijit



Renuka

# TEAM COMMUNICATION CELL





Communication  
Cell

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