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SCMS magazine

"A student driven INITIATIVE" of the
School of Commerce & Management Studies

PRAYAS- (प्रयस्)

'SCMS Magazine'

A student-driven initiative of the School of Commerce & Management Studies

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Chief Editor

Adjunct Professor, SCMS

Dayananda Sagar University, Bengaluru

CONTENTS

04

CONTENTS

VICE CHANCELLOR'S MESSAGE

It is heartening to see the magazine becoming a frontal feature of the School of Commerce and Management Studies. Any effort is an indication of the credibility of the leadership of the institution. I must appreciate the focus that the academic leadership here has, in which the smallest details are kept in the picture. The quality of content has demonstrated a growth curve indicative of a willingness to contribute from potential and prospective authors. The involvement of students in the various literary formats of the magazine, whether it is as the budding author/researcher or an interview panellist, a creative designer, or a member of the editorial team all have a direct bearing in shaping the professional behaviour of young learners. The placement profile of the school's pass-outs is a reflection of this observation.

The current issue, as I see it, has a large literary contribution in terms of AI-related articles. This reflects the school's ethos of remaining in step with whatever is the latest and thus remaining on the leading edge of competition. What is even more heartening is that the contributions are coming from persons of great professional credibility in addition to the student contribution. The magazine has moved the 'school news' section to the newsletter being published separately and I see this as a welcome step in the course of accommodating larger professionally relevant content. The editorial team has done well in keeping the publication in sync with the times and relevance. Accordingly, I wish to congratulate all stakeholders for this effort and wish them continuity and more success.

Dr. KNB Murthy
Vice Chancellor

DEAN'S MESSAGE

The world is currently in the throes of a generative AI paradigm. We have been swamped with speculation about the technology's potential to transform work in academia and industry. The hype is unending and seems to operate in an echo box, where the noise only gets louder. What does this mean for the lay worker or student?

However, this new phenomenon raises new problems for leaders across industry and academia. They now understand that the future will involve humans working with AI and feel immense pressure to "do something" to implement AI solutions and integrate tools and technologies. But how do they integrate AI with their workforce to achieve good business outcomes? There has been an air of uncertainty and fear since the launch of generative AI tools such as ChatGPT in November 2022 and the subsequent tsunami of other applications. The future looks frighteningly foggy concerning an assurance of safe skills to have. Is there anything like that?

Talking to industry leaders has revealed that organizations continue to anchor their requirements around a few key areas. Two categories of human skills seen as critical as we progress into a changing world of work emerged. First are practical interpersonal skills, such as essential conflict resolution, communication, disconnecting from emotions, and even mindfulness practices. Emotional intelligence (EI) is a critical component in this milieu. Second is domain expertise, focusing on preserving that knowledge among experienced talent and developing it among young, inexperienced workers. Companies need these uniquely human skills — and find them in short supply in today's marketplace. This is something that academic institutions need to focus on, too. For a young person, learning, unlearning, and relearning is essential. Staying alert and learning all the time is critical for survival while honing interpersonal skills that some erroneously label as soft skills. Learning is today a super skill!

DEAN'S MESSAGE

Artificial Intelligence (AI) models are based and trained on historical data. We saw how old paradigms collapsed during the COVID-19 pandemic. Eventually, humans will emerge with new solutions for complicated problems. AI is still a tool. The centrepiece is people, with enhanced human literacies, a well-thought-out business model, and superb processes that integrate humans with tools driven by Artificial Intelligence. Concept clarity is still vital!

The curriculum and pedagogy at SCMS are based on five foundational pillars - creativity, entrepreneurship, leadership, problem-solving and technology. Our students are expected to build competence in each of them to stay relevant in an exciting and burgeoning job market. Do we allude to Artificial Intelligence in our curriculum? As a forward-looking B School, we have a full-fledged specialization and also invite our students to attend various conclaves and seminars to understand the emerging scenario.

Best Wishes!

Capt. A. Nagaraj Subbarao, PhD, the Dean SCMS is an Ex Merchant Navy Captain, Professor of Leadership, Strategy and OB. He is a sought-after social media and blogging buff, a recognised sportsperson and a keen student of history.

EDITOR'S VISION

Two major national events have occupied the mind space globally. Both events have an existential cause as the common thread between them. Both relate to the survival in dire conditions. Both have a connection with political willpower and focused leadership at their apex. Yet, both have been diametrically opposite in their basic narrative.

The reference is to the first-ever positioning of a 'Lander &Rover', Vikram-Pragyaan duo on the far side of the lunar surface a little under six months ago. The other is the just concluded Uttarkashi rescue operations with the evacuation of the forty-one trapped labourers stuck in the Silkyara tunnel for 17 days. I will dwell on the rationale of this subject appearing in the editorial.

An earlier attempt by ISRO way back in 2019 when Vikram Lander's descent was as planned and normal performance was observed up to an altitude of 2.1 km from the lunar surface. Subsequently, communication from the lander to the ground stations was lost. This resulted in a probable hard touch down rendering the operation unsuccessful in the final stage. Despite there being adequate technological substantiation, the episode became a matter of high and run-down emotions, for the country. More so for the women and men behind the project. It may have been an occasion to rejoice for some who didn't want the country to take such a huge leap, but it also became an existential matter. A matter of survival of a project that was technology, capital, and emotion intensive. Emotional aspect for a community of space scientists who have been putting their competence at stake considerably in the past as well. That, all is not lost and a promise of support, by the Prime Minister to an inconsolable Project Director by way of a hug was, a demonstration of clearly well-focused leadership.

Chandrayan Image Courtesy Shutterstock

Uttarakhand image from money control.com

The 'Char Dham Project' as it is referred has, in addition to its religious importance, the potential of developing new commercial centres, giving access to remote areas, creating new tourist destinations, and more importantly, providing a strategic alternative way in case of war and natural calamity. This is being undertaken in an ecologically sensitive region and therefore a reason for much debate from environmental and political activists. Emergencies and unforeseen risks cannot be ruled out in large infrastructural projects like this. What becomes important is the role of the leadership in such eventualities. In the current case of the evacuation of trapped labourers also it became an existential matter. For the project as well as the evacuees alike. A matter of survival that needed to be handled deftly. Speedy and appropriate actions and decisional flexibility were the need of the hour. Army, NDRF, SDMF, ONGC, SJVNL, RVNL, NHIDCL, and THDCL were deployed. Finally, the decision to use 'Rat hole mining', (a practice otherwise banned by NGT in 2014 for being unscientific) was resorted to. The entire operation reflected continuous evaluation of alternatives, a mark of quality leadership, and clear focus in the face of obstacles.

While the theme of this issue is AI, the rationale for choosing the two instances is to emphasize the value of 'clarity of focus' in demanding situations. That is what the School of Commerce & Management Studies thrives upon and this ethos reflects upon our visible outcomes. Jai Akhand Bharat.

Prof. Cdr Himanshu Joshi

The editor is an Indian Navy Veteran, All weather ASW & SAR Helicopter Pilot, Specialist in Naval Logistics & Administration, Specialised assessor of Group Behaviour, Counsellor & Psychotherapist. As an academic, he is a Professor of Communication and Learning & Development at SCMS Dayananda Sagar University, Bengaluru.

The Art of Negotiations in Business

V R Prasad
3rd sem
MBA 2022-
2024

STUDINTS ARTICLE

Negotiation is a crucial skill in the world of business, where deals are made, contracts are signed, and partnerships are forged. In fact, a good negotiator can raise it to the level of fine art. Successful negotiation can lead to mutually beneficial outcomes, while poor negotiations can result in missed opportunities and damaged relationships. Mastering the art of negotiation requires a keen understanding of the key elements that drive successful negotiations.

The foundation of successful negotiation lies in **thorough preparation**. Before entering any negotiation, it is essential to research and gather relevant information about the parties involved, their interest, needs, and market conditions. Understanding the other party's perspective and objectives helps identify potential areas of agreement and disagreement, providing leverage during the negotiation process.

Setting **clear and achievable objectives** is crucial in negotiation. Define what you hope to achieve from negotiation and prioritise your goals. Knowing your bottom line and the concessions you are willing to make will guide your decisions during the negotiation and prevent you from settling for less than you deserve.

Effective negotiators are skilled listeners. **Actively listening** to the other party's concerns, needs, and desires reflects **empathy** and builds quick rapport among parties. Understanding their perspective allows you to tailor your proposals in a way that addresses their interests while advancing your own.

Successful negotiators embrace flexibility and creativity in finding solutions. Be open to exploring various options and alternatives that can meet both parties' needs. Sometimes, unconventional solutions can lead to mutually beneficial agreements that traditional approaches might overlook.

Negotiations can be emotionally charged events taking a severe toll on the mental resources of the people involved. Maintaining composure is essential. Emotional reactions can cloud judgment and hinder productive discussions. Staying composed, even in challenging situations, can help obviate impulsive decisions.

Trust is the cornerstone of successful negotiations. Building rapport with the other party fosters a more collaborative environment and enhances the likelihood of reaching an agreement. Honesty, integrity, and fulfilling commitments made during the negotiation process all contribute to establishing trust.

As important as it is to strive for successful negotiations, it is equally important to recognise when a deal is not feasible or favourable. Sometimes, it may be in your best interest to walk away from an unfavourable agreement rather than settling for a weak deal. Having alternatives and a strong BATNA (Best Alternative to a Negotiated Agreement) provides the confidence to make such decisions.

In a nutshell, negotiations in business require multifaceted skills that require preparation, active listening, empathy, and creativity. By establishing clear objectives and maintaining control over emotions, negotiators can build trust and rapport, ultimately leading to more successful outcomes. Additionally, knowing and creating a strong BATNA is essential.

Continuous practice and refinement of negotiation skills will undoubtedly contribute to becoming a more effective negotiator in the ever-evolving landscape of business. As negotiations play a central role in business growth and success, mastering this art can significantly impact an individual's career or an organisation's bottom lines, fostering long-term partnerships and prosperity. Always remember, that a good negotiation is one where all parties to it are smiling at the end.

Connection between Art and Emotion

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It is widely thought that the capacity of artworks to arouse emotions in audiences is a perfectly normal and unproblematic fact. It just seems obvious that we can feel sadness or pity for fictional characters, fear at the view of threatening monsters on the movie screen, and joy upon listening to upbeat, happy songs. This may be why so many of us are consumers of art in the first place. Good art, many of us think should not leave us cold.

Artworks and impressive designs often captivate people. Their incredible visuals take individuals to a different world. Sometimes, it also influences the way people think, which usually ends up affecting an individual's way of making decisions. Humans are visual creatures. 90% of information transmitted and processed by our brain is visual. That means people do not just appreciate aesthetics. Its appearance is often etched in our minds, which is why we are often reminded of the things we see.

Art and design also continue to influence our lives because of their emotional connection. If an object's visuals do not appeal to us, this often means that it does not connect to our emotions. For instance, if we want to collect beauty products, we will not pick an item randomly. Most of the time, things like custom cosmetic labels will have a more significant impact on us. That is because people usually love seeing something new or something different. Usual designs often lose their appeal, especially if they look similar to others. We tend to pick an item that stands out especially if it seems as if it's specially designed to meet our preferences.
 Art is meant to create emotion. Artworks and other design masterpieces are naturally made to appeal to people's emotions. These creative items are to provoke reactions from anyone who sees the design or artwork. It can be a feeling of intense happiness, incredible peace, or contentment. Also, it can bring other emotions, such as despair, anger, or frustration. It depends on the intention of the artist or the designer.

Visual aesthetics are meant to be remembered-Aside from provoking emotions and reactions from people, the visual appeal also becomes a memorable experience. after looking at a painting, a photograph, or even a marketing post, people will tend to remember it. It will linger in their memories, especially if the artwork touches the very core of the people who saw it.

Art is intended to be shared with those who see the reason for an impression or creativity in something that others cannot. That is where it gets shared among friends, acquaintances, loved ones, etc. People want their loved ones to know what the piece made them feel or realise the values of certain emotions.

Artworks are created to record history. Artworks are also designed to talk about traditional wealth and culture. It becomes a way of recording events or remarkable experiences in society for the sake of posterity.

While some forms or pieces of art may impact our emotions strongly, they also sometimes effortlessly make us feel things in their simplicity just by looking at them. The point here is that art and emotions have a strong interdependence irrespective of the context that it is being seen in.

Artificial intelligence and its impact

Intelligence is central to what it means to be human. Everything that civilisation has to offer is a product of human intelligence. (Hawking, 2018) Artificial intelligence (AI) is the ability of machines to replicate or augment human intelligence, such as thinking and learning from experience. Artificial intelligence has been used in computer programs for many years and is now being applied to many other products and services. For example, some digital cameras can use artificial intelligence software to determine what objects are in the image. In addition, experts predict many other innovative applications of artificial intelligence in the future, including smart grids.

With AI, you can focus on the tasks that matter most and make better decisions based on the data you receive in relation to your use case. It can be used for complex tasks such as predicting maintenance needs, detecting credit card fraud, and finding the best routes for delivery trucks. In other words, AI automates many business processes so you can focus on your core business.

The early 21st century was a time of great advances in artificial intelligence. The first major achievement was the development of self-learning neural networks. In 2001, it already surpassed humans in many specific areas, such as object classification and machine translation. In the years that followed, researchers improved their performance on a variety of tasks through improvements in the underlying technology.

A second important achievement during this period was the development of learning algorithms based on generative models. Generative models can generate new samples from a given class and are useful for learning complex behaviours from very small amounts of data. For example, with these, you can learn to drive in just 20 minutes. An impression of the pros and cons of AI is discussed for a better understanding of the subject in the subsequent paragraphs.

Artificial intelligence has been ubiquitous in various industries for some time. It's a complex technology used in almost every industry.

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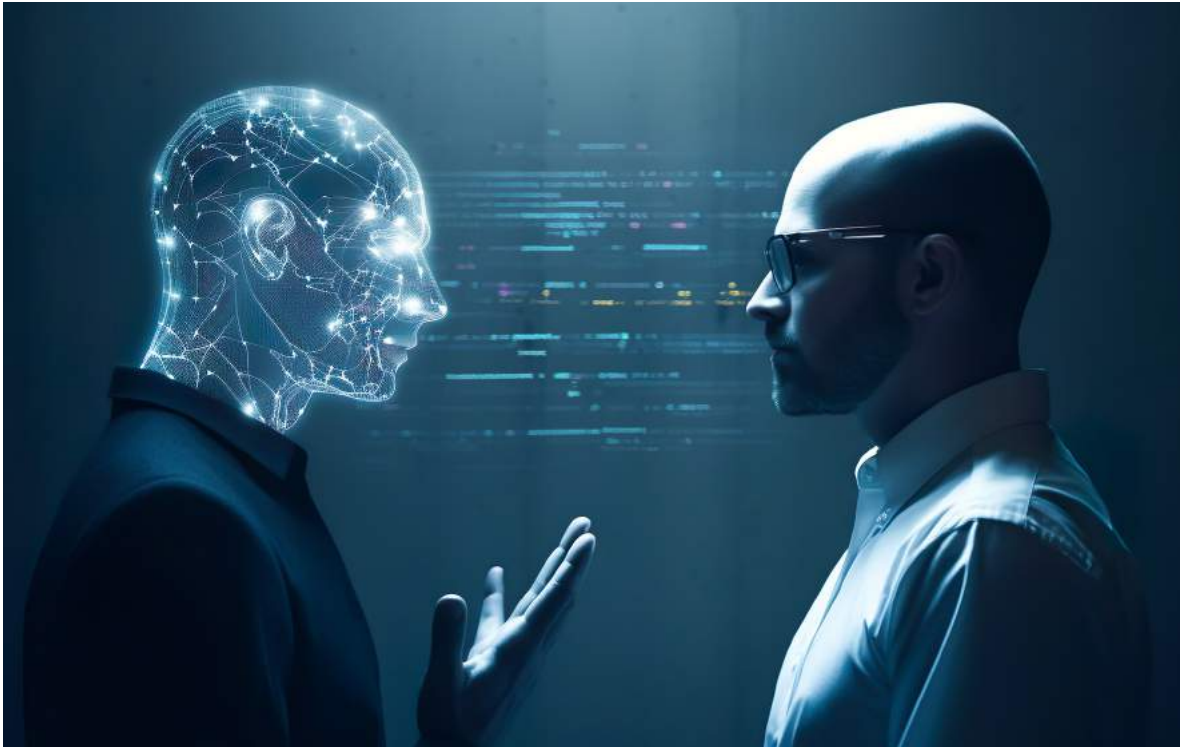
Fully self-driving cars have become a reality. Tesla was the first company to build a car with all the sensors, cameras, and software a computer needs to drive itself from start to finish. Trucks could be the next big target for autonomous driving. Self-driving trucks will significantly impact road safety and infrastructure, saving companies money by reducing labour costs. It may also help alleviate corruption at some levels where deliberate hold-ups involve unscrupulous law enforcement officers trying to earn extra cash from the trucking crew. In healthcare, AI is helping doctors diagnose diseases by gathering data from medical records, scan reports, and medical images. This allows doctors to make diagnoses more quickly and refer patients for further tests and medications. Additionally, AI can be used in the treatment process to track patients and alert doctors if something goes wrong. According to Forbes, AI will save more than 7 million lives by 2035.In retail, AI handles everything from inventory management to customer service chatbots. As a result, many companies are using AI to improve productivity, efficiency, and accuracy. Additionally, businesses are finding new ways to use AI to make life easier for their customers and employees, from product design to customer service.

A major problem with AI is the loss of jobs due to process automation. The introduction of artificial intelligence into people's occupational activities has caused much controversy over its potential impact on people's employment. This could significantly reduce the number of jobs available to individuals. But it is early days to make such an observation. There was a similar thought process doing the rounds when computers started to appear in the workspace some four decades back.

It's important to note that AI can also create new jobs. The introduction of AI can also lead to the creation of new markets, new business opportunities, and new jobs. However, to harness the full potential of AI and minimise its negative impacts, we must act cautiously and develop appropriate strategies to combat structural unemployment increased social and economic inequalities if not properly managed

The use of artificial intelligence carries the risk of invasion of privacy. AI can learn and improve performance by processing large amounts of data. However, this data may contain personal and confidential information.
Misuse or access of this information by unauthorised persons may violate confidentiality and adversely affect third parties. To mitigate this risk, companies using AI should take precautions.

Leveraging AI to improve operational efficiency can reduce costs and increase profits. However, it is not always necessary to raise workers' wages. Therefore, it is important to take steps to ensure the fair use of AI. So that the benefits of using AI will be distributed fairly.

This could include adopting policies to encourage continuous learning and reskilling of workers, creating AI jobs, and promoting efforts to improve access to education and employment.
It would therefore fair to say that Artificial intelligence is a mainstream technology today and will continue to be an important factor in various industries. As AI systems become more sophisticated, they will not only revolutionise multiple industries but also raise serious concerns about how to deal with this phenomenal force that can have both positive and negative consequences.

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Beta Testing and Iterative Refinement: Perfecting Product using User-Centric Development

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In the fast-paced world of product development, getting it right the first time is a daunting challenge. To ensure a successful and user-friendly product, beta testing and iterative refinement play pivotal roles. These processes allow product developers to involve real users, gather valuable feedback, and make changes based on their input. Beta testing is a crucial stage in the product development cycle where a selected group of users offer feedback to enhance the product prior to its official launch.

Before commencing beta testing, it is vital to set clear objectives and define what specific aspects of the product will be evaluated. This includes identifying key performance indicators (KPIs) that will help measure the product's success during the testing phase. These objectives could range from evaluating user experience and identifying performance bottlenecks to ensuring compatibility across different devices and platforms.

Beta testers should ideally represent the product's target audience, possessing different skill levels and backgrounds. This diversity ensures that the product is tested in various use-case scenarios, helping developers understand how the product performs in different contexts. Therefore, recruiting the right group of beta testers is critical to obtaining valuable and diverse feedback.

Instead of trying to perfect the product in one go, developers take an incremental approach to make continuous improvements based on the insights gained. This is called Iterative Refinement. Each iteration addresses specific issues or adds new features, with each version building upon the previous one.

Feedback received from beta testers is prioritised based on its impact on user experience and the product's overall performance. Critical bugs and usability issues are addressed promptly to ensure a smooth user experience. While addressing these pressing concerns, developers also consider less critical but valuable suggestions for the product's long-term enhancement.

Iterative refinement allows for a delicate balance between innovation and stability. While introducing new features and enhancements, developers must ensure that the core functionality remains robust and reliable. Striking this balance guarantees that users receive the latest improvements while enjoying a consistent and dependable experience.

Involving beta testers in the development process can foster a sense of ownership and loyalty among users. Companies can create dedicated feedback channels, conduct surveys, and organize virtual meetups to hear directly from the testers. Acknowledging their contributions and incorporating their ideas where feasible reinforces a collaborative and user-centric development approach.

Iterative refinement often involves multiple iterations, with each iteration building upon the feedback from the previous round of testing. As the product evolves, it goes through continuous deployment, with updates and enhancements being rolled out to the beta testers regularly. This agile approach enables developers to be responsive to emerging needs and expectations.

As the iterative refinement process continues, the product evolves from a rough prototype to a polished, market-ready version. With each iteration, the product undergoes comprehensive testing, both internally and through beta testers, to ensure a seamless user experience and robust performance. Beta testing and iterative refinement are indispensable components of a successful product development strategy. By involving real users and continuously iterating based on their feedback, companies can build products that truly cater to user needs and preferences. This user-centric approach not only results in a polished and reliable product but also fosters customer loyalty and advocacy. The journey from beta testing to iterative refinement might be an iterative one, but it ensures that the end product resonates with users, stands out in the market, and paves the way for long-term success.

The author thankfully acknowledges the contribution of original sources of information viz.
https://www.softwaretestinghelp.com - Beta testing &
https://iterativemarketing.net - Iterative Refinement

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2022-2024

Employee motivation

In the business world, motivation plays an important role in making employees productive and ultimately good at work. Supportive employees are more willing to go the extra mile, show passion for their work, and contribute to the company's success. Employee empowerment means increasing the energy level, commitment, and creativity of employees. As the business grows or shrinks, finding ways to motivate employees is a concern for managers. One of the main factors affecting employee support in the business environment is financial compensation. A clean, safe, and well-organised workplace can create a positive atmosphere and foster motivation. Empowerment encourages employees to have their own ideas and achievements, whether they work alone or in teams. In today's work environment, the development of positive environments and groups gives employees the opportunity to share the importance of their work with other members and receive good feedback.

Financial compensation is a definite incentive for professionals and improves their personal and work productivity. However, it should be noted that salaries and bonuses, commissions, performance-based payments, profit sharing, stock options, pension rights, etc. alone are not enough to satisfy employees.

Even just a simple pat on the back can go a long way in boosting motivation. Other factors such as communication management, work environment, employee satisfaction, safety, equity, career development opportunities, and medical facilities go a long way in helping out. Regular performance reviews also increase employee motivation in the corporate world. These events create a sense of purpose, integration, and growth for employees, motivating them to give their best. Psychological theories ascribe four aspects to motivation viz. recognition, self-awareness, professional development, and financial support.

Motivation is a multifaceted concept with both internal and external contexts. Intrinsic motivation refers to the desires and motivations that come from within a person, such as the need for fulfillment, achievement, and creativity. Extrinsic motivation includes external influences and rewards such as wages, benefits, and workplace relationships. Motivation is important in the business world as it directly affects employee performance and productivity. Employee motivation plays an important role in improving performance.

Motivated employees can perform well at work, contribute to greater productivity, and ultimately contribute to the success of the organization. Motivated employees tend to work harder, which increases job satisfaction and overall health. Creating a supportive work environment requires a combination of internal and external factors. Recognition and development play an important role in employee motivation. Employees want their participation to be meaningful. Recognition can be as simple as a word of praise or as simple as public acknowledgement of their achievements. Self-awareness is another important factor in employee motivation. Employees want to feel purpose and identity at work knowing that their skills, values, and personal goals align. Providing growth and development opportunities such as onboarding, follow-up training, coaching and mentoring, participation in industry conferences and networking, and leadership training is crucial for employees. Employees benefit from improved engagement, innovative initiatives, and strong work ethics. Personal development in addition to professional development leads to the attainment of personal and organisational goals. In all the above, the presence of positive, supportive, and visionary leadership can add icing to the cake.

Ethics and Professionalism in Health Care Delivery

LIKITH GOWDA G Author details & Photo

Hospitals are critical healthcare institutions where the well-being and lives of patients are at stake. In such an environment, maintaining a strong work ethic and professionalism is paramount to ensure the delivery of quality care.

Work ethics and professionalism in healthcare, rooted in integrity, accountability, respect, empathy, and patient-centred care, foster a safe environment, trust, and appropriate decision-making. They enhance collaboration, and communication, prioritizing compassionate care, leading to efficient and effective healthcare delivery.

Ethical decision-making in healthcare is crucial, addressing dilemmas like patient confidentiality, end-of-life care, resource allocation, and conflicts of interest. Guidance on ethical frameworks, codes of conduct, and interdisciplinary collaboration aids healthcare professionals in making ethical decisions.

Patient-centred care and empathy are integral to work ethics and professionalism. Active listening, understanding patient needs, and respecting autonomy are crucial. Effective communication, empathy, and cultural sensitivity build strong patient-provider relationships and enhance care quality.

Secure information handling maintains patient trust and upholds confidentiality standards, safeguarding their sensitive data and other ethical obligations. Maintaining patient confidentiality and privacy is vital in hospitals, for example, ensuring compliance with the Digital Information Security in Healthcare Act (DISHA) of India or the Health Insurance Portability and Accountability Act (HIPAA) of the US.

Collaborative teamwork and positive interprofessional relationships are valuable in hospitals. Effective communication, respect for expertise, and shared decision-making benefit healthcare professionals, while a supportive work environment enhances teamwork and patient care outcomes.

Professional conduct and boundaries are crucial in hospitals. Conflicts of interest and dual relationships pose challenges. Guidelines on professionalism in interactions with patients, colleagues, and stakeholders uphold ethics and foster respect and trust in the healthcare environment.

Continuous professional development and lifelong learning are essential for healthcare professionals. Ongoing education, research engagement, and conference participation improve knowledge and skills, ensuring high-quality care, and upholding work ethics and professionalism.

A positive and respectful work environment is essential in hospitals. Supportive leadership, open communication, and recognition of achievements impact work ethics and professionalism. Fostering a culture of teamwork, inclusivity, and well-being enhances healthcare professionals' experience and performance.

Work ethics and professionalism in hospitals encompass ethical behaviour, patient-centred care, collaboration, and a positive work environment. Upholding these principles builds patient trust, enhances outcomes, and upholds professional integrity, fostering exceptional care and earning respect from patients and colleagues.

Information for this article has been sourced from publicly available domains and Data from websites of private news channels. The author is thankful to the sources referred.
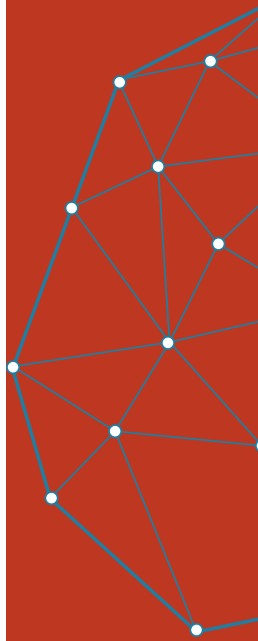
Emojis in Modern Communication- Problems and Legal Issues

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Emojis are small pictures that express emotions and ideas in digital communication. They have become very popular and widely used across the world, 92% of the millennials use emojis in daily conversations. However, they also pose some problems, legal risks challenges, and concerns about using emojis in modern communication.

Emojis were created in Japan in the late 1990s, but they became globally recognized in the early 2000s. They were meant to add emotional context to text messages, which can be hard to convey with words alone. Today, emojis are a universal language, used by people of across different cultures, languages, and ages.

However, using emojis can sometimes cause misunderstandings or miscommunications. Some of the problems with emojis are:
- Ambiguity: Emojis can have different meanings for different people, depending on their personal or cultural background. For example, a smiling face can be seen as friendly or sarcastic.
- Cultural Differences: Emojis can reflect cultural values and norms, and what is acceptable in one culture may be offensive in another. This can lead to cultural clashes and conflicts.
- Lack of Nuance: Emojis simplify complex emotions into a few icons. They may not capture the subtlety and depth of certain conversations, resulting in a loss of quality and meaning.
- Overdependency: The use of emojis can sometimes replace real emotions and expressions. This may affect our ability to communicate effectively in face-to-face situations.

Emojis have also attracted legal attention, as they have become a common form of communication. Some of the legal challenges with emojis are:
- Defamation and Libellous: Emojis can be used to insult or harm others' reputations. This can be considered defamatory or libelous, and result in legal action.

- Copyright Infringement: Companies have trademarked some emojis, and using them without permission can violate their rights. Also, using copyrighted emojis without proper licensing can cause legal issues.
- Hate Speech and Harassment: Emojis can be misused to spread hate speech or harass others online. This can be subject to legal action if it is derogatory or discriminatory.
- Contract Interpretation: Emojis are sometimes used in contracts and legal documents. However, the meaning of emojis in legal contexts is unclear and may pose challenges in understanding intent and agreement.
- Emojis are the new language of the internet, we need to be mindful of the cultural meanings, the legal implications, and the potential misunderstandings of our emoji choices. Emojis should enrich our communication, not endanger it.

The author expresses gratitude to the referred Source:
https://bootcamp.uxdesign.cc/how-have-emojis-transformed-the-ways-we-communicate d559336dec54
https://youtu.be/N3SzcOu3E9Y

Football: Uniting Nations through Passion, Skill, and Global Impact

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2022-2024

Football, also known as soccer, is a sport that transcends borders and unites people from all corners of the world. Its popularity is unparalleled, with millions playing and even more watching, making it a game that celebrates passion, skill, and camaraderie. Throughout history, football has evolved from humble beginnings into a global phenomenon, captivating hearts and minds across cultures and continents.

The roots of modern football can be traced back to Britain in the 19th century. However, the game's ancestry can be found in "folk football" games played in towns and villages for centuries with loose rules and local customs. Industrialisation and urbanisation changed the dynamics of leisure time, leading to the standardisation of play rules. In 1863, representatives from various football clubs in London and surrounding areas formed the Football Association (FA), leading to the official codification of the rules of football. As the sport gained popularity, other regions in Britain, like Sheffield, retained their own rules, eventually coming to a consensus and embracing the newly formed Football Association's rules.

The first football clubs began to emerge in the 15th century, although they were informal and lacked official recognition. The 19th century saw the development of organised teams, initially dominated by public schools and later by working-class teams. The transition to professional play began in the 1880s when clubs started paying players to join their teams, leading to the formation of professional leagues. The first major football competition, the Football Association Challenge Cup (FA Cup), took place in 1871, marking a significant milestone in the sport's history. Football's popularity continued to soar, leading to international competitions and the foundation of the Fédération Internationale de Football Association (FIFA) in 1904.

Football's allure lies not only in the skill and talent displayed on the field but also in the passion exhibited by fans worldwide. Football stadiums, such as Goodison Park in England and Maracanã Stadium in Rio de Janeiro, have become iconic symbols of fan dedication. The fan culture has two prominent traditions: the British tradition of singing and the South American tradition of carnival-style celebrations, including firecrackers and Bengali fires. Over time, fans from various countries have adopted a mix of these traditions, creating a unique and vibrant atmosphere in football arenas across the globe.
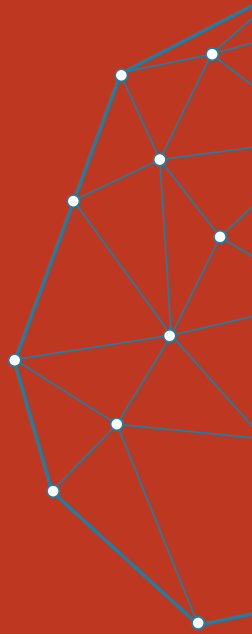
Football's appeal extended beyond national boundaries with the inception of international competitions. In 1883, the first international tournament took place, featuring teams from England, Ireland, Scotland, and Wales. The sport gradually spread to other European countries and beyond. Argentina witnessed the first football game played outside Europe in 1867, although involving foreign British workers rather than Argentinean citizens., initially excluded the British countries, but they later too joined. The FIFA World Cup was inaugurated in 1930, becoming the most prestigious global football event.

Football's popularity has grown exponentially, with FIFA now comprising 211 national associations, making it the most widely played sport in the world. From 32 participating nations in the 1934 World Cup, the number has grown to over 200 in 2014, demonstrating the game's global appeal and inclusivity. FIFA has divided the world into six confederations, including CAF, AFC, UEFA, CONCACAF, OFC, and CONMEBOL, representing different regions of the world and promoting football's universality.

Football's journey from humble folk games to becoming the world's most popular sport is a testament to its ability to captivate and unite people. Its rich history, filled with passionate fans, thrilling competitions, and cultural exchange, exemplifies the profound impact of the game on a global scale. Beyond being just a game, football embodies the values of teamwork, sportsmanship, and unity. Whether being played in local parks or grand stadiums, football continues to bring joy, excitement, and a sense of belonging to millions worldwide.

The author thankfully extends credit to the source of this information: https://www.footballhistory.org/
https://www.britannica.com/sports/football-soccer
https://aspiringyouths.com/essay/football-2/

The impact of generative AI's on World Economy

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Generative AIs are artificial intelligence systems that can create new content, such as text, images, music, code, etc. They have been advancing rapidly in recent years, thanks to the development of deep learning and large-scale data sets. Generative AIs have many potential applications and benefits for various domains, such as education, entertainment, health, science, and business. However, they also pose significant challenges and risks for the world economy, as they may disrupt existing industries, markets, and jobs.

One of the main impacts of generative AIs on the world economy is that they may increase productivity and efficiency in many sectors. For example, generative AIs can help automate tasks that require creativity, such as writing, designing, composing, etc. They can also generate high-quality content that can attract and engage customers, such as personalised ads, recommendations, reviews, etc. Generative AIs can also enhance innovation and discovery by generating novel ideas, solutions, hypotheses, etc. These benefits may lead to higher profits, lower costs, and faster growth for businesses that adopt generative AIs.

Generative AI has more impact across all industry sectors, specifically high-tech, banking, and life sciences. Across the high-tech industry, the technology could deliver a value of over $460 billion annually, as technology speeds up and makes software development more efficient. The banking sector can benefit up to $350 billion annually if the use cases are fully implemented. In addition, the retail and consumer goods industry could collectively benefit by up to $660 billion a year.

Breakthroughs in generative AI have the potential to bring changes to the global economy, according to Goldman Sachs research. As tools using advances in natural language processing work their way into businesses and society, they could drive a 7% (or almost $7 trillion) increase in global GDP and increase productivity growth by 1.5 percentage points over 10 years.

World Economic Forum's research estimates that generative AI could add up to S4.4 trillion annually across the 63 use cases —by comparison, the United Kingdom's entire GDP in 2021 was S3.1 trillion. This would increase the impact of all artificial intelligence by 15 to 40%. This estimate would double if we include the impact of embedding generative AI into software that is currently used for other tasks beyond those use cases.

However, generative AIs also have negative impacts on the world economy that need to be addressed and mitigated. One of the main challenges is that generative AIs may displace human workers and reduce employment in some sectors. For example, generative AIs may replace journalists, writers, designers, musicians, programmers, etc. who rely on their creative skills for their livelihoods. They may also compete with human workers in other domains that require communication, analysis, decision-making, etc. Generative AIs may also create ethical and legal issues related to the ownership, quality, and authenticity of the generated content. For example, generative AIs may produce fake or misleading content that can harm individuals or society. They may also infringe on the intellectual property rights of the original creators or sources of the content.
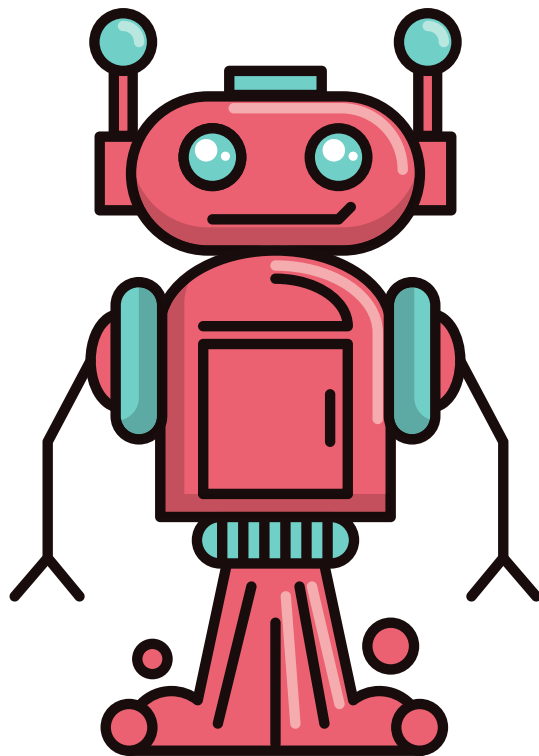
Therefore, generative AIs have both positive and negative impacts on the world economy that need to be balanced and regulated. It is important to foster the development and adoption of generative AIs that can benefit society and humanity while minimising the potential harms and risks. It is also essential to ensure that human workers are not left behind by the rapid changes brought by generative AIs and that they have access to education, training, and opportunities to adapt and thrive in the new economy. Finally, it is crucial to establish ethical and legal frameworks and standards that can govern the use and abuse of generative AIs and protect the rights and interests of all stakeholders involved.

The author is thankful to the sources of information /References:

Editor's view: The author has used credible sources to contribute this piece. However, the impression, quote "generative AIs may displace human workers and reduce employment in some sectors. For example, generative AIs may replace journalists, writers, designers, musicians, programmers, etc. who rely on their creative skills for their livelihoods" **Unquote, may be unfounded. In the mid-80s last century, then Prime Minister Rajiv Gandhi introduced computers in the nation's workspace. There was a lot of unrest and apprehension that computers would render the human workforce redundant. The contrary happened and today we have AI doing similar rounds. Just as history had, the future may also have pleasant surprises in store.**

The Impact of ChatGPT Adoption in the Global Workforce in 2023- Revolutionising Productivity and Collaboration in the Digital Age
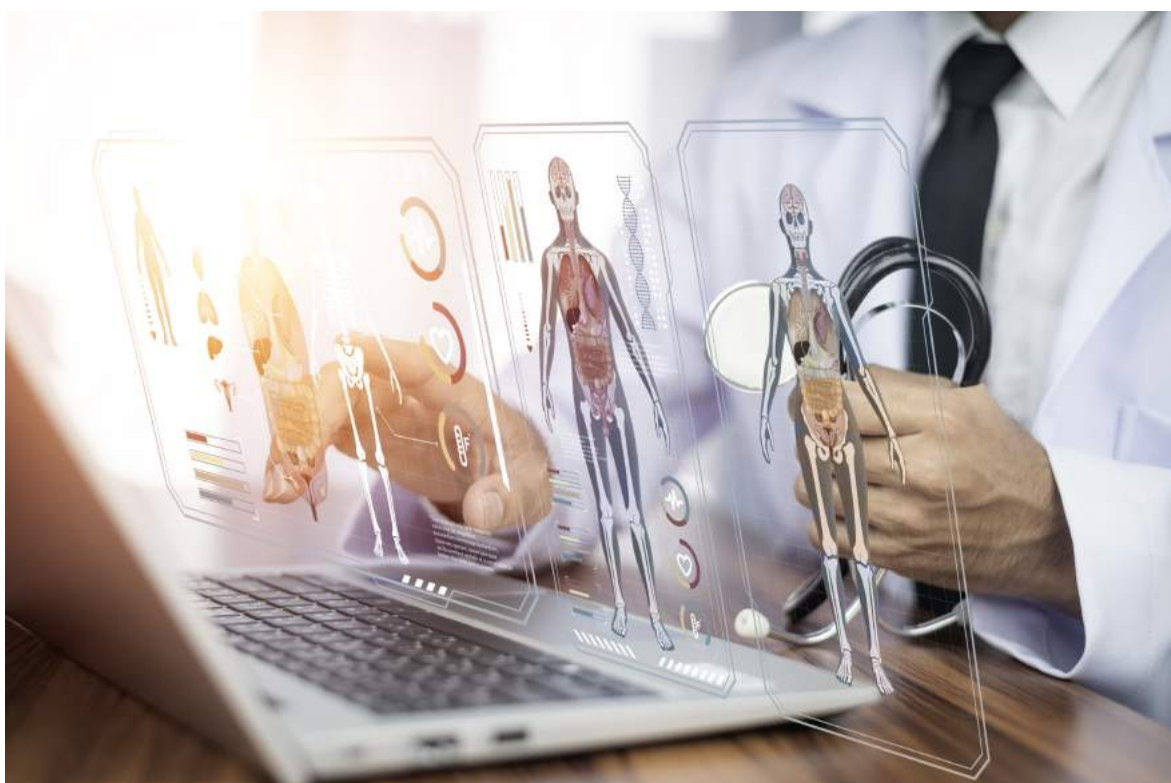
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In the ever-evolving landscape of technology, the year 2023 has witnessed a significant transformation in the global workforce, spearheaded by the widespread adoption of ChatGPT (Generative Pre-trained Transformer) technology. Powered by AI, ChatGPT has emerged as a game-changer, redefining how businesses operate, communicate, and collaborate. As organizations harness the potential of this revolutionary tool, the impact of ChatGPT adoption has been felt across various industries, shaping the way we work and interact in the digital age.

Breaking Barriers to Language and Communication:
One of the most profound impacts of ChatGPT in the global workforce has been its ability to break down language barriers. With multilingual capabilities and real-time translation features, this AI-powered tool has enabled seamless communication between employees, clients, and partners from diverse linguistic backgrounds. Global organizations are now finding it easier to collaborate across borders, fostering a sense of unity and cooperation that was once hindered by language disparities.

Enhanced Customer Experience:
ChatGPT's integration into customer service has revolutionized the way businesses interact with their clientele. AI chatbots have become more sophisticated and human-like, capable of understanding and responding to customer queries with remarkable accuracy. As a result, customer support has become more efficient, offering round-the-clock assistance, swift resolutions, and personalized interactions, which in turn, has led to increased customer satisfaction and loyalty.

Empowering Creativity and Innovation:

In 2023, ChatGPT has proven to be an invaluable asset in nurturing creativity and driving innovation across industries. As employees utilize AI as a tool to brainstorm and explore ideas, the limitations of conventional problem-solving approaches have been challenged. ChatGPT acts as a collaborator, suggesting novel perspectives and unearthing potential solutions that might have been overlooked otherwise. This augmentation of human creativity with artificial intelligence has led to breakthroughs in product development, design, and strategic planning.

Streamlining Workflows and Efficiency:
Automation has been a buzzword for years, but with ChatGPT, it has reached new heights. By automating repetitive tasks and generating accurate reports and insights, businesses have experienced streamlined workflows and improved efficiency. This has allowed employees to focus on more complex and strategic aspects of their roles, leading to greater job satisfaction and professional growth.

Addressing Workplace Inclusivity and Accessibility:
ChatGPT has played a significant role in promoting workplace inclusivity and accessibility. By providing text-to-speech and speech-to-text capabilities, individuals with disabilities are better equipped to communicate and collaborate with their colleagues. Furthermore, the AI's unbiased nature ensures fair treatment and impartial decision-making, reducing the risk of human biases in recruitment and evaluation processes.

Challenges and Ethical Considerations:
While ChatGPT adoption has brought about numerous benefits, it has also raised ethical considerations and challenges. The automation of jobs, concerns over data privacy, and the potential misuse of AI technology are areas that demand careful examination. Striking a balance between human intervention and AI assistance is crucial to ensure that the technology serves as an enabler, rather than a replacement for human expertise.

Future Outlook and Adaptation:

As ChatGPT continues to evolve, the global workforce must adapt to fully harness its potential. Organizations need to invest in employee upskilling and reskilling initiatives to empower their workforce to collaborate effectively with AI tools. Additionally, stringent data protection regulations and ethical guidelines must be established to govern the responsible use of AI in the workplace.

The widespread adoption of ChatGPT in the global workforce in 2023 has reshaped traditional business operations, transforming how we communicate, innovate, and collaborate. The technology's ability to enhance language comprehension, customer experiences, and creative problem-solving is a testament to the potential of AI to improve productivity and efficiency. However, as with any disruptive technology, it requires a balanced approach to ensure ethical use and human-centricity in the workplace of the future. With proper adaptation and responsible implementation, ChatGPT is poised to continue its positive impact on the global workforce in the years to come

Impact of Technology and AI on the Travel Industry

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The travel industry has undergone significant transformation in recent years, largely driven by advancements in technology and the integration of Artificial Intelligence (AI). The transformation is shaping up in a variety of ways, from enhancing customer experiences to optimizing business processes and creating a more sustainable future.

With the vast amount of data generated by travellers, AI algorithms are being employed to deliver personalized travel experiences. From tailored destination recommendations to customized itineraries, AI-driven platforms analyse user preferences and behaviour to offer highly relevant suggestions, increasing customer satisfaction and loyalty.

As a consequence of the COVID-19 pandemic, touchless technology has become a priority for the travel industry. From contactless check-ins and digital boarding passes to touch-free payment options, technology is reshaping the way travellers interact with airports, hotels, and transportation services.

The travel industry generates vast amounts of data, ranging from customer demographics to booking patterns and travel preferences. Big data analytics allows businesses to extract valuable insights, enabling data-driven decision-making and more targeted marketing strategies.

Virtual Reality (VR) and Augmented Reality (AR) technologies are revolutionising travel marketing by offering immersive experiences to potential customers. From virtual tours of destinations to interactive experiences within hotel rooms, these technologies are reshaping the way travellers research and book their trips.

AI-powered chatbots have become valuable tools for providing real-time customer support in the travel industry. These bots handle a range of queries, from flight information and hotel bookings to travel advice, providing travellers with quick and efficient assistance.

AI has revolutionised travel planning and booking platforms, making them more efficient and user-friendly. From natural language processing for voice search to AI-based chatbots for instant bookings, travellers now have access to seamless and convenient tools for trip planning.

The travel industry has a significant impact on the environment, and AI is playing a crucial role in promoting sustainability. AI algorithms help optimise flight routes to minimise fuel consumption, enable waste reduction in hospitality operations, and support eco-friendly tourism initiatives.

The travel industry continues to embrace technology and AI, transforming the way people travel and interact with travel businesses. From personalised experiences to sustainable initiatives and contactless solutions, these innovations are shaping a more efficient, customer-centric, and eco-friendly travel industry for the future. As technology evolves, the opportunities for the travel industry to optimise operations, enhance customer experiences, and minimise its environmental impact will only continue to grow.

Source: https://wanderwithalex.com/travel-news/

Incredible India: It's not just a Tagline

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India, a land of diversity, enchantment, and timeless beauty, has captivated the hearts of travelers for centuries. Nestled in South Asia, this incredible country boasts a rich tapestry of cultures, landscapes, traditions, and histories that have shaped its unique identity. From the snow-capped Himalayas in the north to the palm-fringed beaches of the south, from bustling metropolises to serene villages, India is a treasure trove of experiences. Even as words may fail to do justice in describing this marvel, there's an attempt in the subsequent paragraphs worthy of consideration.

India's cultural tapestry is a breathtaking kaleidoscope, woven together by an intricate blend of customs, languages, festivals, and beliefs. Home to under a billion and a half people, it is a melting pot of diverse ethnicities, making it one of the most culturally vibrant places on earth. Every state and region of India has its distinct cultural heritage, offering a never-ending feast for the senses. The ancient roots of Indian civilization have left an indelible mark on its modern culture. The country is known for its classical arts, and dance forms like Bharatanatyam, Kathak, and Odissi, as well as traditional Hindustani and Carnatic music etc. There's a reason to celebrate every day. Some festival or the other invariably happens somewhere or the other within the country. Diwali, Holi, Eid, Christmas, Guruparab, etc. are a few to count and many others showcase the spirit of unity in diversity, bringing people from different faiths together in celebration.

India's history is an epic saga of empires rising and falling, leaving behind a treasure trove of architectural wonders. The majestic forts and palaces across the length and breadth of the country. Intricately carved temples adorn the entire landscape. Be it in Khajuraho or Hampi, the Sarnath or the iconic Taj Mahal, or spiritual landmarks like Varanasi, the oldest continuously inhabited cities in the world, the Bodh Gaya, Harmandir Sahib or any other place you go, testimonials of the brilliant architectural past will be visible dotting the geographical canvas all over.

India's diverse geography offers an awe-inspiring range of natural wonders. The snow-capped peaks of the Himalayas in the north provide a haven for trekkers and spiritual seekers alike. The lush Western Ghats in the south are a UNESCO World Heritage Site and home to a variety of endemic flora and fauna. The picturesque backwaters of Kerala, the vibrant biodiversity of the Sundarbans mangrove forests, and the serene beaches along the coastline are just a few of the countless natural gems that enchant visitors. India's national parks and wildlife sanctuaries, such as Ranthambore and Kaziranga, offer thrilling encounters with the majestic Bengal tiger and the one-horned rhinoceros.

Indian cuisine is a celebration of flavours, spices, and traditions. Each region boasts its distinctive culinary delights, leaving food enthusiasts spoiled for choice. From the spicy curries of the north to the aromatic biryanis of the south, from the chaats of the streets to the delicate sweets of festivals, Indian cuisine tantalizes taste buds and leaves a lasting impression.

INCREDIBLE india

The true essence of India lies in its people - warm, hospitable, and accommodating. The concept of "**Atithi Devo Bhava**" or "**Guest is God**" is deeply ingrained in Indian culture. Whether you're traversing the bustling city streets or staying in a quaint village, you'll be embraced with open arms and made to feel at home. The concept of 'Incredible India' is not just a tagline of the Government of India; it is an accurate depiction of the country's vast offerings. It's a land that seamlessly weaves ancient traditions with modern advancements, a place where spirituality and materialism coexist harmoniously.

Investment Banking

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Investment banking is a fascinating, complex, and highly influential industry that serves a critical role in the world's economic infrastructure. At its core, it is about helping organisations raise capital, advise on M&As, and provide strategic financial advice. Investment banking is one of the key drivers of global economics and encapsulates a broad array of activities centred around the creation and management of capital.

Investment banks serve as intermediaries between organisations that need capital and potential investors. They help companies go public through initial public offerings (IPOs), manage securities issuance, and provide M&A advice. Besides, they also offer services like market making, proprietary trading, and wealth management.

Investment banking is typically divided into two primary segments: the 'front office' and the 'back office.' The front office includes roles like investment banking, sales and trading, and research. These roles are revenue-generating and involve direct client interaction. The back office includes roles in areas like compliance, operations, and technology that support the front office.

The Investment Banking Division (IBD) advises businesses, governments, and institutions on how to achieve their financial goals. This may involve raising capital through issuing stocks or bonds, advising on M&A transactions, or structuring complex financial products.

The Sales and Trading division is responsible for buying and selling securities on behalf of the bank's clients or the bank itself. Sales associates communicate with clients about investment ideas and opportunities, while traders execute trades and manage risk.

The research division produces detailed reports on individual companies, sectors, and macroeconomic trends. These reports are used internally and are also often distributed to clients to help them make informed investment decisions.

Investment banking is rapidly evolving due to advancements in technology, regulatory changes, and shifts in the global economy. Some of the trends in the future of Investment Banking are:

Digitalisation:
Digitalisation is changing the landscape of investment banking. Technologies like artificial intelligence (AI), blockchain, and big data are streamlining operations and providing new ways to analyse data and mitigate risk. In the future, we can expect to see more automation and increased efficiency in investment banking processes.

Sustainability:
As the importance of environmental, social, and governance (ESG) factors becomes increasingly recognized, investment banks are paying closer attention to sustainability. Banks are now expected to consider the ESG impact of the companies they deal with and the products they offer.

Globalization:
Investment banking is a global industry. As emerging markets continue to grow and integrate into the global economy, investment banks will need to adapt to new regulatory environments, understand new market dynamics, and build relationships with new clients.

Investment banking offers substantial rewards, including high earning potential, the opportunity to work on high-profile deals, and the chance to shape the direction of major companies and the economy at large. However, it also presents significant challenges, including long hours, high pressure, and intense competition. Despite the challenges, investment banking remains an attractive career for many. It offers the opportunity to work at the forefront of the global economy, to engage with complex financial problems, and to play a role in major economic events.

Leveraging data analytics for business insights and growth

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In today's data-driven world, businesses have to deal with vast amounts of information generated through various sources. These could be customer interactions, website traffic, social media, sales transactions, and more. However, raw data alone is not sufficient to make informed decisions. The real value lies in transforming data into meaningful insights that can drive business growth. Data analytics is the process of examining, cleaning, and interpreting data to uncover valuable patterns, trends, and correlations.

The Power of Data Analytics in Business
Data analytics empowers businesses to make informed decisions based on evidence rather than intuition or gut feelings. By leveraging historical and real-time data, decision-makers can identify patterns and trends that guide them in devising effective strategies and initiatives. Data-driven decision-making reduces uncertainty and enhances the chances of success, especially in rapidly changing markets.

Customer insights are invaluable for businesses, and data analytics enables a deeper understanding of customer behaviour. By analysing customer data, such as purchase history, browsing patterns, and feedback, companies can identify their target audience's preferences, pain points, and needs. This understanding allows businesses to tailor products, services, and marketing campaigns to meet customer demands effectively.

Data analytics can identify emerging market trends and new business opportunities. By analysing industry data and competitor performance, companies can stay ahead of the curve and adapt their strategies to capitalize on market shifts. This proactive approach gives businesses a competitive edge and allows them to explore untapped markets before their competitors. How data can be leveraged for analytics is discussed in the next few paragraphs.

The first step in leveraging data analytics is to collect relevant data from various sources, both internal and external. This could include customer data, sales data, website analytics, social media metrics, and more. Integrating data from different sources provides a comprehensive view of the business and facilitates better analysis.

Data may be collected in different formats and may contain errors or missing values. Just as the surgeon prepares the patient for surgery, before analysis, it is essential to clean and pre-process the data to ensure accuracy and consistency. This involves identifying and rectifying anomalies, filling in missing data, and transforming data into a usable format.

Data analytics involves various techniques or models. For example, descriptive analytics, predictive analytics, and prescriptive analytics. Descriptive analytics provides a summary of historical data, while predictive analytics uses historical data to make future predictions. Prescriptive analytics recommends actions to optimize outcomes based on predictive insights. Employing appropriate models is crucial to gain meaningful insights from the data.

Data visualization is an essential aspect of data analytics as it helps present complex information in a visually appealing and understandable manner. Charts, graphs, and dashboards enable decision-makers to grasp insights quickly, identify trends, and make data-driven decisions effectively.

To fully leverage data analytics, businesses need to invest in advanced analytics tools and technologies. There is a wide range of analytics software available, catering to various business needs and sizes. Additionally, having a team of data analysts or data scientists with the expertise to interpret data is essential for deriving actionable insights.

As businesses continue to gather more data from various sources, the significance of data analytics will only increase. Investing in data analytics tools, building a skilled analytics team, and fostering a data-driven culture will be crucial for businesses aiming to thrive in the rapidly evolving landscape. Leveraging data analytics for business insights and growth is no longer a luxury but a necessity for staying relevant and achieving sustainable success in the digital age.

41

The Art of Design in The New Era: Mastering Essential Skills With Canva

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In the digital age, the art of design has evolved, and revolutionary applications like Canva have emerged as creativity enhancement tools. To leverage upon the strength of these tools, aspiring creators must embrace a diverse skill set that complements the capabilities of Canva. The essential skills required to unleash creativity and succeed in this exciting era of design include visual literacy, storytelling, UX design, adaptability and agility, collaboration and feedback, branding and consistency, marketing, and social media savviness.

Visual literacy is the foundation of design competence, involving understanding and effectively using design elements such as colours, typography, layout, and composition that convey messages with clarity and evoke emotions. With Canva, designers can harness this skill to craft captivating visuals that stand out in the crowded digital landscape. Storytelling is a potent tool in the realm of design, and mastering the art of storytelling through visuals adds depth and engagement to designs.

User Experience (UX) design is essential for enhancing interaction, as Canva allows designers to create websites, apps, and interactive content. A strong grasp of UX principles ensures seamless navigation and an enjoyable user experience. Adaptability and agility are crucial in the rapidly evolving digital landscape, as Canva continually introduces new features and templates. Collaboration and feedback are essential for success, and Canva's collaborative workspace facilitates teamwork on projects. Consistent branding is vital for businesses and individuals seeking recognition and trust. With Canva, designers can easily incorporate branding elements like logos, colours, and fonts into their creations, maintaining uniformity across all visual assets.

Marketing and social media savviness are crucial for reaching the right audience. By mastering these skills and harnessing the potential of Canva, designers can unlock their creativity and make a meaningful impact in the dynamic world of design. As we embrace this exciting era, the power to create and inspire lies at our fingertips.

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TIME to a Marketer in the Corporate World: Mastering the Art of Efficiency

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"The key is not to prioritise what's on your schedule, but to schedule your priorities."

- Stephen Covey

In the fast-paced and ever-changing landscape of the corporate world, time is an invaluable asset for marketers. With numerous responsibilities ranging from crafting compelling campaigns to analysing data and adapting to evolving consumer behaviours, effective time management becomes a crucial skill for success. This article delves into the significance of time management for marketers in the corporate world and explores strategies to optimize productivity and achieve marketing objectives.

One of the fundamental aspects of effective time management for marketers is prioritisation. Establishing clear goals and objectives allows marketers to focus their efforts on tasks that directly contribute to the company's overall marketing strategy. Setting priorities helps avoid getting bogged down in less critical activities and ensures that valuable time is allocated to activities that yield the highest returns.

In the competitive realm of marketing, time is directly linked to opportunities, revenue, and brand reputation. Delaying or missing key marketing initiatives can result in missed chances to engage potential customers, reduced market share, and ultimately, lost revenue. As marketers are constantly juggling multiple tasks, understanding the value of time becomes paramount to
maintaining a competitive edge.

Time blocking is a time management technique that involves setting aside specific blocks of time for dedicated tasks. By adhering to a structured schedule, marketers can reduce distractions and interruptions, enabling them to concentrate on important projects. Whether it's creating content, analysing data, or brainstorming ideas, having designated time blocks ensures that critical tasks are not overlooked.

A skilled marketer understands the value of teamwork and delegation. When appropriate, delegating tasks to team members can free up time for marketers to concentrate on high-impact activities.

Effective collaboration among team members also fosters creativity, problem-solving, and a more efficient workflow, resulting in enhanced productivity and time management.

Time management is not only about allocating time efficiently but also about evaluating the outcomes of marketing efforts. By regularly analysing and measuring results, marketers can identify which strategies are delivering the best results and which ones may require adjustments.

Data-driven decision-making empowers marketers to focus on what works and eliminate time-consuming approaches that yield limited returns. Time is a precious commodity for marketers in the corporate world, and effective time management is essential for success. By understanding the value of time, setting clear priorities and goals, embracing technology, and fostering teamwork, marketers can optimize their productivity and deliver impactful marketing campaigns. In a constantly changing environment, continuous learning and data-driven decision-making play a crucial role in ensuring that marketers stay ahead of the curve. Mastering the art of efficiency in managing time empowers marketers to make a significant impact on their brands, drive business growth, and achieve their marketing objectives.

Thankfully extending credit to the source
of ideas: www. Scholar.google.com, www.businessworld.in

Monetary Policy of A Country

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he monetary approach could be a set of measures and activities taken by a country's central bank to control the money supply, manipulating interest rates, and credit availability within the economy. The most important objective of the financial approach is to realise cost solidity, maintain financial development and budgetary robustness. By affecting the accessibility and esteem of cash, the central bank points to control swelling, oversee unemployment, and stabilise the economy.

Scope of Monetary Policy:
 The scope of the money-related approach shifts from nation to nation depending on the financial and organisational structure in the country. Generally, the scope of financial arrangement incorporates looking after the following aspects:

 1. **Money Supply Administration:** The central bank has the power to control the amount of cash circulating within the economy. It can increase or decrease the cash supply in several ways to influence financial activity.

 2. **Intrigued rate approach:** or Short-term Term Fluctuating Rates: The central bank sets and alters key rates that influence borrowing for buyers and businesses. By changing such key rates, the central bank can influence investing, speculation, and inflation.

 3. **Credit control:** The central bank can enforce prerequisites on commercial banks that require banks to keep a certain rate of their stores as saves. By altering these prerequisites, the central bank can control the amount of credit accessible within the economy.

 4. **Open Showcase Operation:** The central bank can purchase or sell government securities to inject or withdraw money into the economy. This makes a difference in controlling the money supply in the system.
  the reaction of financial specialists to approach changes. As such, the central bank frequently screens financial pointers and alters its financial approach position as necessary to attain its goals

Monetary approach instruments: The money-related approach devices utilised by the central bank to realise its objectives are:

1. **Intrigued Rates:** Central banks can set Short-term Term Fluctuating Rates (such as the US government reserves rate) to impact borrowing and investing by households and businesses.

2. **Open Market Operation:** By buying or offering government bonds, the central bank can directly influence the money supply within the economy.

3. **Save prerequisites:** The central bank may require commercial banks to preserve a certain rate of their stores as saves. Changes in collateral prerequisites may influence a bank's capacity to lend.

4. **Markdown rate:** Markdown rate is the intrigued rate at which commercial banks can borrow cash from the central bank. By changing this rate, the central bank can influence the fetch of borrowing for banks, which in turn can influence loaning rates within the economy.

Impact of Monetary Policy on Indian Economy: The effect of the financial approach on the Indian economy can be seen in noteworthy terms as below:

1. **Expansion Control:** One of the main objectives of the Reserve Bank of India (RBI) is to control swelling. RBI employs different monetary disciplines to direct money supply and interest rates to keep inflation within acceptable limits.

2. **Financial development:** By regulating interest rates and credit accessibility, RBI can influence customer investment and commerce ventures, thereby influencing general financial growth.

3. **Cash Appreciation:** Financial approach measures can influence the appreciation of the Indian trade rate against other monetary standards, which can influence imports and general exchange balance.

4. **Speculations and Reserve funds:** Changes in intrigued rates can influence households' and businesses' speculation choices and savings behaviour.

5. **Budgetary Advertisement:** Financial arrangement activities can influence the stock market, bond showcase, and other financial resources by impacting financial specialist behaviour and general market sentiment. It ought to be famous that the impacts of financial arrangements are not continuously quick and may shift depending on the financial circumstance, outside components, and the reaction of financial specialists to approach changes. As such, the central bank frequently screens financial pointers and alters its financial approach position as necessary to attain its goals.

Source:
https://m.rbi.org.in//script

Movies: A pedagogical tool in education

Movies have been an integral part of human culture for over a century, captivating and entertaining audiences worldwide. Beyond their entertainment value, movies have also proven to be a powerful tool for education. Whether it is historical dramas, thought-provoking documentaries, inspiring biopics, or animated education films. The marriage of education and movies has significantly enhanced the learning experience of people of all age categories.

The various ways movies have positively influenced education and enriched our understanding of the world around us are –
- Bringing history to life
- Inspiring creativity and imagination
- Cultivating empathy and cultural awareness
- Making learning engaging and interactive
- Addressing social issues and promoting discussions, etc.
-

Science-based movies, both fictional and non-fictional, provide a platform for students to delve into scientific concepts and discoveries. Movie adaptations of classic literature can breathe new life into timeless stories, making them more accessible and enjoyable. Movies create awareness of certain issues; students learn what is happening in their society. These movies help teach important values to learners, for example, movies about bullying can help people show more empathy. As it can provide more knowledge in less time with fun. To my understanding, movies are **"Learning with Leisure"**.

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The integration of movies into the education landscape has proven to be valuable and transformative approach. By leveraging the power of visuals, storytelling, and emotions, movies make learning interactive, engaging, and memorable. They breathe life into historical events, cultivate empathy, cultural awareness, inspire creativity, and promote meaningful discussions about important societal issues. As we continue to harness the potential of movies in education, we open doors to endless opportunities for students to grow intellectually,

Dayananda Sagar University, School of Commerce & Management Studies deploys this strategy to encourage students to understand management lessons. **The in-house Movie Club 'FLIX'** facilitates this aspect of learning beyond the books.

Cricket: The unifying force in diverse India

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India is a diverse country with many different cultures and traditions. But even though we have so many differences, we all unite in cricket. Cricket is a sport everyone loves, bringing us together as a nation. Cricket is a key part of Indian life. The game is played and watched across genders, ages, and religious leanings. It would not be out of place to suggest that cricket is the modern national religion. When the Indian team plays, the whole nation comes together to cheer them on.

Cricket's impact goes beyond just bringing joy. It is played in different formats, and each format hasits own fan base. Test matches are the most traditional format of cricket. They last up to five days. The One Day Internationals (ODIs) are the most common format of limited-overs cricket. Some people like watching test matches because they are long and intense, while others prefer Twenty-20 matches because they are shorter and more exciting. The introduction of the Indian Premier League (IPL) in 2008 popularised the game worldwide. It changed the way cricket is played and also became a significant revenue earner for the country. The Indian Premier League (IPL) is more than just a cricket tournament. It involves millions of fans. From the grand opening ceremony to the thrilling matches, people come to stadiums or enjoy from their homes to witness this cricketing extravaganza.

The league attracts heavy sponsorships. Advertisement revenues and media rights contribute billions to India's economy every season. Not only does cricket bring joy and economic growth, but it also creates numerous job opportunities. During the IPL, sectors like hospitality, tourism, media, and advertising get a significant boost benefiting local economies.

SOME FAMOUS CRICKET MOMENTS IN INDIA:

1. **India's first World Cup** win in 1983 under Kapil Dev's captaincy.
2. India's first-ever T20I World Cup win- 2007 under MS Dhoni's captaincy.
3. MS Dhoni's six to win the 2011 World Cup
4. India's first Test series win in Australia in 2018-19
5. India's sensational Test series win in Australia with an injury-hit team- 2020-21
6. Virat Kohli's masterclass chase to defeat Pakistan in the T20 World Cup.
7. India's comprehensive victory over Sri Lanka in the final of the Asia cup 2023 marked their eighth title in the tournament's history.
8. Virat Kohli's 50th ODI century, a historic achievement that broke Sachin Tendulkar's record and standing alone on the summit. While the loss in the finals of ODI 23 was colossal, taken in the spirit of the game, its time to move on.

BENEFITS OF CRICKET FOR MENTAL HEALTH:

1. Watching cricket can keep you focused, the twists and turns in the game and the curiosity throughout the match will keep you engaged and help to come out of a depressed state of mind.
2. Cricket is a fun game and watching the game brings joy. If watching cricket becomes your hobby, it is most likely that you will never feel lonely.
3. Cricket is fun to watch or play with friends. This helps you to expand your friend circle and it brings your family closer.
4. Handling success and failure with the same spirit is easy. Watching the players in the game of cricket accept failure with the same grace as success will motivate you to be sporting in life.
5. Cricket relaxes your mind and can instantly improve your mood.
6. Seeing your favourite players being so fit and energetic will motivate you to become and remain fit.

Cricket is a source of happiness in India. It brings us joy and excitement, and it unites us as a nation. Cricket also plays a vital role in boosting India's economy and providing numerous growth opportunities. As our passion for cricket continues to burn brightly, it will undoubtedly remain a source of happiness for generations to come. Let's cherish this beautiful game that unites us, brings smiles to our faces, and fills our hearts with boundless joy.

Navigating Workplace Conflict: Strategies for Conflict Resolution

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2022-24

Workplace conflict is a common occurrence in any organization, regardless of its size or industry. While conflicts may be uncomfortable and challenging to handle, they also present an opportunity for growth and improvement if managed effectively. Conflict resolution in the workplace is essential for maintaining a harmonious and productive environment. In this article, we will explore various strategies that can help individuals and teams navigate workplace conflicts and foster a positive resolution.

Open Communication
Effective communication is the cornerstone of conflict resolution. Encourage open, honest, and respectful communication between parties involved in the conflict. Create a safe space where individuals can express their concerns, feelings, and perspectives without fear of judgment or retaliation. Active listening is crucial during these conversations, as it helps foster empathy and understanding.

Identify the Underlying Issues
Often, conflicts in the workplace stem from deeper underlying issues rather than the surface problem. It's essential to identify these root causes to address the conflict effectively. Engage in probing discussions to uncover the true source of disagreement, which might include differences in values, goals, or work styles.

Focus on Interests, Not Positions
When attempting to resolve conflicts, it's easy to get caught up in defending individual positions. Instead, encourage individuals to focus on their underlying interests and needs. By identifying common interests, parties can work together to find mutually beneficial solutions.

Collaborative Problem-Solving
Promote a collaborative problem-solving approach, where all parties involved in the conflict actively participate in finding a resolution. Encourage brainstorming sessions and invite everyone to contribute their ideas. This approach creates a sense of ownership and collective responsibility for resolving the conflict.

Mediation and Facilitation

In cases where conflicts are more complex or intense, consider using a neutral third-party mediator or facilitator. A mediator can help guide discussions, ensure everyone's voice is heard, and steer conversations towards constructive outcomes. Their impartiality can be instrumental in finding common ground and fostering compromise.

Establish Clear Policies and Procedures

A well-defined set of workplace policies and procedures can act as a foundation for conflict resolution. Ensure that employees are aware of these guidelines and have access to the necessary resources when conflicts arise. Establishing a clear chain of command for reporting and resolving conflicts can help prevent escalation.

Emphasize Emotional Intelligence

Emotional intelligence plays a significant role in resolving conflicts effectively. Encourage employees to develop their emotional intelligence by recognizing and understanding their emotions and those of others. This self-awareness can lead to more thoughtful and empathetic responses during conflicts.

Learn from Past Conflicts

Conflict resolution should not be a one-time effort. After resolving a conflict, take the opportunity to review the process and outcome. Identify any lessons learned and apply them to future situations. Continuous improvement is crucial for developing a healthier and more resilient workplace culture.

Provide Conflict Resolution Training

Invest in conflict resolution training for employees and managers. Training can equip individuals with the necessary skills to manage conflicts constructively, enhancing their ability to navigate challenging situations effectively.

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Workplace conflicts are inevitable, but how they are managed can make all the difference in an organization's success. By fostering open communication, identifying underlying issues, encouraging collaborative problem-solving, and utilizing mediation, when necessary, conflicts can be transformed into opportunities for growth and improved relationships. Investing in conflict resolution strategies and emphasizing emotional intelligence will create a more positive and productive work environment, benefiting both individuals and the organization as a whole

Neo-Banking

Prasannakumar
S Munnoli

NEO-BANKING: The advent of technology has unleashed a wave of innovation across various industries, and the financial sector is no exception. The emergence of neo-banks, also known as digital or virtual banks, has revolutionized the traditional banking landscape, offering customers a fresh and innovative approach to managing their finances. Neo-banking represents a paradigm shift, delivering customer-centric solutions that are agile, accessible, and efficient.

Neo-banks are essentially digital-only financial institutions that operate without physical branches. They exist solely in the digital realm, accessible through web and mobile applications. Unlike traditional banks burdened by legacy systems and bureaucratic processes, neo-banks embrace cutting-edge technology to provide seamless and intuitive user experiences.

Neo-banks leverage cloud computing, artificial intelligence, and big data analytics to offer a wide range of services, including savings accounts, payments, loans, investment opportunities, and more. The absence of physical infrastructure allows them to significantly reduce operating costs, which, in turn, leads to more competitive and customer-friendly offerings.

The concept of neo-banking gained traction during the early 2010s, with start-ups and fintech companies leading the charge. These digital disruptors identified pain points in traditional banking and sought to address them with agile and innovative solutions. By focusing on user experience, accessibility, and convenience, neo-banks quickly garnered a loyal following among tech-savvy customers.

One of the primary drivers of neo-banking's popularity is its ability to cater to the needs of the digital-native generation. Millennials and Generation Z, accustomed to seamless digital experiences, found neo-banks to be a natural fit for their financial requirements. Moreover, traditional banks struggled to keep up with the rapid pace of technological advancements, further propelling the rise of neo-banks.

Neo-banks prioritize mobile applications, offering customers the flexibility to manage their finances on the go. Intuitive interfaces and real-time updates empower users to track expenses, set budgets, and make informed financial decisions conveniently.

Neo-banks prioritize mobile applications, offering customers the flexibility to manage their finances on the go. Intuitive interfaces and real-time updates empower users to track expenses, set budgets, and make informed financial decisions conveniently.

By harnessing the power of data analytics, neo-banks deliver personalised financial recommendations and insights. This data-driven approach helps users better understand their spending habits and tailor financial goals accordingly.

Traditional banks often require extensive paperwork and time-consuming verification processes to open accounts. Neo-banks, on the other hand, offer a hassle-free onboarding experience that can be completed within minutes, often with just a few taps on a smartphone.

Neo-banks pride themselves on transparent fee structures and fair pricing. Hidden charges and convoluted fee systems are eschewed, fostering trust and loyalty among customers.

Many neo-banks allow integration with third-party financial services and fintech applications. This opens up a world of possibilities, from investing in stocks and cryptocurrencies to accessing specialized financial products.

Despite their impressive growth and innovative offerings, neo-banks face several challenges. One major concern is the need to establish trust among potential customers who may be hesitant to abandon the familiarity of traditional banks for digital alternatives. Additionally, cybersecurity and data privacy remain critical concerns, given the sensitive financial information stored on digital platforms.

Regulatory compliance is another area of focus for neo-banks. As they gain prominence, regulatory bodies worldwide are developing frameworks to monitor and supervise their operations to ensure customer protection and financial stability.

Neo-banking has emerged as a disruptive force in the financial industry, reshaping the way people access and manage their money. By combining cutting-edge technology with a customer-centric approach, these digital pioneers have tapped into the demands of the modern consumer. While traditional banks continue to adapt to the digital age, neo-banks have set the benchmark for personalized, accessible, and transparent financial services. As technology continues to evolve, neo-banks will likely play a pivotal role in shaping the future of financial services, ultimately benefitting consumers with enhanced financial control and convenience. However, they must address challenges and comply with regulations to maintain the trust of their rapidly expanding customer base.

The author is grateful to the sources of Information in the public domain.

NEP 2020: A Comprehensive Evaluation - Boon or Burden for Students' Careers?

BHOOMIKA S
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The National Education Policy (NEP) 2020 is a landmark reform in India's education system. It aims to overhaul the existing framework and create a student-centric, holistic learning environment. However, like any significant policy change, NEP 2020 has elicited diverse opinions among educators, policymakers, and students themselves. This article obtained from the public domain, and reference cited below, tries to explore the potential advantages and drawbacks of NEP 2020 to determine whether it truly acts as a boon or a burden for a student's career.

Is it a boon?

One of the primary advantages of NEP 2020 is its focus on holistic development. The policy aims to transform students into well-rounded individuals by promoting co-curricular and extra-curricular activities. By encouraging students to participate in sports, arts, and other non-academic pursuits, NEP 2020 recognizes that a comprehensive education extends beyond textbooks. This approach can help students develop essential life skills such as teamwork, leadership, and time management, which are crucial for success in the professional world. It advocates for a flexible and multidisciplinary approach to learning. Students are encouraged to choose subjects based on their interests and aptitudes, breaking the conventional silos of arts, commerce, and science streams. This shift allows students to explore their passions and potential career paths more freely. The multidisciplinary approach can open doors to new avenues and create a more adaptable workforce that can thrive in a rapidly evolving job market. The NEP 2020 gives due importance to vocational education and skill development. By integrating vocational courses into the mainstream curriculum, the policy seeks to equip students with practical skills and industry-relevant knowledge. This shift can bridge the gap between education and employability, making students job-ready and reducing the burden of unemployment.

Or is it a burden?

While the intent of NEP 2020 is commendable, its successful execution faces numerous challenges. The policy requires significant financial and infrastructural investments, which may strain the resources of educational institutions, particularly in rural areas. Moreover, implementing a standardised curriculum across diverse regions with varying socio-economic backgrounds can be a daunting task. Ensuring that all schools and colleges can effectively adopt and implement the policy without compromising quality is a considerable challenge that needs to be addressed. Flexibility in choosing subjects, though beneficial, can also lead to increased pressure on students and parents. The fear of making the wrong choice can create anxiety and stress among students, potentially affecting their mental well-being. Additionally, the NEP 2020 proposes board examinations to be held twice a year, increasing the frequency of high-stakes exams. This frequent examination pattern could add to the already mounting academic pressure and impact students' performance negatively. As NEP 2020 begins to take effect, there may be a transition period where employers and industries are not entirely familiar with the changes in the education system. This disconnect could result in initial challenges for freshly graduated students to find suitable job opportunities aligned with their diverse skill sets. Employers might still prefer traditional qualifications over the new multidisciplinary degrees, leading to uncertainties in the job market.
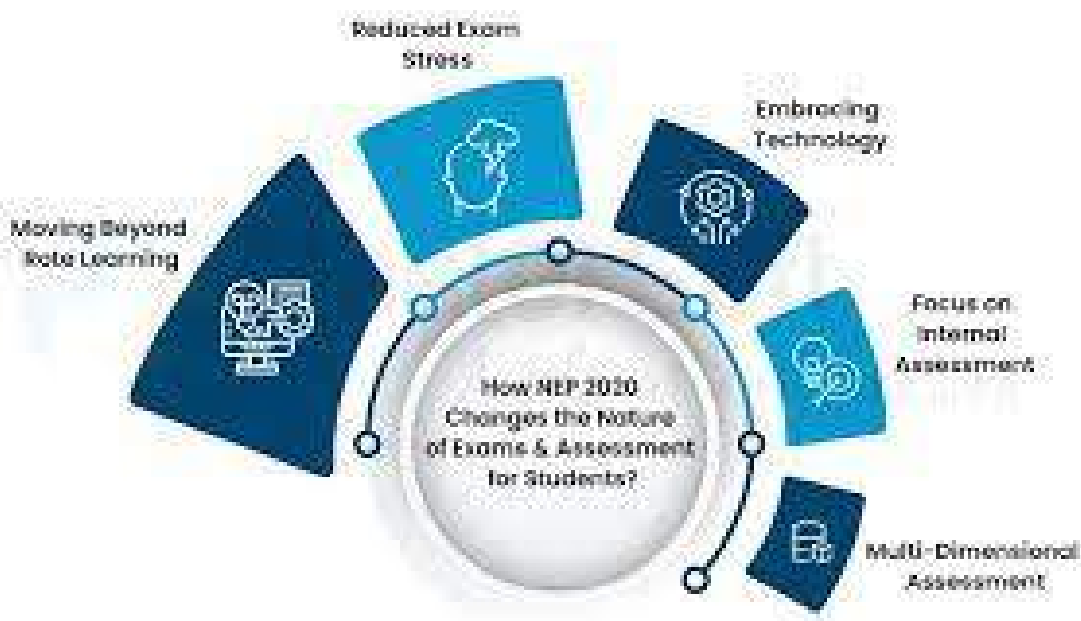
In conclusion, the National Education Policy 2020 is a progressive step towards transforming India's education system to cater to the needs of 21st-century learners. Its emphasis on holistic development, flexible learning, and vocational education can undoubtedly benefit students' careers in the long run. However, to ensure NEP's success, addressing implementation challenges, easing the pressure on students, and bridging the gap between education and employment is vital.

Ultimately, the success of NEP 2020 depends on the collaborative efforts of policymakers, educators, and all stakeholders involved in the education sector. With careful planning, adequate resources, and a student-centric approach, NEP 2020 has the potential to be a transformative boon for students' careers rather than a burden.

The contributor thankfully extends credit to the source of information: https://indianlawportal.co.in/national-education-policy-boon-or-bane/

Net Zero 2030

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What is net zero?

Net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests.

What makes the approach important is that the earth is already about 1.1°C warmer than it was in the late 1800s, and emissions continue to rise warming it further. In order to avert the worst impacts of climate change and preserve a livable planet, global temperature increases need to be limited to 1.5°C above pre-industrial levels. To keep global warming to under 1.5°C, as called for in the Paris Agreement, emissions need to be reduced by 45% by 2030 in order to reach net zero by 2050. This is where the challenge lies. What is required is a complete transformation of the thought process and the approach to how we produce, consume, move, and live.

The energy sector alone contributes 76% of greenhouse emissions today. While it is a necessary evil, this sector also holds the key to reversing the adverse effects of climate change. Replacing polluting coal, gas, and oil-fired power generation facilities, with energy from renewable sources, such as wind, tidal, solar, etc. would dramatically reduce carbon emissions.

There is considerable momentum in this direction. A growing coalition of countries, cities, businesses, and other institutions are pledging to get to net-zero emissions. More than 70 countries, including the biggest polluters like China, the United States, and the European Union, have set a net-zero target, covering about three-quarters of global emissions. Over 3,000 businesses and institutions are working on initiatives to reduce their emissions in line with the expectations of climate scientists. A huge chunk of cities, educational and financial institutions, have joined the 'Race to Zero', pledging to take rigorous, immediate action to halve global emissions by 2030. Some of the observations of the recently concluded G-20 suggest that G-20 nations account for 80% the global greenhouse gas (GHG) emissions. Even as they are committed to achieving global net zero GHG emissions/carbon neutrality by or around mid-century. G-20 nations also agree that S 5.8-5.9 trillion in the pre-2030 period is required for developing countries in line with the effort.

The New Delhi Leader's Declaration urged all countries that have not yet aligned their Nationally Determined Contributions (NDCs) with the temperature goal of the Paris Agreement, to revisit and strengthen the 2030 targets in their NDCs, as necessary, by the end of 2023, taking into account different national circumstances.

The G20 nations also agreed to pursue and encourage efforts to triple renewable energy capacity globally through existing targets and policies and demonstrate similar ambition with respect to other zero and low-emission technologies, including abatement and removal technologies, in line with national

circumstances by 2030. The leaders also affirmed the 'G20 High-Level Voluntary Principles on Hydrogen', to build a sustainable and equitable global hydrogen ecosystem that benefits all nations.

As sustainable biofuels are critical to facilitating net zero by 2050, in New Delhi, the G-20 Presidency launched the Global Biofuels Alliance with the United States as a founding member along with India, Brazil, Italy, Canada, Argentina, and South Africa. This new Alliance will bring countries together to expand and create new markets for sustainable biofuels.

How do we ensure commitments are turned into action? The growth in net-zero pledges has been accompanied by a proliferation of criteria with varying levels of robustness. To develop stronger and clearer standards for net-zero emissions pledges by non-state entities such as businesses, investors, cities, and regions, and speed up their implementation, UN Secretary-General António Guterres in March 2022 established a High-Level Expert Group on the Net-Zero Emissions Commitments of Non-State Entities. The Group's recommendations were discussed at COP27 in November 2022.
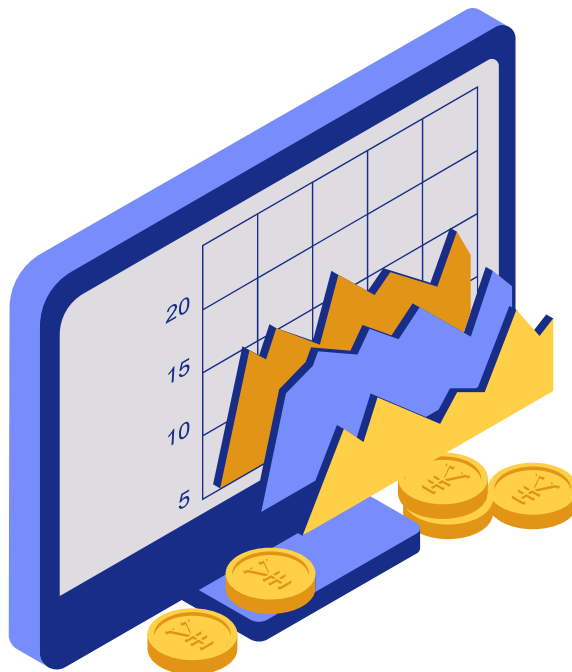
Where do we stand? A closer look suggests that most commitments made by governments to date fall far short of what is required. Current national climate plans for 193 Parties to the Paris Agreement taken together would lead to a sizable increase of almost 11% in global greenhouse gas emissions by 2030, compared to 2010 levels. Getting to net zero requires all governments, more so, the biggest emitters to significantly strengthen their Nationally Determined Contributions (NDCs) and take bold, immediate steps toward reducing emissions now. Whims and fancies of global leaders too come in the way e.g., Trump's unilateral withdrawal from the treaty increased the carbon price for other countries while reducing its own carbon price. Of Course! The US rejoined the pact in Feb 2021, but such knee-jerk actions don't lend credence to the global mission's objectives. The Glasgow Climate Pact called on all countries to revisit and strengthen the 2030 targets in their NDCs by the end of 2022, but only 24 new or updated climate plans were submitted by September 2022.

Climate change isn't a challenge for tomorrow. It's an imperative for today. It can be resolved only through a global integration of will and skill. Businesses, Governments, Investors, and society need to work together to harness bold new ways to accelerate the race to zero and tackle climate change head-on.

The author thankfully extends credit to Information sourced and suitably curated for this publication from:

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The Power of Innovation and R & D in Shaping the Future

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Innovation and R&D have been critical in propelling human development and societal evolution, fuelling economic growth, raising living standards, and stimulating improvements in a variety of sectors. From the invention of the wheel and its subsequent development to the start of space travel, both of which pushed the limits of what was possible. Innovation and R&D are critical to supporting economic growth and development because new technology, products, and services come into the fray. Higher productivity and efficiency across industries are the direct consequences of R&D. Companies that invest in research not only improve their competitiveness but also have a knock-on impact across the economy, creating job opportunities and promoting general economic growth. Innovative products and services can open up new markets, both locally and worldwide, expanding the horizons of enterprises.

Continuous innovation and R&D have contributed significantly to advances in science and technology. Scientists and technologists use research to explore unexplored territory, find answers to challenging problems, and discover new possibilities. These advances have the potential to alter a variety of sectors, making them more efficient, sustainable, and capable of dealing with difficult problems.

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Innovation and R&D have a significant influence on people's quality of life all around the world. Medical research has resulted in the invention of life-saving medications, vaccinations, and medical gadgets that have increased human lifespans and decreased disease-related suffering. Agriculture innovations have increased food production, maintaining food security for the world's rising population. Technological breakthroughs have also transformed education, which has made knowledge more accessible and individualised. The internet and digital technology have changed the way we work, study, and communicate with others, removing geographical obstacles and facilitating cross-cultural relationships

Role of Ethics and Corporate Social Responsibility in Business Leadership

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Ethical leadership is leadership that is directed by respect for ethical beliefs and values and for the dignity and rights of others. It is thus related to concepts such as trust, honesty, and consideration.

Ethics is concerned with the kinds of values and morals an individual or a society finds desirable or appropriate. Furthermore, ethics is concerned with the virtuousness of individuals and their motives. A leader's choices are also influenced by their moral development.

Some of the aspects that affect leadership roles from ethical point of view are briefly discussed below:
According to social learning theory, ethical leaders act as role models for their followers. Behaviour, such as following ethical practices and taking ethical decisions, are observed, and consequently followed. Rewards and punishments given out by the leader create a second social learning opportunity, that teaches which behaviour is acceptable and which is not.

In social exchange theory, the effect of ethical leadership on followers is explained by transactional exchanges between the leader and their followers. The leader's fairness and caring for followers activates a reciprocatory process, in which the followers act in the same manner towards the leader

Since the 1960s, corporate social responsibility has attracted attention from a range of businesses and stakeholders and has been referred to by some other terms, including "corporate sustainability", "sustainable business", "corporate conscience", "Corporate citizenship", "purpose," "social impact," "conscious capitalism", and "responsible business".

A wide variety of definitions have been developed but with little consensus. Part of the problem with definitions has arisen because of the different interests represented. A business person may define CSR as a business strategy, an NGO activist may see it as 'greenwash' while a government official may see it as voluntary regulation.

Corporate Social Responsibility includes six types of corporate social initiatives:

- **Corporate philanthropy**: company donations to charity, including cash, goods, and services, sometimes via a corporate foundation.
- **Community volunteering**: company-organized volunteer activities, sometimes while an employee receives pay for pro-bono work on behalf of a non-profit organization.
- **Socially responsible business practices**: ethically produced products that appeal to a customer segment.
- **Cause promotions and activism**: company-funded advocacy campaigns.
- **Cause-related marketing**: charity donations based on product sales.
- **Corporate social marketing**: company-funded behavior-change campaigns.

All six of the corporate initiatives are forms of corporate citizenship. However, only some of these CSR activities rise to the level of cause marketing, defined as "a type of corporate social responsibility (CSR) in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society."

Companies generally do not have a profit motive when participating in corporate philanthropy and community volunteering. On the other hand, the remaining corporate social initiatives can be examples of cause marketing, in which there is both a societal interest and a profit motive.

The author expresses gratitude to the source of information:
https://en.wikipedia.org/wiki/Ethical_leadership
https://en.wikipedia.org/wiki/Corporate_social_responsibility

Editor's View: Assigning an adjective to Business leadership doesn't change the concept of leadership. The term 'ethical' only suggests that there is also 'unethical leadership' prevalent. Whereas, leadership under all circumstances, is situational. It should technically depend upon the business model that the organisation has adopted and any steps in the direction of promoting the interests of such business become justified.

68

The Current Trends & Future – Remote Work

Abhipsa Rani Dash 3rd Sem MBA 2022-24

The concept of remote work has experienced a seismic shift in recent years thanks to the COVID-19 pandemic. The transformation was dramatic. Necessity, as they say, I the mother of invention. Businesses aligned swiftly to the new methods of work and employees adapted to remote work equally quickly. In the process of evolution, what COVID-19 has left behind, is a promising future for remote work. With technological advancements, changing work cultures, and the desire for work-life balance taking centre stage, office settings are re-evolving into modern and more accommodative concepts.

Some significant advantages of remote work are enumerated in the subsequent paragraphs.

Functional flexibility enables people to manage their work schedules around personal commitments, ultimately fostering a healthier work-life balance. Those who have the freedom to structure their workdays, see a marked improvement in their job satisfaction and overall well-being. The new-order workplaces have already started to embrace hybrid work profiles and it is a win-win model. Functional flexibility also plays a role in the design of workspaces. There is considerable thought in the re-design aspect. The traditional blends with the modern and contemporary. Shared workspaces, collaborative hubs, and meeting spaces with a fair sprinkling of e-meeting and conferencing platforms are all pointing towards that.

The future of remote work is intrinsically tied to technological innovations and appears promising. Advancements in communication tools, project management platforms, and virtual reality applications are bound to augment remote collaboration. High-speed internet, cloud computing, and cybersecurity measures will become more critical than they are in ensuring the efficiency and security of remote operations.

Remote work transcends geographic boundaries, allowing companies to access a vast global talent pool. Organizations can recruit and retain the best talent from diverse locations, bringing unique perspectives and expertise to their teams. This multicultural and inclusive approach can improve creativity, and innovation, and also improve the quality and effectiveness of work.

All the above said, remote work encourages a results-oriented approach focussing on efficiency and effectiveness delivered together. It ignores fixation on the number of hours spent on the desk. As the future workforce becomes increasingly dispersed, performance evaluation shifts focus on deliverables and outcomes. This shift in mindset is bound to increase autonomy, trust, and accountability among employees.

As all coins have another face as well, remote work is also expected to come with its inherent challenges, some of which are discussed below:

It entails people working remotely to be emotionally robust so that feelings of isolation and social disconnect can be addressed. Employers will have to prioritise employee well-being and implement initiatives to combat loneliness and burnout. Regular check-ins, virtual team-building activities, and mental health support will be essential components of a successful remote work culture.

Adopting enhanced security measures would be a no-compromise factor in risk mitigation.

Employees may have the freedom to work from wherever they want, however they want. This

might include working in public places using public WIFI or working on personal devices.

To mitigate the new risks that surface with a remote workforce, people will need to establish

clear policies and protocols on BYOD and working in public places.

Depending upon the nature of work, some employees might work significantly better in a quiet office space and may find children, pets, OTT platforms, weather, or other distractions difficult to handle. Organisations may have to develop and deploy policies to identify the best fit for remote work. This may require additional expenditure in conducting behavioural assessments of a psychological nature.

Looking at the future and the inevitable, it may be worth considering for organisations to understand challenges in the spirit of organisational evolution. This would help them strike a fair balance in the functional 'human' aspect as they stare at the inevitability of an idea who's time has come.

Soldiers: The Real Heroes

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Soldiers are rightly referred to as the real heroes. Discipline, determination, robust physique, mental strength, good intentions and love for their country – They possess all the qualities we look for in a hero. Soldiers have immense love for their nation and a sense of personal pride in themselves. These behaviours encourage them to join the profession of soldiering and serve their nation. While everyone and every profession in their ways serves the nation, a soldier's life is different. The training they undergo refines and strengthens them and that is what makes them so.

If I had to describe the life of soldiers in a single word, I would describe it as "patriotic". Even though some of you would like to call it "tough" and some even "risky", in its true sense, a soldier's life is a collection of all three. A soldier's life is patriotic, because, he/she is overwhelmed with the thought of protecting the motherland, even at the cost of his/her own life; though, as they have to stay away from family and friends for months, that too in some of the most arduous conditions; risky because they secure our borders and are under constant threat from infiltrators and terror outfits.

A soldier, apart from routine posting assignments, takes part in relief operations as well. When the situation slips out of the control of local authorities, soldiers are the ones who are called first. Soldiers are well-trained and equipped with vital equipment and the mental strength to deal with any natural or manmade disaster. Despite facing tough terrains and risking their lives, they have a more meaningful existence.

The soldiers are the pride of a nation. They are disciplined, courageous and selfless. Their life is full of challenges and they face each challenge with a smile on their face. Anyone who chooses to be a soldier is indeed a noble soul.

The person who loves his country and countrymen and is willing to go to any extent to protect them and save their honour. Soldiers do not care about their personal life or desires.

Their country comes first for them. Those who decide to get into this profession are well aware of the fact that they will have to sacrifice their personal life and stay away from their families for the most of their lives. However, this does not dither their spirit to serve the country. They gladly take up this job and work diligently day and night.

The soldiers are trained for years before they are sent to the war front. The training period is extremely tough. It brings out the best in them and prepares them for the battleground. The training camps help the soldiers to build physical strength. A soldier who is dedicated to serving his country continuously trains himself to stay physically fit to do his best on the field.

conclusion

We are proud of our soldiers and are grateful to them for ensuring a peaceful environment. We respect them with all our hearts and salute them for their heroic acts. They are the true heroes. The life of a soldier is full of challenges. However, they do their best to overcome all the challenges and take it as their responsibility to guard their country and countrymen. They fulfil their responsibility with a smile on their faces. Their sole motto in the order of priority remains "Country, Honour, Home". Jai Bharat.

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## Teaching: The fine art of building a liveable world

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Victor Hugo, the great French litterateur and politician is believed to have said **"he who opens a school door, closes a prison"**. There cannot be a better one-liner to describe the importance of 'Teaching'. It is a noble profession that holds the key to unlocking human potential and shaping the future. Teaching, by far has always risen to a pedestal that is often difficult to be reached by any other profession. If one looks at it carefully, teaching assumes the form of a 'fine art' that requires creativity, passion, and empathy, combined with the science of effective pedagogy and learning strategies. So much has been said and written about teaching, yet so much seems to have remained unsaid. Great teachers not only impart knowledge but also inspire, motivate, and instil a lifelong love for learning in their students.

A teacher is a term that can be associated with situations, events, or even a variety of species of life forms or non-living entities alike, the reference in this article is to the 'Humans'. Teachers play a crucial role in the lives of students, serving as a support system that may be absent anywhere else. They serve as role models and sources of inspiration. They encourage students to define aims, to reach higher, to dream big, and to eventually achieve those aims. Moreover, by holding the students accountable for their decisions, they ensure that their potential is not squandered away in the quest for success. They teach the value and the importance of failing. They teach the value of hope and the light at the end of each dark tunnel of failure.

Teachers, regardless of their backgrounds and the subjects they teach, possess the power to influence opinions and foster the development of ideas concerning society, life, and personal aspirations. Their guidance and mentorship play a vital role in shaping the beliefs and values of their students. The outcome of this profession is the education that the society receives. Education plays a fundamental role in the development of any nation. The youth in the society receiving proper education are being curated for a rewarding future and teachers are at the forefront of this delivery. They contribute immensely to the improvement of the quality of life for individuals and society as a whole.

Through their guidance, teachers not only impart knowledge but also foster creativity and productivity in their students. The emphasis laid by teachers on creativity and productivity has a lasting impact on future workers as a consequence.
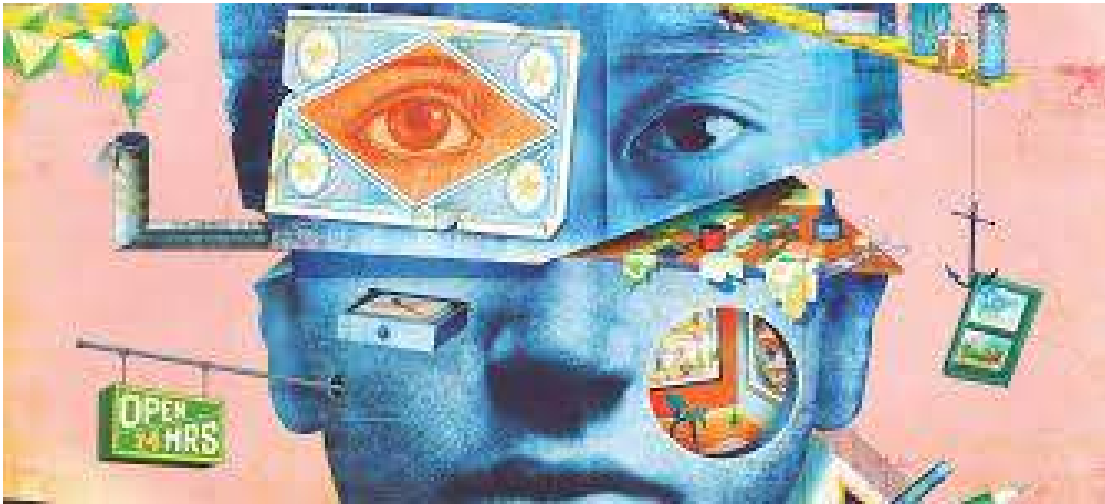
By encouraging curiosity and creativity, productive outcomes become more likely. Armed with these attributes, the students are more likely to become innovators and entrepreneurs and contribute to technological advancements. All of the above when put together, fosters economic development within the country.

Teachers hold immense importance as they serve the foundations of society. They act as role models for children, providing valuable guidance, and dedication, and empowering them with the gift of education. Through the efforts of teachers, nations can progress both socially and economically. When celebrating achievements, it is crucial to reflect upon and express gratitude for the teachers who played a pivotal role in making those successes possible.

The author extends credit to the sources of inspiration: https://www.uopeople.edu/blog/the-importance-of-teachers/#:~:text=Knowledge%20and%20education%20are%20the,abstract%20concepts%20accessible%20to%20students

http://chat.openai.com

The Enduring Pursuit of Professional Interest

At its core, professional interest can be defined as an individual's deep fascination and curiosity about a specific subject or field related to their profession. Unlike simply fulfilling job requirements, professional interest taps into a profound passion for continuous learning and development. Professionals who possess a genuine interest in their work approach challenges with unwavering enthusiasm, dedication, and creativity.

A key advantage of nurturing professional interest lies in the immense potential for personal growth and self-improvement. As we dive deeper into our chosen area of interest, we gain valuable insights, acquire new skills, and adopt fresh perspectives. The process of continuous learning not only enriches our knowledge base but also sharpens our critical thinking abilities and problem-solving skills.

Moreover, genuine professional interest propels individuals to actively seek out opportunities for growth and advancement. This proactive approach may involve attending workshops, pursuing advanced certifications, or engaging in collaborative projects with like-minded individuals. Such endeavours contribute significantly to our professional development, positioning us as experts in our field and opening doors to exciting career prospects.

Passion and excellence are inherently intertwined. When we are deeply passionate about our work, we naturally strive for excellence in our endeavours. This relentless pursuit of delivering exceptional results fosters a profound sense of pride in our achievements and garners the respect of colleagues and superiors alike.

Furthermore, professional interest frequently acts as a catalyst for innovation. In our quest to understand and improve our chosen domain, we are more inclined to think outside the box and challenge conventional practices. This spirit of innovation can lead to groundbreaking solutions and advancements in our industry, setting us apart as trailblazers and thought leaders in our respective fields.

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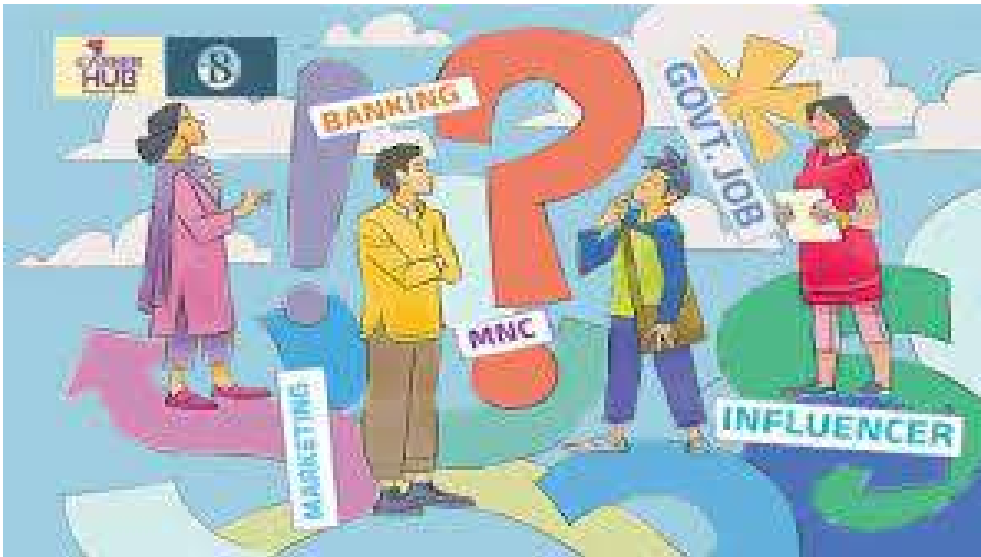
When we are truly passionate about our work, we view challenges as opportunities for growth rather than insurmountable hurdles. This positive mindset empowers us to bounce back from failures, learn from our mistakes, and emerge even stronger and more determined to succeed.

Beyond its impact on our professional lives, embracing our interests can also have a profound effect on our work-life balance. When our career aligns harmoniously with our passions, work ceases to be a burdensome obligation and transforms into a fulfilling aspect of our lives. Integrating personal interests and professional pursuits fosters a sense of harmony and contentment, reducing the risk of burnout and promoting overall well-being.

In conclusion, professional interest serves as a driving force that propels us toward success, growth, and fulfilment in our careers. Nurturing and embracing our passions not only enriches our professional lives but also contributes to our personal development and sense of purpose. It empowers us to strive for excellence, encourages innovation, and equips us with the resilience and determination needed to navigate the challenges of our careers.

As we continue on our journey, let us always remember to follow the path of our professional interests, for it is on this trail that we will discover the true essence of success and happiness in our professional lives. Embracing our passions and potential unlocks boundless opportunities and empowers us to make a profound impact in our chosen fields. So, with unwavering dedication, let us embark on this enduring pursuit of professional interest and embrace the transformative journey of growth and success.

77

The Power and Pitfalls of Money: Understanding the Currency of Modern Life

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2022-2024

Money, a thing that is not alive with no intrinsic value, has a lot of influence over our daily lives and the world at large. Serving as the lifeblood of our modern society, money plays a crucial role in shaping economies, empowering individuals, and driving progress. Its presence also brings about opportunities that we need to spot and challenges that must be navigated with cautiousness. The following narrative discusses the multifaceted nature of money, its significance, and how it impacts our lives.

The Concept of Money: At its core, money is a medium of exchange, a unit of account, and a store of value. It facilitates the smooth exchange of goods and services by serving as an accepted means of transactions. Money simplifies the complexities of barter systems, enabling specialisation, trade, and economic growth. It acts as a standard for valuing assets and liabilities, consistently measuring wealth and debt. To an extent, money preserves its value over time, which gives people a reason to save and invest to cater to the needs of the future.

The Role of Money in Society: Money serves as a catalyst for progress, innovation, and development in any society. Its flow drives economic activities, fostering entrepreneurship, job creation, and technological advancements. In a thriving economy, money is channelled into various sectors, funding research, infrastructure, education, and healthcare, improving the overall quality of life for citizens. On an individual level, money has a significant impact on well-being. Financial stability provides security, peace of mind, and the ability to access essential resources. It empowers individuals to pursue their passions, fulfil aspirations, and build a comfortable life for themselves and their families. However, with great power comes great responsibility. The pursuit of money can sometimes lead to consequences if not managed wisely. Excessive focus on financial gains can overshadow personal relationships, mental well-being, and ethical considerations. The relentless pursuit of wealth can create a culture of materialism, promoting a sense of discontent and competition, more often at the expense of others and the environment.

The Psychological Aspect of Money: The psychology of money is a fascinating subject, as people often associate their self-worth with their financial status. For some, accumulating wealth becomes a source of validation and a symbol of success. Conversely, those who struggle financially might feel shame or inadequacy, leading to avoidable stress and anxiety. Understanding the emotional aspects of money is crucial for maintaining a balanced and healthy relationship with it.

Money and Inequality

Despite its potential to empower, money is also a driving force behind economic inequality. The uneven distribution of wealth can lead to social divisions and hinder social mobility. This imbalance creates barriers to education, healthcare, and opportunities for those at the lower end of the economic spectrum, perpetuating a cycle of poverty. Addressing economic inequality is a complex challenge that requires thoughtful policies, inclusive economic growth, and access to equal opportunities for all members of society. As responsible individuals and communities, we must advocate for fair wealth distribution and support initiatives That strive for a more equitable world.

The Impact of Technology on Money: With the rapid advancement of technology, money is undergoing a transformation. Digital payment systems, cryptocurrencies, and blockchain technology are reshaping the way we think about money and conduct financial transactions. These innovations offer convenience, security, and global accessibility. However, they also raise concerns about privacy, cybersecurity, and the potential for financial exclusion of those without access to technology.

Therefore, money, its power, and influence are undeniably, touching every aspect of our lives. As we navigate the complexities of money, it is essential to strike a balance between its pursuit and its impact on our well-being, relationships, and society at large. By understanding the significance of money and the challenges it poses, we can make informed decisions, promote equitable practices, and harness its potential for positive change. With the right mindset and collective efforts, we can harness the power of money to build a more prosperous, inclusive, and sustainable future for all.

Understanding Recessions and their Impact on Economies-

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A recession is a period of economic decline characterised by a contraction in economic activity, job losses, reduced consumer spending, and declining business investments. It is a challenging phase that can significantly impact individuals, businesses, and governments. Recessions are not uncommon in the history of economies and have been studied extensively by economists and researchers. It must be appreciated that recessions are an inherent part of economic cycles, and while they bring significant challenges, they also present opportunities for growth and transformation. While the causes, effects, and potential remedies for recessions are discussed below, the information for this write-up has been obtained from the public domain and suitably edited extending due credit to the original contributors.

Recessions can be triggered by several factors, ranging from external shocks to internal imbalances within an economy. The financial crisis is a collapse in the financial sector, like the subprime mortgage crisis of 2007-2008, which can trigger a domino effect that cripples lending, investments, and overall economic growth. Bursting of the 'Asset Bubbles' happens when asset prices, such as stocks or real estate, become overinflated due to speculative buying, a sudden correction can lead to significant wealth losses and a downturn in economic activity. Reduced consumer spending is a decline in consumer confidence, often due to rising unemployment or uncertain economic conditions. This can lead to reduced consumer spending, impacting businesses across various sectors. Fearing decreased demand and potential losses, businesses may cut back on investments during a recession. Thus, falling business investments is an indirect or consequential cause of an economic system already reeling under recession.

The impacts of recessions can be far-reaching and affect different aspects of society. Unemployment is one of the most visible effect of a recession where one notices a surge in unemployment rates as companies downsize or shut down, leaving millions without jobs. Recessions can widen the gap between the rich and the poor, with vulnerable populations facing the brunt of economic hardship. This may bring about poverty and inequality. A shrinking economy leads to reduced tax revenues for governments, creating budgetary challenges and potential austerity measures affecting Government finances. In an interconnected world, recessions in major economies can cause ripple effects, impacting global trade, investment, and growth in other countries. As a consequence of economic uncertainty and job loss during a recession, 'the mental health and well-being' of people can take a severe jolt leading to traumatic situations.

Remedies and Mitigation Strategies:

Governments and central banks employ various strategies to mitigate the impact of recessions and stimulate economic recovery. Increased public spending, investment in infrastructure projects, financial assistance to individuals and businesses, etc. can boost economic activity Governments through a sound fiscal policy can pitch in substantially. Central banks using a robust monetary policy can lower interest rates to encourage borrowing and investment, which may stimulate consumer spending and business expansion. Banking reforms by strengthening the financial sector and implementing regulations to avoid excessive risk-taking can help prevent future financial crises. Implementing social safety nets and providing support for the unemployed and vulnerable can alleviate the burden on affected individuals and families. Long-term structural reform measures, such as improving education systems, enhancing labour market flexibility, and promoting innovation, can enhance an economy's resilience to future downturns.

Source: Investopedia. (n.d.). Recession.
https://www.investopedia.com/terms/r/recession.asp

Unveiling the Resilience of the Indian Economy

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The Indian equity market has witnessed a remarkable surge in participation from retail investors of late. This growing trend marks a paradigm shift in the investment sentiment, and investors are flocking to the stock market to cash on opportunities and navigate the ever-changing economic landscape. Some of the factors that have contributed to this trend, the impact of retail investor behaviour on the trends, and the challenges and opportunities that lie ahead are discussed in the subsequent paragraphs.

Over the last few years, India has witnessed an unprecedented increase in retail investors entering the equity market. Historically, retail investors constituted a relatively small portion of the market, with institutional investors dominating the scene. All this changed post-COVID-19. In 2020, the number of retail investors achieved a sharp spike.

Before the pandemic, about 3-4% of the Indian population actively invested in the stock market. However, the economic uncertainties induced by COVID-19 prompted many individuals to re-evaluate their investment strategies. The enforced lockdowns and work-from-home culture allowed people more time to explore investment opportunities, leading to a substantial increase in retail investors. In addition, traditional investment tools like fixed deposits and real estate lost their charm due to reduced interest rates. Low-cost brokerage services and mobile trading apps made it even more easy for first-time investors to enter the market.

Retail investors today are more informed and educated. Increased financial literacy and access to educational resources have empowered retail investors to understand the dynamics of the equity market better.

Today, investors choose not to put all eggs in one basket. They prefer to diversify their portfolios and reduce their dependence on traditional asset classes. Since investors are seeking higher returns, and are willing to take the risk, the equity market has emerged as an attractive alternative.

On the economic front, the increased market participation of retail investors has infused liquidity and boosted stock prices. This has been particularly beneficial for emerging companies seeking capital and has led to a broader capital market. However, the heightened volatility in the market, driven by retail investor sentiment, has raised concerns since retail investors, especially newcomers, might not be well-equipped to handle the inherent volatility and risks associated with the equity market.

As retail participation grows, Financial literacy programs and resources are vital to equip investors with the knowledge and tools necessary to make informed decisions. In addition, the need for robust regulatory oversight becomes more apparent. Ensuring fair practices, preventing fraud, and safeguarding investor interests are essential aspects that regulators must focus on.

The surge of retail investors in the Indian equity market showcases the resilience of the country's economy and its people's growing interest in capital markets. As the nation progresses on its path to economic growth and development, the active participation of retail investors will play an integral role in shaping the equity market's dynamics. However, it is equally crucial to address the challenges by fostering financial literacy and implementing prudent regulatory measures. With the right approach, the Indian equity market can continue to be a beacon of opportunities for retail investors and contribute to the country's overall economic prosperity.

Technology in Disaster Relief

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2022-2024

In the face of increasing natural disasters and humanitarian crises, technology has emerged as a formidable ally in transforming the landscape of disaster relief efforts. Traditional methods of disaster response were often fraught with challenges, such as slow communication, limited resources, and inefficient coordination. However, the integration of cutting-edge technologies has opened up new avenues to enhance the speed, efficiency, and effectiveness of disaster relief operations.

One of the most significant advancements in disaster relief is the ability to gather real-time data through various technologies like satellites, drones, and sensors. These tools enable first responders and aid organizations to swiftly assess the extent of the disaster, map affected areas, and identify critical areas of need. By providing accurate and up-to-date information, responders can strategise and allocate resources more effectively, leading to quicker relief for those affected.

The integration of artificial intelligence and machine learning algorithms has revolutionized disaster relief operations. These technologies can analyse vast amounts of data to identify patterns, predict disaster impact, and optimize resource allocation. AI-powered chatbots also facilitate efficient communication with affected individuals, providing them with essential information and assistance. Furthermore, predictive analytics can forecast the trajectory of disasters, helping authorities make informed decisions about evacuation plans and resource deployment. Social media platforms and crowdsourcing applications have become invaluable tools during disasters. Individuals can use social media to report emergencies, seek help, and provide real-time updates on the ground situation. Aid organizations can monitor these platforms to gain insights into the needs of affected communities and identify areas where immediate assistance is required.

LAST LEG OF RESCUE OPERATION

1 At 2pm Wednesday, American auger machine, after drilling 45m into debris, encounters obstacle & can't drill further

2 Auger blades pulled out from 800mm pipes for reassembling

Towards Barkot

Uttarakhand

900mm pipe

800mm pipe

46.8 metre

22 metre

SILKYARA TUNNEL Total length 4.5 km

Silkyara End

5 After three attempts, **NDRF can't clear** entire obstruction due to adverse conditions — cramped-space, high temps due to flares coming out of gas cutting machine & lack of oxygen

3 Around 4pm, NDRF checks status of pipe and finds iron pieces have come in way, damaging mouth of 800mm pipe

4 Between 6-7pm, **NDRF personnel,** in batches, go inside pipe to remove metal objects with gas cutters

6 1:30am Thursday, **two experts from Delhi** called in

➤ In a 2-hour-long op, they manage to successfully negotiate metal obstacles and repair damaged part of 800mm pipe

7 Between 11am-noon Thursday, American auger machine resumes drilling, faces obstacles again

Rescue teams manage to push escape passage pipes further 46.8m into debris

Breakthrough expected after 12-15m more of drilling, for which time has not been set

During disasters, communication networks are often disrupted, making it challenging for responders to coordinate their efforts. However, technology has brought forth solutions such as satellite-based communication systems and portable mobile networks that can be rapidly deployed to ensure continuous connectivity. These systems not only enable efficient communication between responders but also facilitate the dissemination of crucial information to affected populations, empowering them to make informed decisions during critical times.

Innovations like 3D printing have shown great promise in disaster relief. Organizations can now print essential supplies, such as medical equipment, temporary shelters, and spare parts for damaged infrastructure, on-site, reducing the time and cost of transportation. Additionally, drones have proven to be invaluable in delivering medical supplies to remote and inaccessible areas, assessing damage in hazardous zones, and aiding in search and rescue operations.

As technology continues to advance, the future of disaster relief looks promising. The integration of real-time data collection, artificial intelligence, crowdsourcing, and other innovative technologies has ushered in a new era of efficiency and effectiveness in disaster response. The current sequence of actions being undertaken by the locals and the administration in the multi-agency relief operations for the tunnel collapse in Uttarakhand is a case in point. After over a week's effort to reach the 41 workers trapped in a collapsed tunnel in Uttarakhand, the rescue and relief operation entered their final stage as rescuers managed to place prod pipes up to a depth of 45 metres through the debris via horizontal drilling. The use of augur machines to set steel pipes inside the affected areas to create safe passage and many other actions like setting up of communication lines, food delivery mechanisms and several others that are concurrently taking place are examples of how technology can be used towards disaster relief. The needs of affected communities, optimise resource allocation and ensure a swifter, more coordinated response during times of crisis. While challenges may persist, the transformative impact of technology on disaster relief offers hope for a safer and more resilient future for all.

Author extends credit to the sources of information in the public domain

Sress Management

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2022-2024

In today's fast-paced and competitive world, stress has become an inevitable part of our lives. It affects people of all ages and backgrounds, impacting not only our mental well-being but also our physical health. While stress can be a natural response to challenges and demands, prolonged and unmanaged stress can lead to various health issues, decreased productivity, and an overall diminished quality of life. Therefore, stress management is crucial to maintaining a healthy and balanced lifestyle. This piece discusses the significance of stress management, its benefits, and practical strategies to cope with stress effectively.

Stress is the body's reaction to any demand or threat. It triggers a 'fight or flight' response, releasing hormones like cortisol and adrenaline, preparing the body to take action. While this response is essential in dangerous situations, the constant activation of this stress response due to everyday challenges can be harmful. Stress can stem from various sources, such as work pressure, relationship issues, financial worries, health problems, or even major life changes.

When stress is not managed effectively, it can lead to detrimental consequences for both physical and mental health. Chronic stress weakens the immune system, making us more susceptible to illnesses. It can also contribute to the development of conditions like hypertension, heart disease, and diabetes. On the psychological front, stress can manifest as anxiety, depression, mood swings, irritability, and difficulty concentrating, affecting our ability to function optimally in daily life.

Stress management plays a vital role in maintaining overall well-being. It empowers individuals to cope with challenges more effectively, enhancing their ability to navigate through difficult situations. By managing stress, people can experience improved mental clarity, emotional stability, and better decision-making skills. Additionally, it fosters healthier relationships and improves the overall quality of life.

By managing stress, we reduce the risk of stress-related illnesses and experience better overall physical health. It promotes a stronger immune system and decreases the likelihood of chronic diseases.

Stress management techniques like mindfulness, meditation, and relaxation exercises contribute to reduced anxiety, depression, and other mental health issues.

When stress is managed, individuals can concentrate better on their tasks, leading to increased productivity and efficiency in both personal and professional endeavours.

Effective stress management can improve communication and empathy in relationships, fostering stronger bonds with family, friends, and colleagues.

Stress management equips individuals with coping strategies that allow them to deal with future challenges more effectively, promoting resilience in the face of adversity.

To manage stress effectively we need to Identify the triggers. It means recognising the sources of stress in your life and understanding how they affect us. Identifying triggers helps in finding appropriate ways to deal with them. Engaging in physical activities like walking, running, yoga, or any other form of exercise can help reduce stress by releasing endorphins, the body's natural stress relievers. Mindfulness and meditation techniques can calm the mind and reduce stress. Taking a few minutes each day to focus on the present moment can be highly beneficial. Create a balance between work, social life, and personal time. Avoid overcommitting and make time for hobbies and activities that we enjoy are a bonus. Sharing our feelings and concerns with friends, family, or a support group can provide emotional relief and different perspectives on managing stress. Ensuring enough sleep, a balanced diet, and time for self-care activities like reading, listening to music, or spending time in nature. Finally setting realistic goals. Avoid setting unrealistic expectations about yourself, as unattainable goals can lead to increased stress and feelings of failure.

From the above, it is evident that stress management is crucial for maintaining a healthy and fulfilling life in today's fast-paced world. By understanding the impact of stress, recognising its triggers, and implementing practical strategies to cope with it, we can achieve better physical and mental well-being. Taking care of our stress levels not only benefits ourselves but also positively influences our relationships and overall productivity. Embracing stress management techniques is a powerful step towards finding balance and serenity during life's challenges.

Navigating the Digital Wave: Talent Acquisition in the Evolving Publishing Industry

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In the dynamic world of publishing, the adage that "**people are the most important assets**" holds more significance than ever. Drawing upon a decade of experience in Talent Acquisition, I've come to view this realm as a nuanced form of "selling" – not products, but jobs. My current role in a Bangalore-based publishing house has exposed me to the intricacies of recruiting in the niche yet transforming field of publishing, marked by the pervasive influence of "Digital Transformation."

The Publishing industry, though not always boasting a vast talent pool, is teeming with passionate individuals, particularly writers, often referred to interchangeably as "Editors" or "Copywriters." As the industry undergoes a significant shift towards digitalization, skill upgrading becomes imperative. The days of print dominance are waning, with the online availability of magazines, cartoon books, and newspapers becoming the norm.

For Talent Acquisition professionals, hiring in the publishing sector requires a nuanced understanding of the diverse roles within the industry. The stylistic differences between academic, business, medical, and technical writing necessitate a careful matching of talent to the business requirements. It's not merely about finding individuals with excellent writing skills and a substantial readership; the sustained success of a publishing house hinges on the ability to incorporate effective advertisements, which often serve as the primary revenue source.

Advertisements are the lifeblood of publishing houses, making the recruitment of skilled sales professionals crucial. Unlike hiring writers, prior experience isn't an absolute necessity for sales roles. Instead, a genuine passion for selling advertisements becomes the distinguishing factor. Recognizing the nuances of sales in the publishing industry, where the salesforce tends to be smaller, is a challenge that talent acquisition professionals must adeptly navigate.

In the age of digital dominance, digital marketing is emerging as a focal point. The increasing importance of this field has led to a surge in digital marketing professionals. However, the success of these professionals in the publishing industry pivots not only on their knowledge of marketing tools but also on their ability to craft compelling marketing content. In an industry where words are paramount, the ability to write persuasive marketing letters becomes a key determinant of success.

Beyond the realm of content creation and sales, various departments play pivotal roles in the functioning of a publishing house. Graphic design, production, website development, IT infrastructure, finance, credit control, and data management constitute the multifaceted landscape of roles within the industry. The website, being the face of the publishing house, holds unparalleled importance. The saying, "the first impression is the best impression," rings true in the digital age. Therefore, having a dedicated team of web developers, UI/UX designers, and IT infrastructure professionals is vital for any publishing house aspiring to maintain a competitive edge.

In conclusion, the evolution of the publishing industry, driven by the relentless march of digital transformation, has redefined the landscape for talent acquisition professionals. The ability to recognize and harness the unique skills required for diverse roles, whether in writing, sales, or digital marketing, is central to the success of talent management in the publishing domain. As the industry continues to adapt, talent acquisition professionals must stay agile, ensuring that they not only meet the current demands but also anticipate the evolving needs of this dynamic sector.

Exploring Strategies to Build a Culture of Trust and Integrity to Promote a Favourable Customer Experience

John Harsha D

ALUMNI SECTION

The establishment of a favourable customer experience and long-term success for any organization largely depends on trust and integrity. Compliance with laws and regulations, appropriate employee training, open communication with customers, competent leadership, and investing in employee development all contribute to the building of a culture of trust and integrity.

Organizations must first ensure they are aware of and abide by all pertinent rules and regulations, including securing customer data and giving factual data, in order to build a culture of trust and integrity. To guarantee that employees are able to fulfil their responsibilities to the best of their abilities, staff training and resources should also be given precedence. Building trust with customers also requires openness and candour.

Strong leaders set the tone for the organization by acting ethically and upholding ethics, rules, and regulations that encourage accountability and disclosure. Furthermore, businesses should support their staff by offering opportunities for continued training and development, which will help to reinforce ethical behaviour and foster a welcoming and inclusive workplace. Regular client interaction is crucial for gaining a grasp of their wants, addressing their issues, and developing respect-based relationships. Building trusting relationships with stakeholders, suppliers, and customers requires open communication.

In conclusion, a culture of trust and integrity is essential for companies looking to establish a favourable customer experience and secure long-term success. By following the steps outlined above, companies can create a workplace that prioritizes transparency, honesty, and ethical behaviour and differentiate themselves in the increasingly competitive business environment.

93

The Decision Dilemma: Balancing Logic, Emotion, and Intuition

Kiran Dasappa.
EMBA June 2024

Have you made any decisions in your life so far? I am sure that your answer will be a YES. So here are some follow-up questions for you - Have all your decisions been the best decision? Are there many parameters that you are not sure to have considered while deciding? Is your decision-making process long? Has someone decided for you, and you are compelled to follow that? Do you like the consequences of the decisions you make or decisions that come towards you? Do you want to go back in time and make some decisions again?

If you have said yes to any one of the questions, then I encourage you to read the full article because you might connect to the topic and my thoughts.

Did I decide?

I am sure we all know what a decision is when it's taken. In simple words, we are saying this is what we want to do or a way forward on a topic. For instance, "I will take a train" "Let me book an auto" or "Can you do this for me" are of the above are examples of decisions.

There are everyday decisions, recurring decisions, simple decisions, short-term decisions, complex decisions, and long-term/strategic decisions etc. In this article, I would like to stress the connections between everyday decisions that will shape long-term decisions.

On August 23, 2023, or the magic number 23/2^3/23 ISRO and India were successful in soft landing the Chandrayaan 3 Lander on the Moon. That's very impressive, isn't it? If we connect decisions ISRO would have made it would be a tremendous count from the last 4-5 years or even more. The complex math would run into millions as everyone in the mission is involved in decision-making in their own area. The magic happens when all the decisions we have made come together in action.

India's GDP has reached S4 Trillion in 2023 vs. S2.0 Trillion in 2014. India is expected to be at S6.0 Trillion in 2030 (source: livemint.com). As we can read in the macro picture, India's growth story is strong and will continue to be strong. Who is deciding this growth story, and how many people or entities are involved in this journey? It's too big to comprehend, isn't it?

Did you ever wonder at the point that someone else is deciding things for you? I did wonder about that for some time in the past, but I later realised that I was fooling myself. I have had instances that tell me CAUSE and EFFECT. My actions are done by me. I own them. If you believe in this theory, then the rest of the article will make a lot of sense to you!

The Sense of Influence:
Back to the ISRO or INDIA growth story example, if you understand the framework there are decisions and multiplier effects. At the beginning of the journey, there is only one decision, and the rest of the decision layers are built on that first "one" decision.

Someone at ISRO would have decided let's land on the moon. Someone has decided to find a way to grow the Indian GDP. This "one" decision will spin off many activities and decision chains. However, it will all boil down to the theory of what's in it for me as an Individual. Why should I do what is expected? Once we answer that in a good way, we shall think of Should I do it & What can I do?

Learning from the Coveys Circle of influences, what I like is to spend our energy on things that we can control. Many a time we are not sure of things that are our concerns, and we are making efforts to change that however if we cannot control it or cannot influence it, we should not worry about it.

A classic example is if I am late to the office, I could blame the traffic but if I change my thinking perspective and say I did not plan for traffic and that's my bad half of the problem is solved. What I am hinting here to you is to reflect on all the things that happen in your life could be personal, work-related, career, education anything per says, If you ask yourself self "What can I control and what can I influence" your perspective will be refined and it will be better on stress and helps you act.

Getting to know the big picture will help to strengthen your actions -> PURPOSE.
Sometimes we want to be quick, we want to impress someone, or we are immature, and we decide on things. Things can go very well however probability of such decisions going wrong is high. So, when should we decide what the mindset should be and how does the purpose play a role in this?

A competent decision-maker will always decide when the following prerequisites are in place. Prerequisites are knowledge and experience that can be derived with the following questions:

Who am I deciding for?
Who are the stakeholders in the decision-making?
Why should I decide?
What is at stake?
When should the decision be made?
When the tentative decision is in place what are the risks and opportunities?
.... (There could be many more interesting questions to ask context-based)

We are sometimes very emotional in the decision-making process we forget to assess these basic questions. When we are too invested in our own thoughts it is best advised to take time and think, evaluate, and write the decisions, and revisit after weeks to check if decisions are still valid.
Our mindset when deciding should be very calm, composed, and stress-free. Then the quality of decisions will be high, and we shall be able to stick to the decisions we make.

We should avoid rush and emotional decisions and believe in the Intuitions. Our intuitions will guide us in the decision process. We must hear it among all the frequency of disturbance we face in our thinking process. A little bit of meditation or yoga or exercise or any dedicated rituals like hobbies do help.

Top-down and bottom-up evaluations bring a sense of purpose. When purpose-aligned decisions are made success will be guaranteed.

Do you have enough details to decide? Did we think from all the angles? Once we are in the thinking process, we can recognize that many of the broader parameters are not aligned with the details we see. There can be FACTS and FEELINGS. It's worth separating them. EXPERIENCES are worth considering and LEARNING from them.

It is said that the picture of what we want is built twice. For example, a house. First, a house built in our imagination and then in real life. When we are in imagination, we might imagine a glorious marble touch on the floor. But we might not be able to afford it and that makes us depressed after we have built. This is poor judgment, unrealistic, and a lack of eye for detail.

Excellent decision-making will integrate the most important concepts in decision-making. for instance, routines and dynamics of learning, Definition of end states, and Long-game.

Gone are the times when we decide on a long-term strategy 3-5 years or even 10 years strategy. Today's world is so complex and fast-evolving that any personal or business decisions stretching the time for strategies to 3-5 years and above is not worth it. Don't take me wrong. A long game is important. The sense of direction and vision is vital. The strategy to achieve it and the decision to achieve it needs to be agile and taken with a sense of present and evaluation of time.

An effective decision-maker will set a systematic routine, and holistic learning model in place. Learnings come with experience and the ones that embrace the learning and adapt will be a leader and survives the most difficult of times.

Consequences of decisions are key in knowing the levers of decision. The more uncertain we are of our actions the less we can control the result or consequence. This does not mean we should know everything when we work as a team. We must develop that sense of control together and believe in trusting each other. Together we are stronger, and leadership is fundamental.
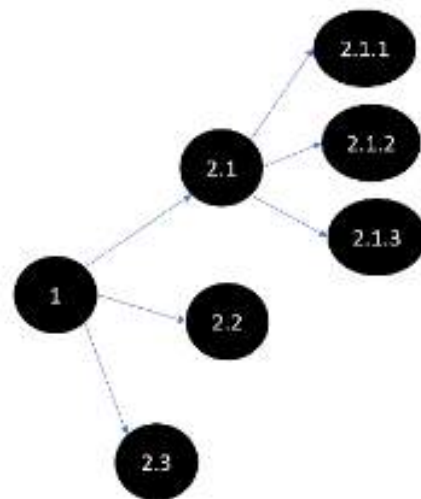
If we don't know the long game of things, don't play it. It's worth spending time on things that matter as said before. ASSUMPTIONS are to be made and that can be validated in the journey. Being DYNAMIC and ASSERTIVE is a core strength to ensure that the long game is relevant.

Trusting yourself and your team or network is the best way to achieve success together. Decisions that are made together will be a path to achieving the dream end state. We are not perfect. Nobody is. Thus, being AWARE of ourselves and others with a pitch of HOPE will drive us to a brighter side of life. After all, we are Humans.

If you read so far you might say it's a lot much philosophy and you might have expected something else. Decision-making is an ART and balancing logic, emotion, and intuition seems possible when are grounded in our thoughts.

The Influence of Organizational Culture on Customer Loyalty and Retention

John Harsha D

There is a distinctive link between the Organization's culture and the loyalty and retention of the customers. Organizations that prioritize creating a culture of trust, inclusiveness, and customer satisfaction will see an increase in customer loyalty and retention, while a detrimental organizational culture can result in decreased customer satisfaction and increased attrition.

Building a positive culture requires a clear mission and vision statement, open communication, and collaboration. Investing in employee training and development enhances customer service and provides for better customer experience. Organizations with a strong sense of purpose, values, and ethics will have customers who are more likely to remain loyal.

On the other hand, an ineffective organizational culture with poor communication, lack of trust, and low employee morale will lead to decreased customer loyalty. Addressing these issues can be done through programs that promote transparency, accountability, and a positive workplace culture that encourages employee engagement and satisfaction.

Therefore, an organization's culture is the primitive attribute that contributes towards building a strong customer loyalty and retention foundation. When the leaders of the organization recognize the crucial role that cultural elements play in their success, they are more likely to cultivate an inclusive environment, implement effective employee-customer engagement strategies, and thereby foster higher levels of customer satisfaction, resulting in increased customer loyalty and retention

FACULTY/INDUSTRY
SECTION

Sringeri: A Place of Great Historical Significance!

An important landmark in the history of Karnataka and India is the Vijayanagara Empire, also called the Karnataka Empire. The 12th century CE was a time of great political upheaval. Forces of the Sultans of Delhi cast their eyes on prosperous kingdoms south of the Vindhya, and their armies marched in large numbers to pillage and conquer.

In the ensuing confusion, two warrior brothers, Harihara Raya and Bukka Raya, were supposedly captured and taken to Delhi by the armies of Muhammad Bin Tughlaq, the Sultan. The two brothers reverted to the South under the patronage of the Sultan to quell the rising rebellion against the Delhi Sultanate. Hariahara Raya and Bukka Raya had other ideas and were not interested in serving a foreign master in faraway Delhi and declared independence. Today, society will label them royal entrepreneurs in a management world where entrepreneurship is the buzzword!

Directed by a dream, they sought the blessings and guidance of a great Sringeri Matha (Spiritual Centre) sage in the Western Ghats, Karnataka, Sri Vidyaranya. With the advice and prayers of Sri Vidyaranya, they established their independent kingdom with its capital on the left bank of the Tungabhadra River. Following Vidyaranya's intervention, the brothers shifted the royal capital of their fledgling kingdom to the right bank of the river, naming it Vidyanagara after the sage that the two royal brothers regarded as their Guru. The city, which came to be later known as Vijayanagara or City of Victory, was planned by the directions of guru Vidyaranya in the form of a Sri Chakra, with the magnificent Virupaksha temple in the middle and nine splendid gates all around providing access. Even in ruins today, Hampi is a testament to architectural splendour. Vidyaranya later became the 12th acharya of the Sringeri Peetha in 1375 CE.

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A copper plate attesting a royal grant of 1336 CE bearing the signature of 'Virupaksha' recounts, 'Harihara was seated on the throne as directed by Vidyaranya. He made the sixteen great gifts splendid in the city called Vidya, of vast dimensions". Hence, the Sringeri Jagadguru has been bestowed the honorific 'Karnataka Simhasana Pratishtapanacharya', which is part of their titles even today.

When the North of India was in great turmoil, the South saw relative tranquillity due to the Vijayanagara Empire, which extended to the entire South of India with its magnificent capital city at Hampi, in Karnataka. Peace in the South of India due to the establishment of the Vijayanagara Samrajya (Empire) by Harihara Raya and Bukka Raya and their great Guru Sri Vidyaranya gave rise to a distinct cultural ethos and flowering of the arts and architecture. Thus, the Sringeri Matha played an all-important role in the history of India.

According to legend, the great Sri Adi Shankara (Shankaracharya) is said to have selected the place where the Sringeri Math exists today as the place to remain and coach his disciples because as he was walking by the Tunga River, he saw a docile cobra with a spread hood, providing a frog shelter from the searing sun while undergoing labour. Astounded by the place where natural enemies had gone beyond their primordial instincts, he stayed and established a great place of spiritual learning in the 8th Century CE. Adi Shankaracharya also established spiritual centres in the northern (at Jyotirmath, near Badrinath, Uttarakhand), eastern (at Puri, Orissa) and western (at Dwaraka, Gujarat) quarters of India. Sringeri is a place of great spiritual and religious significance even today and throngs with pilgrims from all over the world. It is interesting that while it was a centre for the research and dissemination of Sanatana Dharma, it was also involved in the politics of the times and played a significant role in shaping the political history of India.

The Vijayanagara Empire, stretching across the entirety of the South of India, acted as a bulwark against invasion from the North across the 13th and 16th Centuries CE and, in its time, was a place of great wealth and cultural significance. One can see its influence to this day on Karnataka and large parts of South India.

https://en.wikipedia.org/wiki/Tughlaq_dynasty
https://www.scribd.com/document/20027506/SriVidyaranya-Empire-Builder-Sringeri
https://en.wikipedia.org/wiki/Sringeri
https://www.karnatakatourism.org/tour-item/sringeri/
https://www.britannica.com/place/India/The-Vijayanagar-empire-1336-1646

Empowering Language with AI NLP Capabilities
Dr. Hari Thapliyal

When envisioning artificial intelligence (AI), the initial images that often come to mind are humanoid robots. However, this perception oversimplifies the vast realm of AI, which is fundamentally distinct from natural intelligence—the inherent cognitive capacity found in living organisms shaped by Mother Nature. Life, in all its forms, from microscopic bacteria to complex human beings, possesses an innate intelligence derived from hydrocarbon-based living cells.

The essence of life, intelligence, and consciousness transcends mere philosophical pondering; it's a contentious debate within the scientific community. In the context of AI, the term refers to the intelligence embedded in machines crafted by human ingenuity. This synthetic intelligence is made possible through the integration of chips, predominantly fashioned from silicon—leading to their colloquial designation as silicon chips. Notably, the epicentre of many IT companies is aptly named Silicon Valley.

In contemporary society, the footprint of artificial intelligence is ubiquitous. From smartphones and computers to household appliances like fridges and air conditioners, as well as industrial machinery, these systems collectively embody what is commonly known as artificial intelligence or "smart systems."

For millennia, humans have sought a servant surpassing their own intellect yet obedient to their commands. The advent of AI has brought forth this envisioned servant, with AI-powered machines progressively matching and, in some cases, surpassing human capabilities. The journey continues toward achieving Artificial General Intelligence (AGI), a level of intelligence comparable to or exceeding human capacities. AGI holds the promise of seamlessly performing tasks across diverse domains, mirroring the intricate sensory and cognitive processes inherent in human perception—ranging from interpreting signals received through the eyes, ears, skin, nose, and tongue to sophisticated text and image processing capabilities.

Dr. Hari Thapliyal is a professional and prolific blogger with a multifaceted background that spans Data Science, Project Management, and Advait-Vedanta Philosophy. He has Ph.D. in AI/NLP from SSBM (Geneva, Switzerland), He has a diverse background with a Master's degrees in Computers, Business Management, Data Science, and Economics. He has expertise in training, consulting, and coaching within the technology sector.

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Human capabilities around text are the proof of human intelligence. Since the early time of AI development, AI researchers have been trying to make machines that can do those tasks that humans can do with the text. In the recent past, we have added many capabilities. The landscape of artificial intelligence, particularly Natural Language Processing (NLP), unfolds as a tapestry woven with 27 distinct capabilities enumerated below:

1. Text Classification and Categorization: It involves tasks like Sentiment Analysis (positive, negative, neutral), Topic Classification, Intent Detection, Document Classification, Spam Detection, and sarcasm detection.

2. Named Entity Recognition (NER): Identifying and classifying entities (e.g., names, locations, dates) in text.

3. Part-of-Speech or PoS Tagging: Tagging each word as noun, verb, adjective, adverb etc to words in a sentence.

4. Dependency Parsing: Analyzing grammatical structure and relationships between words in a sentence.

5. Machine Translation: Translating text from one language to another.

6. Language Generation: Text Summarization, Text Generation (e.g., chatbots, content creation), Language Style Transfer.

7. Question Answering (QA): Extractive QA (Answering questions by selecting text spans from a document), Generative QA (Answering questions with coherent and relevant responses).

8. Textual Entailment and Paraphrasing: Determining if one sentence logically follows from another, Generating paraphrased versions of sentences.

9. Text Completion and Prediction: Auto-completing sentences or predicting the next word in a sequence.

10. Document Summarization: Condensing longer documents into shorter summaries.

11. **Text Segmentation and Chunking**: Dividing text into meaningful segments or chunks.

12. **Text Similarity and Semantic Search**: Measuring semantic similarity between text documents or sentences. Conducting semantic search in large text corpora.

13. **Coreference Resolution**: Identifying when different words or expressions refer to the same entity.

14. **Sentiment Analysis and Emotion Detection**: Determining the sentiment or emotion expressed in a piece of text.

15. **Text-to-Speech (TTS) Synthesis**: Converting written text into spoken language.

16. **Speech-to-Text (STT) Transcription**: Converting spoken language into written text.

17. **Dialogue Management**: Managing multi-turn conversations and interactions with users.

18. **Language Detection and Identification**: Detecting the language of a given text.

19. **Morphological Analysis**: Analysing the structure and formation of words.

20. **Multilingual NLP**: Handling and processing text in multiple languages.

21. **Cross-lingual Tasks**: Translating, transferring, or adapting NLP models across languages.

22. **Humor and Sarcasm Detection**: Identifying humorous or sarcastic content in text.

23. **Legal and Medical Text Analysis**: Analyzing legal documents or medical records for relevant information.

24. **Code Generation from Natural Language**: Converting natural language descriptions into code (e.g., programming).

25. **Fake News Detection**: Identifying and classifying fake or misleading news articles.
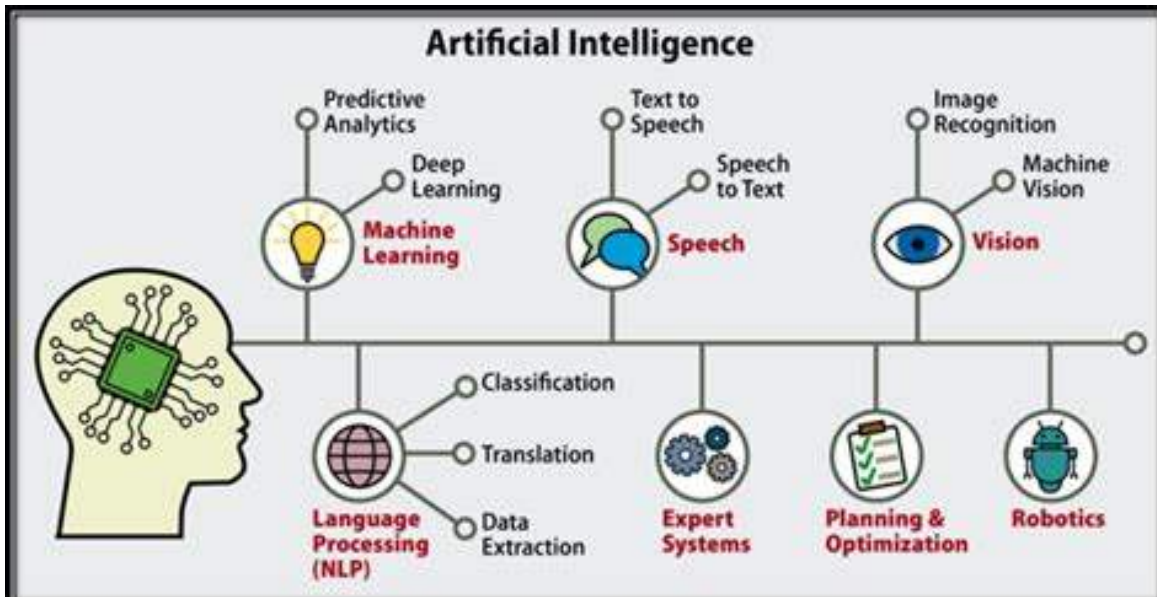
26. **Commonsense Reasoning**: Inferring and applying common-sense knowledge to text understanding.

27. **Text Analytics for Social Media and Customer Feedback**: Analyzing social media posts, reviews, and customer feedback for insights.

The amalgamation of these 27 NLP capabilities signifies a paradigm shift in how we interact with technology. It's not just about machines understanding language; it's about machines understanding us. The potential applications are vast and varied, ranging from personalized virtual assistants and sophisticated chatbots to revolutionary advances in language translation and content generation.

However, with these advancements comes a responsibility to navigate ethical considerations, deepfakes, privacy concerns, and biases embedded in algorithms. As we delve deeper into the era of AI-driven NLP, it is crucial to strike a balance between innovation and ethical practice.

Cultivating an Entrepreneurial Mindset: Empowering Students for Success in the 21st Century

In today's dynamic and rapidly evolving world, the importance of an entrepreneurial mindset has become increasingly evident. As we navigate through an era of technological advancements, globalization, and shifting economic landscapes, the ability to think creatively, innovate, and take calculated risks is no longer a luxury but a necessity for success. This is particularly true for students, who are poised to enter a world of work that is fundamentally different from the one that existed just a few decades ago.

What is an Entrepreneurial Mindset? An entrepreneurial mindset is a way of thinking that's focused on creativity, problem-solving, and taking risks. It's about being resourceful, adaptable, and always looking for new opportunities.

The Changing Landscape of Work The traditional job market, characterized by linear career paths and long-term employment with a single company, is undergoing a significant transformation. Automation, artificial intelligence, and the rise of the gig economy are disrupting traditional industries and creating new ones. As a result, the skills and qualities that are valued by employers are shifting, with adaptability, resilience, and an entrepreneurial spirit becoming increasingly sought after.

In this ever-changing environment, an entrepreneurial mindset empowers students to not only find employment but also to thrive and create their own opportunities. It instils in them the ability to identify and solve problems, to see challenges as opportunities, and to take the initiative to make their ideas a reality.

The Benefits of an Entrepreneurial Mindset An entrepreneurial mindset offers a multitude of benefits for students, extending far beyond the realm of business ventures. It cultivates essential skills that are valuable in all aspects of life, including:

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Critical thinking and problem-solving: Students/student entrepreneurs should become adept at identifying and analysing problems, devising creative solutions, and adapting their strategies to overcome obstacles.

Innovation and creativity: Develop an ability to think outside the box, generate new ideas, and envision possibilities that others may overlook.

Initiative and self-motivation: Learn to act, to turn their ideas into reality, and to persist in the face of challenges. The future will belong to those who can take initiative and are self-driven. Be a team player and contribute as an individual.

Resilience and adaptability: It is important to not let failure affect one's trajectory. Instead, learn to bounce back from setbacks, learn from failures, and adjust one's approaches as needed.

Risk management and decision-making: while this will come with experience realise the importance of risk management and decision making. This is what creates the difference between entrepreneurs who succeed from those who don't. It is becoming a necessity today to become capable of assessing risks, making informed decisions, and managing uncertainty.

Organizations Preferring Talent with an Entrepreneurial Mindset While an entrepreneurial mindset doesn't necessarily mean becoming an entrepreneur, it does make individuals more attractive to organizations seeking innovative and resourceful employees. In today's competitive business landscape, companies are looking for talent that can think creatively, solve problems effectively and adapt to change. An entrepreneurial mindset embodies these qualities, making individuals more valuable assets to any organization.

A study by the Kauffman Foundation found that 70% of employers believe that an entrepreneurial mindset is important for success in today's workplace. Additionally, a study by the Aspen Institute found that individuals with an entrepreneurial mindset are more likely to be promoted and earn higher salaries.

Faculty as mentors Educators or faculty can play a pivotal role in helping students develop an entrepreneurial mindset. The School of Commerce and Management Studies is staffed with individuals who possess a wealth of knowledge and experience in this area, and they are eager to share their insight with students.

THE
ENTREPRENEURIAL
MINDSET

Preparing Our Next Generation
For The Future Of Work
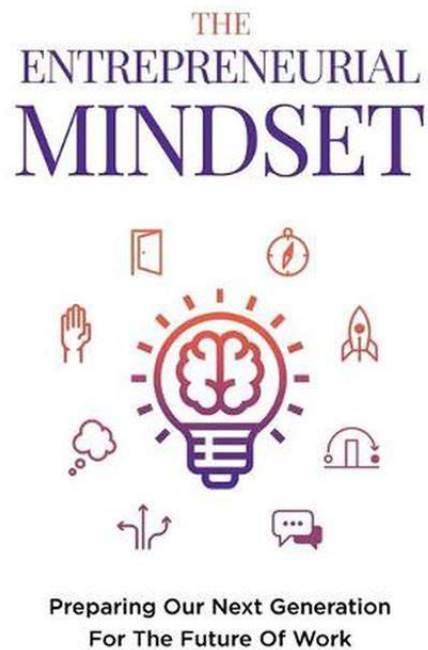
By engaging with these faculty members, students can gain valuable perspectives on entrepreneurship and learn from their experiences. In the face of a rapidly changing world, an entrepreneurial mindset is no longer an option but a necessity for students. By cultivating these essential skills and attitudes, we can empower the next generation to not only find employment but also to create their own opportunities, innovate, and drive positive change in the world.

TRIZ – An Inventive Problem-Solving Method

Arvind Venkatadri

Adjunct Professor, SCMS, DSU

Introduction

The riddles of God are more satisfying than the solutions of man."

GK Chesterton

TRIZ is a system of Inventive Problem Solving invented by Genrikh Altshuller, who was a Patent Inspector in the Soviet Navy, in Baku, in present-day Azerbaijan. He studied many patent applications and found that the most inventive of them did two things:

1. They stated PROBLEMS as CONTRADICTIONs

2. These CONTRADICTIONs were resolved across a wide variety of patents using an astonishingly few INVENTIVE PRINCIPLEs!!

In this first of a two-part article, we will explore the first of the two points above: how to identify problems and state them as Contradictions.

The World is full of Problems to Solve!

What did you think of immediately when you saw the first picture on this page? You surely saw the Contradiction: it *is* graffiti but claiming not to be! In TRIZ, the fundamental way of looking at an Inventive Design Problem is to discover and propose Contradictions.

What sort of Contradictions do we see in these familiar objects?

Yes, each one does, in its own way:

The pizza box lid collapses on the pizza when it is hot and spoils the topping.

The wrench must be turned by pushing against its narrower edge; we would find it easier and less painful if we could apply force on the broader surface of the handle

Resources and Contradictions

We do not always contemplate only objects; indeed, as designers/artists/creators, we want to be able to make objects. What we more commonly contemplate is a situation.

We use what is called an Ishikawa Fishbone Diagram. We list resources and processes in our situation and watch how their interplay in a situation could lead to...a Contradiction. Each of the items listed is considered a TRIZ KNOB, which is either in our control or not. By turning these KNOBs in either direction we can change a specific PARAMETER that the KNOB affects. This change may improve the situation for us but we may find that something else typically gets worse, leading to a statement of a CONTRADICTION in simple English. We document your analysis of the Situation using the following questionnaire 5W+H format:

- What does the problem seem to be?

- Who has the problem?

- When does the problem occur? All the time? Under certain circumstances?

- Where does the problem occur?

- Why does the problem occur? ("Ask why 5 times" – W. Edwards Deming)

- How does the problem occur?

Investopedia
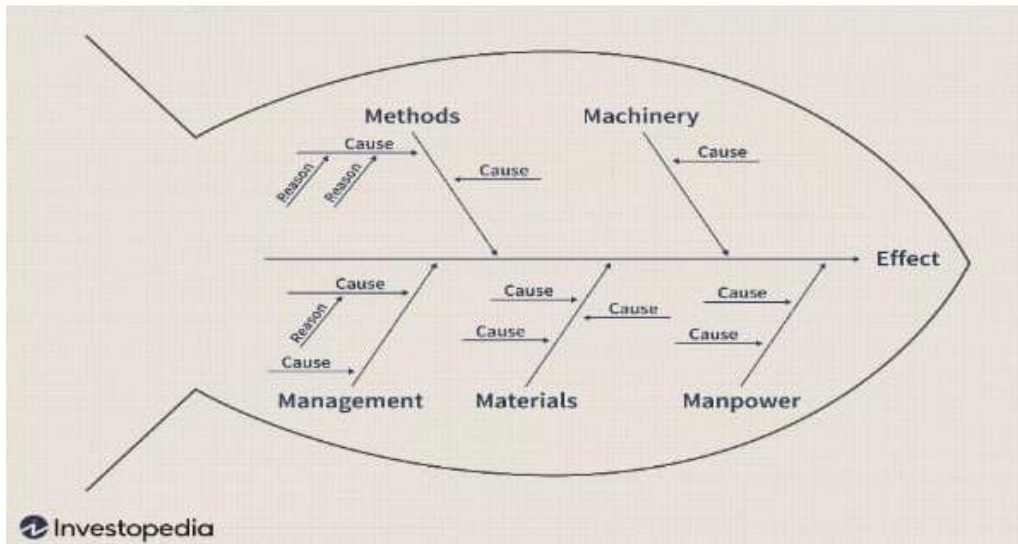
Documenting the Administrative Contradiction

STEP1: Following this method we state an Administrative Contradiction in the following sentence structure — Items in < > come from the Ishikawa and 5W + H:

When we, as <WHO/MANPOWER>, attempt to perform <HOW/METHOD> during <WHEN> on <WHERE/MACHINERY/KNOB>, we improve <EFFECT>, but lose out on <negative EFFECT>.

We might state for our Pizza Box:

We place hot Pizza in the box and close it to retain heat. But the lid of the box when closed should not collapse due to the steam emanating from the pizza and ruining the topping!!

Conclusion

We have seen how we can identify a Problem and state it as an Administrative Contradiction (AC) in TRIZ.

In Part 2 of this article, (which will appear in the next issue) we will see how we can state an impossible-sounding 'Ideal Final Result', which allows us to metaphorise this AC into a TRIZ Technical Contradiction.

We will apply that TC to the TRIZ Contradiction Matrix to find a solution!! Ensure you obtain a copy of the next issue as well.

Future of work

Will machines annihilate humankind, can machines capture human emotions, or whether ethical considerations limit the utility of machines, and will AI and ML replace the workforce leading to unemployment?

These are some of the issues that we need to grapple with and that we should ponder over in the coming decade on the future of work. The presence and availability of integrating unstructured, semi-structured, and structured data albeit with high volumes and high velocity produces complicated datasets that are too dense for traditional computing. These are some of the facts that are quintessential features for harnessing the power of AI and ML developments in Data Science.

Batch processing of data is out and instead of focusing on data complexity, the quality and freshness of data to enable better-informed decisions is the need of the hour. There are palpable reasons to believe that real-time data insights can be gleaned with Data Science, Big data analysis, and by utilising the power of Real AI and ML.

Real-time insights have already shaken up industries like banks / financial modelling, social media analysis, and healthcare sectors. Their implications have far-reaching impacts on the detection, diagnosis, predictions, and prescriptions of strategies in the long run. AI and ML are already employed successfully in the above industries and the future holds great potential for applications in many other fields. The more data we collect, the more difficult it is to ensure its accuracy, quality, and fidelity. The recent currency of data means increasing the demand for BIG data, data analytics, data science, and AI/ML. Accordingly, all related aspects become important. Data freshness, volume of data distribution, and lineage is the first step for businesses looking to get a handle on the health of their data and consequent decisions based on this.

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For the past many years, decision-makers and executives have turned to in-house data scientists for insights when they are needed to extract and analyse data. The recent developments enable non-technical audiences to engage with data. Modelling data is a way that empowers end users to answer their own questions. In other words, it enables stakeholders to better analyse and make predictions using these data repositories.

Data visual approaches like Tableau, Mode, and Locker deal with visual explanations and enable sophisticated dashboards and the best practices on their websites. The movement today is to democratise data in true ways. The use of an extended data warehouse (EDWH) and data mesh is to break down a monolithic data lake, decentralising core components into distributed products that can be owned independently by cross-functional teams. By engaging these teams to maintain and analyse their own data from EDW, they get control over information relevant to their areas of business. Large firms are already embracing these trends with big data analysis harnessing trends that give them an edge in data analytics and decision-making.

From the foregoing one can figure out the direction where work is going to happen in the future. Alternatively stated, it means the functional areas that will provide 'hot employment opportunities for the workforce of the future. The need of the hour for a future employer therefore is to align focus in these areas and remain relevant. For a jobseeker remaining employable would mean honing their skills in the areas discussed above.

The HR Revolution: How Artificial Intelligence is Transforming Human Resources

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In today's rapidly evolving business landscape, Human Resources (HR) is undergoing a significant transformation thanks to the power of Artificial Intelligence (AI). The integration of AI into HR processes is not just a trend but a revolution that is reshaping the way organisations manage their most valuable asset: their people. In this article, we explore how AI is redefining HR functions and improving efficiency, employee experience, and decision-making.

1. Recruitment and Talent Acquisition: One of the most evident impacts of AI in HR is in the recruitment process. AI-powered tools are streamlining the entire talent acquisition process, from sourcing candidates to screening resumes and conducting initial interviews. Machine learning algorithms can identify the best-fit candidates by analysing their qualifications and matching them with job requirements more accurately and efficiently than ever before. For example, while carrying out Resume Screening, AI algorithms can analyse resumes to identify suitable candidates based on predefined criteria, helping to streamline the initial stages of the recruitment process. Chatbots powered by AI can engage with candidates, asking initial questions to assess their qualifications and suitability for the position.

2. Employee Onboarding and Training: AI is enhancing the Onboarding experience for new hires. Chatbots and virtual assistants provide instant answers to common questions, making the Onboarding process smoother and less overwhelming. Additionally, AI-driven personalized training programs are tailoring learning experiences to individual employee needs, boosting professional development and productivity. AI-powered virtual assistants can guide new employees through the Onboarding process, providing information, answering questions, and facilitating a smoother transition into the organisation.

3. Predictive Analytics for HR Decision-Making: Predictive analytics powered by AI is helping HR professionals make data-driven decisions. By analysing historical data, AI can forecast workforce trends, turnover rates, and employee satisfaction levels, allowing HR teams to proactively address issues and create a more engaged and satisfied workforce. Predictive Analytics are AI algorithms that can analyse employee data to identify patterns and predict which employees are at risk of leaving the company. This allows HR to take proactive measures to improve retention Employee Feedback Analysis: Natural Language Processing (NLP) can be used to analyze employee feedback from surveys, performance reviews, and other sources to gain insights into employee sentiment and engagement levels.

4. Personalised Learning Paths: AI can recommend personalized learning paths based on an employee's skills, job role, and career goals, enhancing professional development opportunities. Skill Gap Analysis can be assisted by AI tools by assessing the skills of employees and identifying gaps, helping HR teams design targeted training programs.

5. Employee Engagement and Well-being: AI is playing a crucial role in improving employee engagement and well-being. Chatbots and AI-driven surveys gather feedback from employees, identifying potential issues and suggesting interventions. Moreover, AI-driven platforms offer personalized well-being recommendations, helping employees manage stress and maintain a healthy work-life balance. AI-powered tools can monitor employee well-being, providing support and resources for mental health based on indicators such as communication patterns and work habits as well.

6. Diversity and Inclusion: AI tools can help eliminate bias in HR processes. They can identify and mitigate biases in job descriptions, resumes, and interview processes, promoting diversity and inclusion within the workplace. By promoting fairness and equity, AI is helping organizations build more inclusive and innovative teams.

7. HR Analytics and Reporting: AI-powered analytics platforms provide HR professionals with real-time insights into key metrics such as turnover rates, time-to-fill job vacancies, and employee performance. This data enables HR leaders to make informed decisions, allocate resources effectively, and continuously improve HR strategies especially pertaining to workforce planning and ensuring needed Diversity and Inclusion.

8. Chatbots for Employee Support: Chatbots are becoming HR's best friend. They handle routine inquiries, such as requesting time off, updating personal information, or answering benefit-related questions. This frees up HR personnel to focus on more strategic tasks while providing employees with quick and efficient support.

9. Compliance and Risk Management: AI is also aiding in compliance management by monitoring HR processes and ensuring they adhere to regulations. It can flag potential compliance issues, reducing the risk of legal complications and associated costs.

From the above, it is evident that the integration of AI into HR is revolutionising the way organizations manage their workforce. From recruitment to employee engagement and compliance, AI is enhancing efficiency, reducing bias, and empowering HR professionals to make data-driven decisions that benefit both the company and its employees. As AI continues to advance, one can only expect more innovative solutions and further improvements in HR practices.

It's essential to note that the adoption of AI in HR should be accompanied by careful consideration of ethical implications, data privacy concerns, and the need for transparency in decision-making processes. Additionally, the field is dynamic, and new applications keep on emerging. Hence, to stay ahead in this HR revolution, organizations should embrace AI technology while also ensuring ethical and responsible use. The future of HR is intelligent, empathetic, and focused on creating a more rewarding and productive work environment for all.

## Importance of Simulation for Management Students

Prof Mohan Srinivasan

Participating in a business simulation offers students an immersive and risk-free environment to explore the complexities of distinct business landscapes and markets. This experiential learning opportunity allows them to apply theoretical knowledge in a practical setting without the actual consequences that may arise in the real business world.

Within this simulated context, students actively engage with dynamic business scenarios, gaining first-hand experience in decision-making processes and witnessing the ripple effects of their choices. This hands-on approach not only reinforces theoretical concepts but also provides a deeper understanding of how various management functions are interconnected within the intricate web of business operations.

Moreover, the business simulation serves as a training ground for honing both operative and strategic decision-making skills. Students learn to navigate challenges, assess risks, and make informed choices in a controlled yet realistic environment. This process of simulated decision-making contributes significantly to the development of their business acumen, helping them cultivate the ability to analyze situations critically and strategize effectively.

In essence, the business simulation becomes a transformative learning experience, equipping students with practical insights, problem-solving capabilities, and a holistic understanding of the complexities inherent in today's business landscape. As they apply their knowledge in this simulated environment, students are better prepared to face the challenges and opportunities that await them in the actual business world.

Simulations have proven invaluable in various fields, serving as a crucial preparatory step before individuals engage with real-life scenarios. Consider flight simulation, where pilots undergo extensive training on virtual flight simulators before taking control of an actual aircraft. This immersive practice enables them to refine their skills, make critical decisions, and understand the nuances of flight dynamics in a controlled environment.
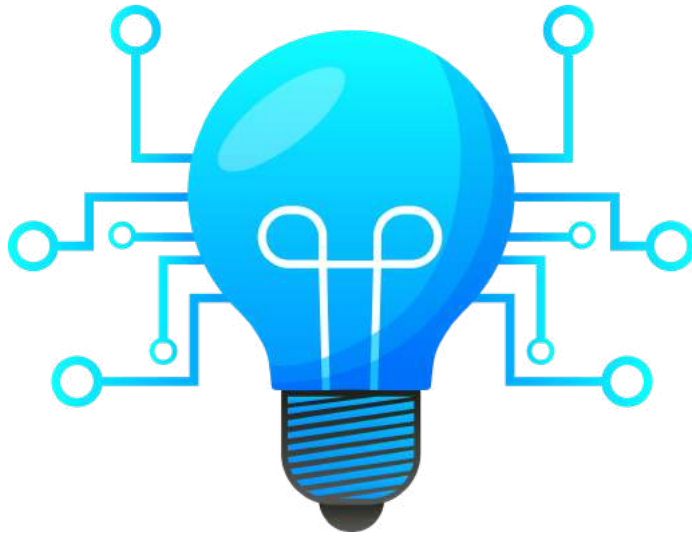
Similarly, medical professionals, including doctors, engage in medical simulations using dummy bodies or animals, allowing them to practice complex procedures before operating on live patients. This meticulous training not only enhances their technical skills but also instils a sense of confidence and precision in their actions.

In technical domains, such as engineering and technology, simulations play a pivotal role. Engineers and technicians often spend significant hours in practical sessions, working on virtual models before handling real machines. This phased approach ensures a thorough understanding of the equipment and promotes a safe learning environment.

The application of experiential learning through simulations bridges the gap between theoretical knowledge and practical application. Many concepts taught in classrooms find practical relevance during simulations, offering students a risk-free environment to apply their learning. This approach mitigates the fear of failure, fostering accelerated learning and heightened engagement levels.

One of the key advantages of simulation-based learning is the ability for students to receive instant feedback. This feedback loop allows them to assess their performance, identify areas for improvement, and refine their strategies. As a result, students not only gain a deeper understanding of theoretical concepts but also cultivate practical skills that are transferable to real-world situations. Simulation, therefore, stands as a powerful tool in education, providing a dynamic platform for hands-on learning and skill development.

The learning process in simulation is based on below 4 steps. The students apply the concepts and can see what happened. They can then reflect on what the experience was and analyze the findings. This helps the students in learning process.
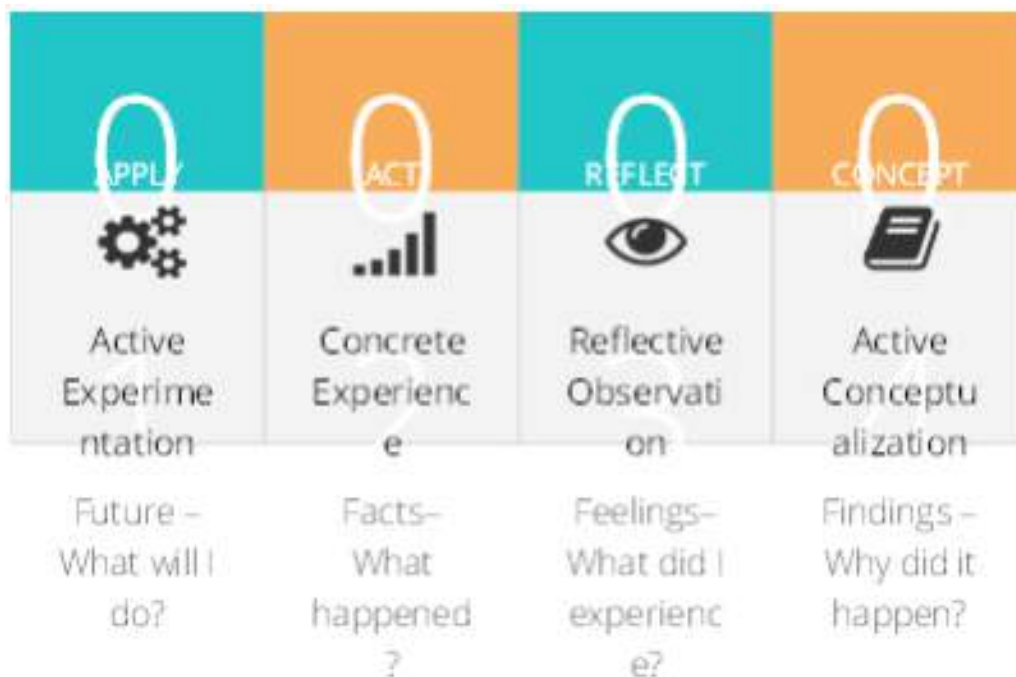
The management simulation encompasses several functional areas like Strategy, Marketing, Product development, Manufacturing, Supply chain, Human resources and Finance.

Finally, Simulation boosts the employability quotient with a practical learning experience

Imposter Syndrome: Are you afraid you are not good enough?

"What's talent but the ability to get away with something?"

Tennessee Williams considered among the three foremost playwrights of 20th-century American drama

Prelude:

Recently selected for a critical project, Samira was nervous and doubtful. She bit her lips as she nervously looked into her mail. Sooner or later someone will discover I fooled everyone into getting this project! She shuddered as she thought. She was hiding behind her desktop screen like an imposter. The truth was she was not able to focus today.

Her colleague Akshat remarked to her, "You have worked really hard for this opportunity, you should be dancing with joy today, you seem to be freaking out."

She barely acknowledged her colleague. She was not ready to be noticed and to be called out for her crime at that, this was simply audacious. She further slithered and contracted in her seat. When her phone rang, she snapped out of her anguished reverie, a chill ran through the back of her neck as she recognised the caller.

"You have a minute, Samira? Please come to my cabin." As always Sarika was quick and direct.

"Isn't Sarika super busy today? Why is she calling me? oh my God, this can't be good!" Samira remembered that Sarika had cleared all her engagements for the day because of an urgent meeting with a client. "I am sure Sarika is about to tell me, it was all a mistake, the project was never assigned to her, it was a communication gap, or gaffe or communication issue or whatever," Samira was mumbling without realising. But hadn't Sarika praised her for her achievement when offering her the project in front of the entire team? Hadn't she said that Samira was the most deserving candidate for the work? What happened now? Reasoned Samira.

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Samira stepped out of her cabin, literally dragging her feet towards her manager's cabin. And now a smatter of anger was creeping in. She literally imagined the wordings of her resignation letter. Today was the 10th of April so she knew she would be jobless on the 10th of May after serving her 1-month notice period. She chuckled dryly as she entered Sarika's cabin.

"Samira, come on in. This is Vijay." Samira felt her heart pop up into her throat. "Vijay is here to answer all your queries about your new project. Please schedule a meeting with him as soon as possible. And now if you guys will excuse me, I have some important work to do."

Have you ever felt like you just got yourself into something by fluke? You probably cheated or manipulated people into believing that you deserved it; in truth, you have no idea how to do it? That, my friend, is imposter syndrome. And if you have never felt it, you have probably never pushed your limits. And if you have not pushed your limits as yet, you don't have any idea what you are capable of! Researchers Sebastian Bailey and Octavius Black, authors of the book Mind Gym: Achieve More By Thinking Differently write "...almost all white-collar workers suffer from imposter syndrome at some stage in their career"

The surest way of getting the best out of us is to push ourselves to the limit. Physical sports it is called Adventure Sport: Climbing mountains, rafting the rapids, scuba diving, paragliding, parasailing or para shooting, running in front of angry bulls, bungee jumping, scaling a skyscraper, tightrope walking over a valley etc. The adrenalin-pumping experiences appear impossible and yet we do it. Coming out alive. Well, 99.99% of the time. There is a remote chance of things going seriously wrong! But that is the thrill part of it.

Imposter syndrome is an adventure sport for the intellectual. Picture this: heart pumping hard, stomach-churning, mind alert and tense, gnawing, tormenting, tumultuous fear of being found out.   It is just as mind-numbing as the fear of death

THE IMPOSTER CYCLE

Our Conditioning:

If truth be told, most of us do not believe we know anything, until we are faced with the real challenge. Until we are forced into action. But we are so entrenched with the idea of 'meritocracy', that we ignore this important fact. We often believe that others know everything and we know nothing. We cave in when faced with a challenge. Unless pushed to the brink, to face it head-on.

All our exams and tests are designed to make us feel that if we are prepared we will ace it. But is life that simple? Just prepare for the test and ace it? No. It is about failing and failing yet more, till we sometimes make it, and yet after that, we fail and fail some more again.

If we accept the importance of failure, we will be able to accept 'Imposter Syndrome'. It is the adrenaline-pumping experience of adventure sports. And if you ask me, It is a must to improve the quality of life, the quality of our performance and the quality of the world around us. Yet some of us can go through our lives without ever bothering to experience it. Choosing to live an ordinary life.

Ordinary life - The life of an average person. Is there an average life? Is there an ordinary person? Life is life, and life is challenging! We may hide in a cave, yet we have to battle the bats. So those who do not battle the risks outside the cave, battle them inside the cave in an uglier set-up, with dim chances and no possibility of finding light. Because inside the cave, it is always dark. Isn't it a dismal way of living life? Because in the end, we have a small playing field and no chance of soaring to the limitless sky.

When I say cave it means a limited field of performance, which limits expectations and also limits performance. Because there is not much to deliver, to begin with.

They are certainly going to find out that you know nothing. The problem is they are not trying because they also know nothing! And they are afraid of finding out that the person they trusted to know something, also knows nothing! So they wisely avoid the remotest possibility of finding that truth about you. So you are quite safe with your imposter syndrome. They are plain happy that you have chosen to be on the rollercoaster and have spared them the dread of getting on it. They will never acknowledge that they too know, as much as you do, that you are an imposter because it is better to have someone else doing the dirty work than themselves. After all, they are imposters too!

Do you know what this points to? That you should expect those who put you on this journey will encourage you and make you feel like you know exactly what is to be done. You can even demand that they motivate you. Remind them that if you were not doing it, they would be doing this thankless job and you will notice people showering you with uncalled-for motivations, awards and recognition.

Conclusion:

When I was working with a multinational, I noticed that we were expected to step up and perform whenever we ran into difficulty. It did not matter if I had the proficiency, we would just improvise, learn or create a talent pool from within. And we often performed better than any consultant could. Not because we were better but because we did not know what we were getting into. That made us intuitive and therefore made us find unusual solutions which a consultant would find hard to risk.

Therefore if imposter syndrome is bothering you, you are probably at the right place and this is probably going to be your ticket to success. When a Letter of Credit hit us in my previous job, no one within the company knew clearly how it worked. I took it headlong and along the way developed good practices, which I later passed on as a process, which could be delegated. But getting there is never easy. What that experience gave me was confidence that I could take up unprecedented challenges and deliver them, if I just kept up with the demands of the task, without fearing negative outcomes.

What makes us irreplaceable is not our knowledge of everything under the sun, such a person might be quite overqualified for any job and might be found researching cutting-edge technology, experiencing glorified imposter syndromes of their own. We become irreplaceable because of our tenacity and perspicacity.

So when you feel like an imposter, celebrate, in those moments you are closest to a glorious breakthrough in your life. Life will never be the same again if you went through with it. It would be better. Always better.

Rewards are the outcome of Value Delivered.

The best investment is in yourself. No other investment yields as much. Warren Buffet.

Diagrammatic expression of evolutionary stages of a competent individual. I would like this to be the metamorphic stages of a butterfly, without which no butterfly would live to fly and soar.

Recognitions: These are the outcomes resulting in rising through underlying stages. Each such recognition is a step towards many more.

Strike Goals – Deliver

Motivation – To Perform

Competence – Ability to produce required results.

Prof Shankar HN
BE from BU. Around five decades spanning several industries at different levels. President & CEO and Director on Board DDE ORG Systems , President TVS e Technology, Group head Tech Mahindra. Currently, an entrepreneur and SRO. He is also an Adjunct professor in Business Analytics at SCMS, DSU

Training to sharpen Skill.

Skill.

Learn – all that is relevant to be a champion in the chosen profession to be a top-of-the-league performer. Make learning a habit. Learning is the best way to entertain yourself. You can only learn when you want to. Genuine Learning starts with curiosity. Proof of learning is when one knows inside out of all concepts that matter. Only you know when you know.

Finally, I want to say, "Mens Sana in Corpore sano" (Latin) - a healthy mind in a healthy body (English). Whatever you do, be mindful not to damage anything that has a negative impact on wellness.

Latin, like Sanskrit, is not a popular spoken language today. If this Latin phrase was coined means it is more than a thousand-year-old conclusion. Greek and Latin were associated closely. Look at the Greeks for body and mental capabilities through great bodies carved as sculptures and the Greek Contribution to Science and Philosophical thoughts. India has great traditions in many fields including medicine. I went to Himalaya Healthcare on an Industry visit in 2001. I asked the founders why they called themselves an Ayurvedic Company instead of a Unani company. I was told Unani means Greek Medicine and as Greeks learned medical practices from India, which is Ayurvedic, it was but natural for them to say they were an Ayurvedic company.

Let us not forget that ultimately in today's VUCA world, it is the success of the team that counts. Each member of the team should support other members for team success. There is a scientific word for this mutual support. It is called autopoiesis. You can delve deeper into this on this link:https://www.sciencedirect.com/topics/social-sciences/autopoiesis

The above narrative essentially points to how each cell in a life form supports every other cell which helps the living organisms sustain themselves. Every life form (Organism of sorts) thrives only because there is so much cooperation and collaboration within the completeness of everything. That completeness or wholeness is aptly captured in the Sanskrit shloka: ॐ पूर्णमदः पूर्णमिदं पूर्णात्पूर्णमुदच्यते । पूर्णस्य पूर्णमादाय पूर्णमेवावशिष्यते ॥ ॐ शान्तिः शान्तिः शान्तिः ॥ oṁ pūrṇam-adaḥ pūrṇam-idaṁ pūrṇātpūrṇamudacyate "

Book Review & Extract

"Simplifying Blockchain Complexities" co-authored by Prof Archie D'Souza, was launched at the School of Commerce & Management, on 24 Aug 2023. This is what he told me, while speaking on the book and its subject, "Since its introduction, I have been very intrigued and fascinated with blockchains and their use. Blockchain technology has its origins in the use of cryptocurrencies. But. It's known now that its application has no limits. Its use in supply chains and projects has the potential to not just change the way we do business but create a brand-new paradigm on the running of trade – domestic and international. My interest in these applications led me to join hands with friend and former colleague Suresh Iyer to come up with this book Simplifying Blockchain Complexities. The two of us have taken our perspectives and insights from project & and supply chain management. Prof Archie D'Souza teaches Project and Supply Chain Management at the SCMS ~ Editor.

Dr. Pierre Al Khoury has extended the courtesy of a review of this book. His views are appended in the subsequent paragraphs.

Prof Archie D'Souza and Suresh Iyer are pleased to offer to academicians and the world of project & supply chain management professionals their new book entitled SIMPLIFYING BLOCKCHAIN COMPLEXITIES in Projects & Supply Chains.

The book was launched at the School of Commerce at Dayananda Sagar University in Bangalore, India under the patronage of Prof. Dr. Captain Nagaraj Subbarao, the dean of the school.

The authors made it clear that this is an attempt to string together ideas from a variety of known and connected sources. This also includes the authors' interpretations.

The author, Archie D'Souza is a logistics & project management professional for over three decades . He has authored several books on logistics and blockchain technology and edited quite a few periodicals. He is also an Adjunct Faculty at SCMS DSU

The information provided and ideas shared in this book are based on our research and analysis, individually and collectively. As far as possible, the authors avoided jargon and approached the topics with the layperson in mind. They claim that this is not a technology book. The authors' aim has been to help the readers get an idea of the applications of blockchain technology in projects and supply chains. While they try to give the latest information, they do not guarantee the recency and benefits of use.

Blockchain technology is evolving continuously and changing fast. While the authors referred to myriads of sources, it isn't necessary that they endorse any particular product, service, or individual mentioned in this book, unless specifically stated.

They advise readers to use their discretion and judgment before applying any of the information or advice presented in this book.
The views and opinions expressed in this book are solely those of the authors and do not necessarily reflect the official policy or position of any organization or institution including the publishers.

The authors are sure that readers will find the information in this book helpful and informative but recommend seeking professional advice before making any decisions or taking action based on the information contained in this book.

Beyond the stated objectives: Consequential Objectives

Consequential objectives are expected favourable outcomes of the primary intended outcomes. When you draw the mission objectives of a large project, you factor in likely setbacks that you may encounter. These are recorded as potential challenges of the project. To not lead the teams astray, consequential objectives are not prominently referred. While explaining this, I will refer to the successful placing of the 'Lander & Rover' duo onto the far side of the moon on 23 Aug 2023 by ISRO.

Whether it is shopping for a terrestrial vehicle for Indian roads or interplanetary missions, Indians are fairly obsessed with a good bargain or the famous advertisement tagline "**mileage kitna deti hai**" approach. This obsession subconsciously induces cost consciousness into the project DNA of practically all Indian projects, precluding vested interests.

A series of Earth-bound manoeuvres and lunar-orbit insertion manoeuvres successfully placed the Chandrayaan-3 spacecraft into an orbit around the Moon and led the lander-rover duo to their destination. The primary objective of the Chandrayaan-3 mission was to demonstrate a soft landing near the lunar south polar region and perform experiments with instruments onboard Vikram and Pragyaan. Not a mean feat by any standards and one that put the nation on the interplanetary travel map firmly.

Having accomplished the stated objective, a display of some exuberance happened in the form of a 'Hop experiment'- A short vertical and a short Lateral jump. This was possibly an 'off-the-cuff' event, and not a scheduled one. It went on to be successful. Consolidating upon these outcomes will surely help define objectives for future missions. These could be classified as 'consequential objectives'.
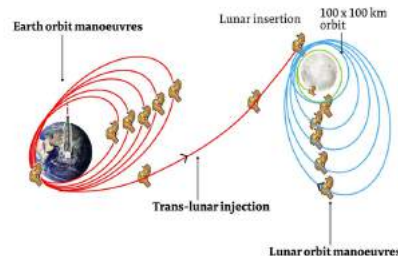
Consider another example from the 'best bargain' approach. After all mission objectives were achieved, the dial indicated about 100 Kg of fuel to spare in the Propulsion Module (PM). To leverage this saving, ISRO decided to enact a 'Trans-Earth injection' manoeuvre and 'quadra lunar flyby' on an experimental basis. Since the PM of Chandrayaan-3 was not serving any critical purpose it was moved out of lunar orbit to an orbit around Earth. This led to the PM becoming the first ever extraterrestrial spacecraft of ISRO to return to Earth orbit and also the first one to do a flyby. While these operations may have been in the minds of the scientists who were working on the programme, these were not the 'stated objectives' of the project. They emerged as favourable outcomes of successful primary intent. Consequential objectives help in adding value to the project and feathers in the cap of the managers. Remaining alive to the prospect of favourable outcomes "beyond the stated objectives" therefore, is an attribute a student of management must learn to nurture. This may help in learning to think other than the obvious.

Prof. Cdr Himanshu Joshi is also the Chief editor of this publication

PLACEMENT REPORT

Prof Sanjay K,
Director
Placement
Cell

From Campus to Corporate: DSU's Placement Saga Unravelled

Dayananda Sagar University (DSU) has set a remarkable milestone in its placement activities, achieving the highest placement percentage of 94% of its students being placed. This accomplishment reflects the university's commitment to preparing students for successful careers. Notably, the mean salary offered to the graduating students stands at an impressive Rs.6.3 Lacs. The university boasts a strong association with top-tier companies, ensuring that students are placed in prestigious organizations aligning with their specializations.

This shows DSU's commitment to excellence, with students securing positions in renowned marquee companies. Notable names among the recruiters include PricewaterhouseCoopers (PWC), Stone X, KPMG, London Stock Exchange, HP, Tata AIG General Insurance, and more. This highlights the university's ability to attract and engage with industry leaders, providing students with valuable opportunities to kickstart their careers in well-established and globally recognized firms.

The placement statistics showcase DSU's dedication to providing quality education and ensuring that students are well-equipped to enter the professional world. The university's emphasis on industry-relevant skills and partnerships with leading companies has contributed to this outstanding achievement.

Dayananda Sagar University's MBA placement team is dedicated to providing not just job opportunities but also ensuring a strategic alignment with each student's chosen specialization. The team emphasizes placing students in roles directly related to their areas of expertise, avoiding placements unrelated to their specialization. This targeted approach ensures that graduates enter the workforce with a strong foundation in their chosen field, enhancing their potential for success and career growth

Dayananda Sagar University's MBA placement team operates with a distinctive commitment – not merely securing job offers but fostering stable careers. The team's credo revolves around ensuring that students don't just land jobs but embark on journeys of continuous learning and skill development. Their approach goes beyond the conventional placement process, aiming to create a foundation for enduring success. In addition to Dayananda Sagar University's (DSU) robust placement efforts, the university's placement team goes the extra mile to ensure students are well-prepared for the recruitment process. They implement a comprehensive "Industry Preparedness Program," designed to familiarize students with the specific requirements and expectations of recruiting companies. This initiative aims to bridge the gap between academic learning and industry needs, providing students with insights that enhance their readiness for placement interviews.

Moreover, DSU's placement team organizes a specialized "Aptitude Test Preparation Program." Recognizing the significance of aptitude tests as a crucial pre-interview hurdle, this program equips students with the skills and knowledge necessary to excel in these assessments. The focus on aptitude test preparation reflects DSU's commitment to addressing every facet of the placement process and ensuring students have the tools to succeed in diverse recruitment scenarios.

This holistic approach to placements aligns with DSU's focus on comprehensive student development, transcending the boundaries of traditional job placement paradigms. It emphasizes the university's commitment to nurturing individuals who not only excel in their initial roles but grow into versatile professionals equipped for long-term success.

These proactive measures underline DSU's dedication to nurturing well-rounded professionals, not only academically proficient but also equipped with the practical skills and knowledge demanded by leading companies

The placement process at DSU goes beyond generic placements, offering a personalized touch that considers the unique skills and knowledge acquired during the MBA program. The team's commitment to securing placements within a student's chosen specialization reflects the university's holistic approach to career development.

Prospective students can be assured that DSU is not only focused on academic excellence but also on facilitating a smooth transition from education to employment. The success in placements is a testament to the university's efforts in nurturing talent and connecting students with promising career opportunities

The placement team emphasizes the importance of utilizing the knowledge gained during the MBA program in real-world scenarios. They envision a future where graduates not only apply academic insights to their roles but also continually acquire new skills, adapting to the dynamic landscape of their chosen fields.

DSU's success in placements is a testament to its focus on holistic development, industry-relevant training, and fostering strong ties with corporate partners. The university ensures that students not only secure job offers but embark on a journey of long-term success in collaboration with some of the best companies in the business.

FACULTY
INTERVIEW

Prajna: Could you please talk about yourself?

Dr. Amulya : Academically, I am a Civil Engineer with a Bachelor's and Master's Degree from NIT, Rourkela, and a Ph.D. in Ocean Engineering from IIT, Madras. I possess a mix of academic and industrial experience spanning over three decades. I majorly worked for multinational companies like General Electric and KONE, in key leadership roles, contributing to various businesses e.g., Aircraft Engines, Thermal Power Generation, Elevators, and escalators. As a Six Sigma Master Black Belt, I have taught and mentored thousands of associates of GE and KONE across their global sites, in India, USA, Russia, China, and Finland to improve the quality of products, business processes, and technology. Here at Dayananda Sagar University, I am an Adjunct Professor, teaching Operations and Supply Change Management and the application of Emerging Technologies in Business.

Akash: How does your industry experience help you in academics?

Dr. Amulya : Experience in industry and academics are important, diverse and complimentary to each other. Academics teach us a plethora of frameworks or models, while industry provides a testing ground to make them work together to deliver superior business results. Based on our experience in industry, we have designed a few business simulations, in various areas including Operations & Supply Chain Management. Our students, while doing the simulation exercises get to experience how the concepts taught under various subjects e.g., product design, operations, sales, forecasting, marketing, information technology, and finance can be put to work together towards realising a competitive edge. Going forward, we will develop and conduct many more such business simulations for the benefit of our MBA students.

Poorna: What are the career options in Supply Chain Management?

Dr. Amulya : The scope of supply chain management is quite broad, encompassing multiple aspects of a business such as sourcing, forecasting, production, warehousing, packaging, IT, logistics, and so on. Supply chain is best defined as: "Buy it, Make it. Sell it". Therefore, the knowledge of the Supply chain is important to gain a competitive advantage in the market. Thanks to the growth and popularity of e-commerce and continued disruptions happening in global trade, there is a surge in demand in India for professionals specializing in Supply chain management. Students interested in robust career growth in this area need to have a clear understanding of how the latest cutting-edge technologies AI, IoT, IIoT, and blockchain are revolutionising the industry.

Suman: What are some other skills or competencies that we as students should develop to have a fulfilling career in the industry?

Dr. Amulya : Besides your expertise in various subjects or specialisations, you need to keep working on a few soft skills. Let us start with communication skills, which enable you to express clearly and effectively to various stakeholders, who could be your customers, colleagues, or managers. Then comes your data skills, which enable you to analyse information in a way that helps make a decision. Analytical or critical thinking skills will help you early resolutions to various business problems and scenarios that you will often encounter in your professional life. Remember. success in your career does not come from your excellence alone. A lot depends on how good you are as a team player. That is where your ethical skills come to the test, which is essential for building trust with the team while complying with the laws of the land. These are a few tips that come to my mind that according to me are essential for a fulfilling career.

All Students: Thank you, Sir! It was a pleasure talking to you.
Dr. Amulya : Wishing you all the best!

INDUSTRIAL INTERVIEW

As part of our corporate outreach, four students of the MBA 2022-24 Batch viz. Akash, Poorna Chandran Suman & Tejashwini interviewed Mr Venkatesh Kumar, Head HR (India Operations) Buhler. Here are the excerpts.

Akash: Sir, could you kindly explain to us your role and importance in the company?

Mr. Venkatesh: Okay, it is a good question to start the conversation. HR role is a business enabler and storyteller role. At Buhler India, my role is basically to inspire the people for long term, hire and groom right talent, competence, skills and leadership excellence with a global outlook and prepare talent for the present and future business needs.

Tejashwini: Sir, how do you explain the company's culture at Buhler?

Mr. Venkatesh: Our company has been around for over 160 years and so the culture has evolved over 160 years. It is not that the management that defined the culture but evolved over a long period of time by people who work here. Primarily, our culture is based on being transparent, being open, and treating everybody equally and truly respect the diversity across the world. These are embedded into our value system and in our ethics. The culture is built and nurtured by people. Just the way your family culture is built. Buhler's culture and values are also built and truly lived by people and we call these values as TOP values. The T means Trust and we want everybody to trust each other and truly live and nurture the Trust in all our sphere of business . Then O means ownership. How much of courage and accountability you take in your job? How much ownership you take in the entire value chain of the business with a customer focus, how much ownership you take for the organization. The third value is passion. Passion is something to do with heart. So how much you are passionate about your job, your role, your organization, and your team. Trust, Ownership and Passion are the values that connect each other in Buhler across the world. We are present in 140+ countries. We are truly a diverse global organization and we live by our values of TOP.

Poorna Chandran: So, what skills competency, and values do we students must develop in order to have a fulfilling career in this industry?

Mr. **Venkatesh:** This again very good question. As students, you all know that today data is freely available. Even though you are data analytics students, I mean during our days, whoever had the knowledge and the data, were treated as saints if not God. So as students, what you need to do is that first, you need to develop curiosity and creativity. And from the available data you need to connect the right dots. If you connect the right dots, you get a shape. Come out with a shape. Once you have a shape, pursue that. Come what may, do not leave it and pursue your passion. Be resilient. So, these are some of the tips that are very important for you. Apart from this you also need to have patience and perseverance. Only when you have patience and perseverance you can achieve your goals and passion.

Suman: Sir, please tell us about the specific strategies which Buhler has implemented in this region to attract and retain the top talent.

Mr. Venkatesh: So, you are asking two questions. One is attraction second one is retention. This is going to be long. First let me talk about attraction. Buhler is a family-owned company with 160+ years of history. So, very few companies in the world have this kind of standards. So, our purpose of Buhler is Innovation for better world and continuously strive towards sustainable goals. So, we continuously innovate to make this world better. When you are innovating, the learning orientation will be high. You come up with new ways of thinking. We have a great purpose put in place. We also have a clear target defined for sustainability to reduce water and for that matter Energy and waste by 50% by 2030 in all our and customer processes/value chains. Predominantly, we are into a business of grains and food. The Grains and food business consumes a lot of water, energy from the farm, till it goes into the plate, there is a huge amount of wastage. Couple of student are also specialising in logistics and SCM in your MBA Degrees. Think about proper logistics and storage systems for Grains and foods transportation so that the wastes are reduced during the transportation / storage for multiple locations in the country. How does this help? It adds up to the food security of the country. That is where we have a very big ambition. When we talk about these initiatives and solutions that we provide to our customers our young people gets highly passionate and motivated by our purpose. Apart from this, we also have very specific programs to attract young people like you. So, we have a program called Generation B, where young people across the Buhler world, come together on a common platform, they form a network and inspire each other. Generation B is sponsored by group CEO. He also participates along with the young people. The company involves Generation B as a platform to translate strategies to percolate down to all employees. Here people are connected globally. So, the younger generation people would get plenty of opportunities to connect and network globally. Then we also have a specified program called Women in STEM. We focus a lot on improving gender diversity. STEM means Science, Technology, Engineering, and Mathematics. We also have a dedicated women in STEM academy to groom young talent for future requirements of an organization. So, there is a huge focus given on Gen B for all people, and also for young women who want to be part of the company. We are a B2B (business-to-business) company and Buhler touches every human life on this earth from morning to evening through their solution. The moment you wake up, starting from your breakfast, lunch, evening coffee, tea or working on computers or mobility and so on ..

"Now let's talk about careers, we have clearly defined career paths for all functions. We continuously encourage and motivate our employees and provide them learning and development opportunities to nurture the careers in a truly global environment is a big motivation for our employees. Now coming to retention. There are multiple ways of retaining people. In one of our surveys we found that money is not the biggest motivator. We have a very specific programs for retention of the people at various levels. We have very unique performance management system, which identify potential for current and future through the system and cross calibrated . Based on potential identification we chart out programs and career development that includes High potentials and Experts. Line Managers along with HR support prepares an individual development plan and it is reviewed biannually to see where the progress is happening. Then we also have, higher education sponsorship. We invest a lot of time and energy in our learning and development programs to ensure continuous flow of knowledge, continuous flow of information. We call our talent as global talent. When I say global talent in the trueness, seamless exchange of talents happen across the countries. We always provide 3E learning experience to our talent experience on the work, then exposure, then also education. So, a combination of experience, exposure and education is our USP, which makes people hold on to the company.

Akash: as you mentioned, in a country like India, which has a diverse population, how does Buhler focus on making a good work environment for its employees?

Mr. Venkatesh: We always believe that well managed diverse teams perform better. Diversity may be linguistic, social, geographic, ethnic, gender, race, colour etc. We have it all as an all- inclusive family. In fact, I have a target specifically on gender diversity, I need to improve every year by 2% of gender diversity in my organization. Being a global company, I already explained that a lot of talent exchanges happens. So, diversity for us comes as a natural DNA of this company. If you want to develop a diverse team, you need to be beyond biases. And if you have biases, then you cannot build diversity. So, what we do is, we have consciously trained all our employees on beyond bias and we truly beyond bias. It is mandatory for everybody to undergo beyond bias program and truly live by what is being taught in the program.

Poorna: How does Buhler integrate sustainability into its business practice and operations?

Mr. Venkatesh: Absolutely, I already said our targets. We have clearly defined targets for 2030 by reducing 50% of waste, water, and energy. So, for example, if somebody wants to come out with a new product development, or the new product, or they want to bring in certain changes into the existing product line, The first test it must pass is whether this change is leading to the goal of sustainability or not. Then only the project gets approved. We also run an innovation contest within the organization to improve upon the existing processes and systems which are targeting towards sustainability. We work on the future solutions, not only future solutions, even on the existing solutions, how to optimize in line with our targets of 50-50-50% reduction of waste, water and energy by 2030. For example, we removed plastic water bottles almost an year ago. These are some of the very good ideas which our young people brought into the organization. Today you do not find plastic water bottles anywhere in the company. Just to give some more examples. Even in our packing and dispatching, there is a lot of plastic which is used. These young people came out with a solution. How to optimize or reduce the use of plastic? There was a lot of wood used in our packing. They came up with some solution, how we can reduce the wood in packing. So, there are multiple things happening from multiple locations, but ultimately our focus is 50-50-50 reduction. We have also put in a solar rooftop plant to reduce our carbon footprint. Two-thirds of our energy consumption is taken care by solar grid. There are several such initiatives that we have taken in this direction.

Suman: Sir, one last question from my side is that how does Buhler metrology contribute to enhancing quality control and operations?

Mr. Venkatesh: fantastic. Now we are moving from people to quality. Ultimately, quality must be done not by the equipment, it must be done by the people. So, for us, we have an in-house system called 5-star quality. So, Buhler always believes in providing the quality products and services. Initially, we had a lot of challenges in India with quality. But through sustainable improvements, methods, education, continuous education, and feedback we have built quality consciousness in all our employees. So today we have reached a stage where we are proud to say that in the internal measurement, we are also equivalent to the internal rule of 5-star quality. For us, quality, health, environment, and sustainability are the paramount importance. In case we are not living up to the standard, then we are done. I mean, no investments will come and even our customers also do not accept . Buhler has a very high standard in the industry. If somebody is buying a Buhler means that products and services are of high and sustainable quality. And again, quality cannot be forced on to the people. Quality must be a culture. If you force on something, then what happens? It will only stay for the limited period. So, as I said, like our top values, the quality, sustainability is ingrained into Buhler. We also have dedicated programs to improve and sustain the quality. We are celebrating this month as quality month. So, there is a month-long list of activities that are planned during quality month celebrations.

We have built in traceability in all our products and we can track if there is a quality issue, we can track which machine, where it is produced, which technician produced that and from which vender the material has come in. We can track up to the source level. So, if there is any quality issues, we follow 8D system. So, everything is recorded, we have tools and systems. R&D is also involved in the 8D quality process. So, the permanent and sustainable solutions are provided. And Buhler always believes in first class quality. So why customers come to us? They come to Buhler and it is quality assured for them. Not only quality even sustainability.
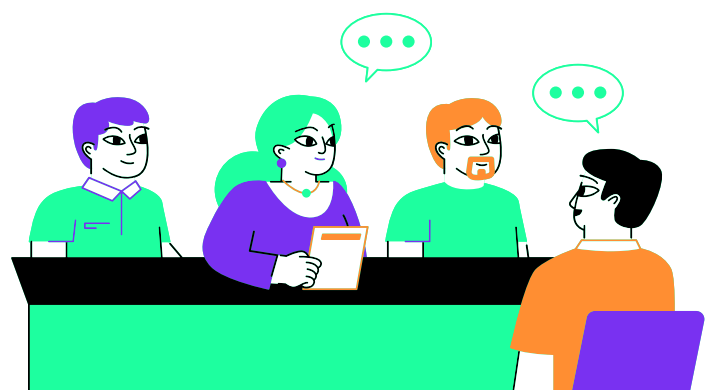
Tejashwini: What is one of the best advice you will give to students who want to pursue a career in HR field?

Mr.Venkatesh: Yes, I mean, first and foremost thing if you want to be in HR, you must know business and empathetic in your thinking. If you do not know the business, then do not come to HR. I also learnt business in a hard way. You need not have to be an expert of business but you need to understand and able to connect quickly to business. Only if you know and connect to your business, then you can put your people's aspirations and ambitions into business. HR in future, would be more like an advisor, or more like an expert, or more like a facilitator. I mean, HR is a wonderful job to do but you need to know the business, second one you need to have flair for understanding the needs of people and be empathetic in your approach. And finally, you also need to enjoy the success of other people. So, in HR, what I do, I ensure that all my 700 people are succeeding in their lives. So, you are there more like an Mother, expert or an advisor and a facilitator.

All Students: Thank you, Sir! It was a pleasure talking to you.

<u>Editorial Team</u>

'THE FINAL WORD' !

Thus, spake the right, honourable, and, contrarian: There was a time when this country, I mean Bharatvarsh, had an advanced system of administration, great academic prowess, and a flourishing economy mostly agrarian. People, usually don't digest success unless it's theirs. So, the era of invasions began. That was the time when considerable economic, social, and scholarly activity used to take place around religious places, giving meaning to the concept of temple towns. Much of this academic and economic wealth was destroyed by Muslim invaders and those who couldn't conceive the idea of a non-interventionist and largely peace-loving society positioned at such a pinnacle of development.

The last invaders in recorded history were the Westerners / British. To them our systems of education, agriculture, and administration were primitive. They also got the opportunity to impose theirs on us. For instance, our homegrown fertilisers were considered to be low-yield and paved way for the chemical fertilisers. The cost over the decades had to be eventually borne by the ecosystem. Today, the same evangelists of modern cropping talk of organic farming.

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The brute thought behind this narrative is the hullabaloo about AI. Everyone is talking about 'Intelligence - even though Artificially'. At the cost of being labelled a sceptic, I only see the emergence of AI as an enabler rather than a disruptive game changer. In its current form, it appears more of a fashion statement in the world's industrial and developmental canvas. AI is the bandwagon everyone wants to join, a bubble everyone wants to ride upon. I think we are moving too fast on a road relatively unknown. The quest for accomplishing everything yesterday appears to be driving this craze. Before the bubble bursts, I hope that better sense prevails in the minds of the 'movers and shakers' and that a good balance between nature (even if considered stupid) and artificial (however intelligent perceptually) is established.

 AI has always been there though much less hyped. Consider the two instances stated below: Sanjaya — who had the gift of seeing events at a distance or 'Divya Drishti' ('divine vision'), right in front of him, granted by the sage Vyasa — narrated to Dhritarashtra the action in the climactic battle of Kurukshetra. This was by far the first recorded evidence of 'live streaming'. The entire battle was televised for Dhritarashtra as it happened. Now consider the case of Barbarik, son of Ghatotkach and Princess Maurvi in the epic battle of Mahabharat. Barbarik was a great warrior. He had three celestial arrows which would return to the quiver after accomplishing their task. He was bound by his principle of always fighting on the weaker side, thereby compelling him to switch sides as his side would weaken the opponent. It's an account of the advantages and the pitfalls of an unregulated, maybe not very closely monitored structure of technology applications. If this is not AI, what is? Legend has it that he had to give away his head to level out the playing field (A temple 'Khatu Shyam' in Rajasthan is dedicated to him which still bears a skull of mysterious composition and live eyes, known to have witnessed the battle of Mahabharat). But we will move on with the current form of AI for the moment.

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