

KNOWESIS

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THE GIST

NEWSLETTER BY KNOWESIS,
THE LITERARY AND PHOTOGRAPHY CLUB



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DOWN THE MEMORY LANE - MY IIMB YEARS



DR. RAJENDRA NARGUNDKAR

What happens to anyone who goes to an IIM is that his life changes forever. It is a unique environment, where you are forced to do many new things. The residential setup with a cosmopolitan crowd-urban, rural, northern, eastern, western, southern, young, old and so on ...the diversity is amazing. The only other place I got to see this kind of diversity was in the U.S. university I went to later on. All the assumptions that you have about yourself have to be re-evaluated, in general, when you land up at such a place.

To balance the cosmopolitan students and faculty, we had a totally rural ambience of Bilekahalli where IIMB was located. We were the first inhabitants of this new campus, and faced the music in many ways. No street lights-actually, no streets in the beginning, a makeshift mess of a



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dining room in a shed, no computers (that was not the IIM's fault, there weren't any in India then), no sports facilities except open spaces, and so on. Looking back, we didn't mind it one bit. This is worth thinking about, in the context of material greed that overcomes many of us who graduate from there, from about the time placement season starts. Is material wealth correlated with happiness? I don't know.

The atmosphere in the classes ranged from electric and ecstatic to bored and tuned out- depending on who taught and how they taught. The processes and the autonomy of using different methods of teaching (trying to teach?) were truly world class, and in some cases, superior to those I found in the U.S. later. For example, the system of doing course projects in every marketing course was the best thing to happen to us armchair engineers!

The first term, we did a project on estimating demand for mopeds (the dinosaurian equivalents of today's Scooty). Off we went to meet dealers of Luna (the market leader then) and TVS mopeds in Bangalore. We were three in the group, and did not have the faintest idea of how to do this project. But amazingly, at the end of the term, we knew a lot more than at the beginning. Learning somehow happens when the responsibility shifts to the learner. In the next term, we again had a project, and this time we decided to estimate the demand for HDPE (plastic) carry bags in various applications. This also turned out to be a great learning experience, going into dusty streets to find sellers, ask them how many they sold, where they were used and so on, and try and put together this weird set of estimates into one whole figure. We might have been wrong by miles like any bad astrologer, but still we learnt a lot!

There was also my first exposure to the subject we called OB-Organizational Behaviour. I realized how much there was to learn about human beings, including myself, after going through that course. It was of course, the professor (S.K. Roy) who made it so awesome, and that spurred me on to take a few more courses in the area- and each of them lived up to my expectations. This was not always the case in other areas. I hated the finance courses, and could barely keep awake in some of them. There was a very good Indian Economy course (by Prof. Indira Rajaraman), where, for the first time, I could appreciate macroeconomics and India's economic data- which were not so great at that point, though!

guest-lectured with their snazzy presentations, and they inspired me to get into advertising as my campus job later on.



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The exams were a mix of different types. One I remember particularly well was a take home exam in Org. Behaviour, where we were given a set of statements (10, maybe) and we had to agree with them or disagree with them, with justification. I had to really rack my brains and refer to a lot of books to answer that exam (the copy and paste facility did not exist then). Far more than for many closed book ones. Later in life at Clemson, I would encounter a microeconomics prof., who gave us Agree or Disagree type questions for an entire exam.

The summer project at IIMB was a veritable feast for me, as I liked to travel. This three-month project had me touring the whole of Kerala, parts of West Bengal including Siliguri and Darjeeling, and the eastern parts of Assam near Tinsukia. I had to cover the plywood manufacturers, assessing demand for some cutting tools like saw blades made of tungsten carbide. The Bangalore based company which I worked for was very professional, and treated us trainees well.

I encountered a lot of very nice and helpful people during my visit to the North-east. They were a lot more laid back and friendly compared to the typical rushed corporate executives that I encountered elsewhere. The natural beauty of the parts of Assam that I saw was amazing, but I suppose there were underlying economic issues that erupt in violent agitation from time to time. In fact, one of the worst massacres at Nellie had taken place just before my visit.

The tuition fee at IIMB those days was Rs. 1500 for a year, payable in three instalments. Of course, parental salaries were also down to earth, matching the fee. Even our own nominal salaries after we finished (not corrected for time value and inflation) were a pittance compared to what fresh MBAs make today.

One of the nice things I think I did at IIMB was doing group photo shoots of all classmates. I had to borrow a camera from Siraj to do it, and used colour film for the first time. To keep the group size manageable, I invited people block-wise, and floor-wise. Those pictures are today priceless! One funny thing about the pictures was that they cost Rs. 5 per print in 1984. Even today, they cost about the same. But today, there are fewer labs that deliver within the hour!



DO YOU UNDERSTAND THE IMPORTANCE OF EMPLOYEE BRANDING?



DR. DEEPAK SHARMA

Synopsis: Organisations have to demonstrate their long term commitment to customer, people and quality and 'living upto their brand' by retaining and rewarding employees, planning their career pathways, making great stories of great employees in public domain, focusing on community concept and ethical use of organisational resources.

Employer branding needs to be seen as a continuous phenomenon and not only just restricted to serve the purposes of social media. From the time employee joins till he stays and even when he exits, whatever employer policies, actions, practices have been, they count towards branding.

Right kind of organisational practices lead to creation of a positive perception in the minds of employees as well as with the external world. Employer branding builds a bridge through which employer perception travels and holds access to potential employees.

Organizational culture and the values it holds, the concern the organisation has for employee well-being or customer commitment that it demonstrates from time to time contribute in building a positive image for the organization. To give an example, even if an organisation is responding to challenges of pandemic triggered slowdown and is realigning its strategic goal, looking at cost effectiveness and planning terminations it must maintain transparency at each step in the process while eliminating redundant roles, maintain trust of employees and provide empathy & fair treatment to all employees in such crisis times.

Also, organisations must effectively plan the CSR deliverables as well. Employees feeling good about organization's CSR may lead to positive employee experience (EX) resulting in more productive and happy workplace. There are empirical evidences that 'happiness at work' is a potential predictor of employer branding. Also, perception of employer branding has not only an emotional element but also has a cognitive base attached to it. Employee of today to 'feel good' has also to be made to 'think good' about the organisation through its systems, processes and actions. As its rightly said, "Your number one customers are your employees" and happy employees may create many more customers which is the ultimate goal of employer branding.



MOVIE OF THE MONTH

THE PURSUIT OF HAPPYNESS

"That maybe happiness is something that we can only pursue and maybe we can actually never have it. No matter what."

Based on a true story, "The Pursuit of Happyness" is a classic tale of ups and downs. Filled with tears, joy and that "one moment of happiness". Written by Steven Conrad and directed by Gabriele Muccino, "The Pursuit of Happyness" follows Chris Gardner (played by Will Smith) navigating through life while being plagued by misfortune, bad luck and a shrew for a wife (played by Thandie Newton).



He also has a 5-year-old son (played by Jaden Smith, who is Will Smith's own son) who becomes the only source of hope in life. From a job that barely made ends meet to becoming homeless, the story takes you on a ride that is bound to get your emotions tingled.

Set in the 1980s, the screenplay takes you through the streets of an economically troubled USA. A country where Chris is struggling to achieve the American dream and yet he fights the war on poverty with dignity, love and independence.

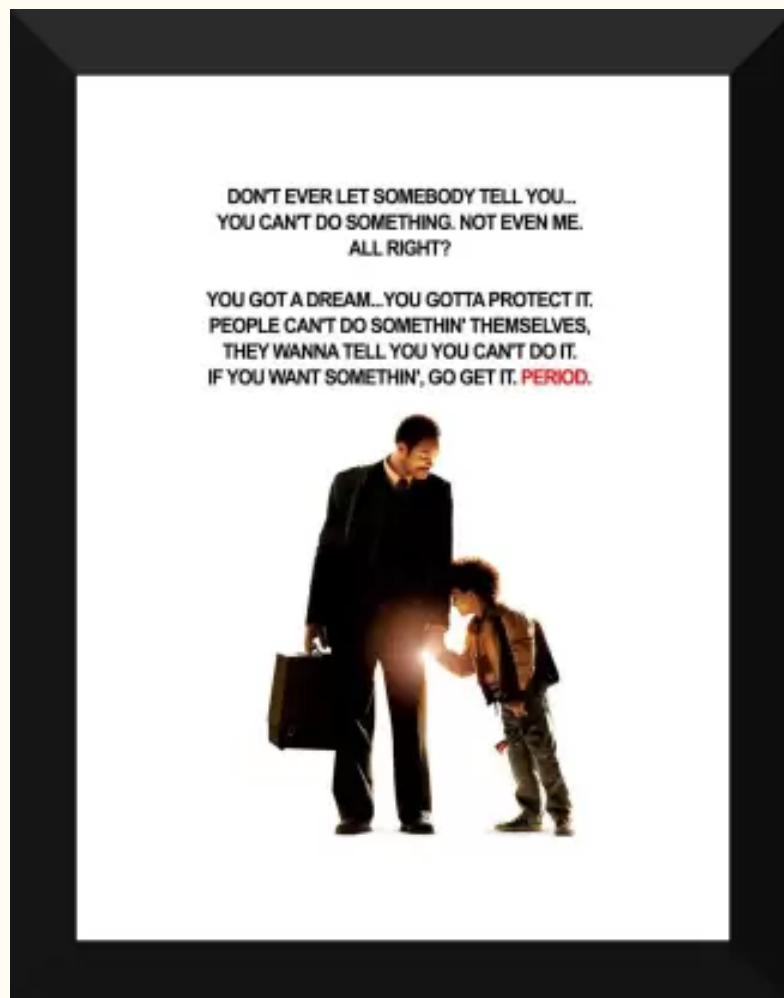




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The soundtrack designed by Andrea Guerra captures the theme with an impeccable attention to the kind of mood the protagonist goes through.

The cherry on the cake is a cameo played Chris Gardner himself who shows up right beside Will Smith at the end of the movie. It signifies a union of fiction and reality where the journey that the audience goes through comes down to a beautiful ending, an ending that brings a tear as well as a smile on your face.



- SARTHAK PAL
MBA-13





EVENTS OF THE MONTH



INTER COLLEGE FOOTBALL



On the evening of August 19, NMIMS Bangalore locked horns with IIM Bangalore in what proved to be a fantastic outing for our young guns. The football match was an away game, with the venue being IIM Bangalore's home ground.

The first half was rather shaky. Our players were still finding their footing and acclimatizing themselves with the pitch, trying to find their rhythms. Taking advantage of this opportunity, the hosts went up by 2 goals by half-time. The half-time team talk was adequately utilized by the team and a tactical change was deployed. The second half saw NMIMS Bangalore scoring at the kick-off. Sagar Nain headed the ball into the goal with a silky pass provided by Ayush Shetty. Soon after, the hosts again conceded a goal from a corner kick which resulted in an own goal. Just as hopes had begun to set in at 2-2, the hosts scored one more, resulting from an unlucky deflection. Just as the last 5 minutes approached, Ayush Shetty scored a spectacular solo goal, equalizing the score line. The match went to penalties after the time ended. Unfortunately, the hosts won the penalty shootout.

Inspite of the result, our players played a very beautiful game and put up a valiant show. The mentality that they displayed was commendable!





NSL AUCTION



The NSL Auction was highly anticipated and met with much energy and enthusiasm. Serving as the precursor to the actual NSL itself, all the senior and junior managers took the stage in front of an auditorium full of people wanting to be a part of NSL.

The event began with the managers being interviewed. They were asked what they were expecting from the auction, and how they intended to go about the event. The managers provided answers filled with grit, wit, and spirit.

The event proceeded with the senior auction. 43 players were categorized into S, A, B, and C ranks. Vivek Dhingra received the highest bid at Rs. 8.4 Cr. After a filler dance performance, round robin picks for the seniors started, after which the junior round robin began. Rohnit Pannu was the first pick among the juniors.

The event concluded with a group jamming session involving everyone in the auditorium, bringing the event to an energetic end.





DEAD POET'S SOCIETY INITIATIVE



“Medicine, law, business, and engineering are noble pursuits necessary to sustain life. But poetry, beauty, romance, love, these are what we stay alive for.”

On September 8th, Literacy Day and Teachers’ Day were celebrated together as a screening of some snippets from The Dead Poets’ Society took place in the auditorium. The snippets each displayed an important lesson conveyed from the movie. One that stays in mind always is “Carpe Diem” – Seize the day! Mr. Keating was an amazing teacher who encouraged students to not lead a formulaic life and to do what their heart desired and proved instrumental in transforming their lives.



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With the ending of the screening, Team Knowesis took the stage to announce our very own Dead Poets' Society Initiative. Being MBA students, we are used to hectic schedules and broken sleep cycles. DPSI would be the perfect opportunity to break free from the shackles of stress and unwind after a long and hectic day!

The stage was then opened to the audience, to speak and share whatever they desired. A few people came up and spoke about their favorite teachers and how these teachers have helped in shaping their lives. A beautiful rendition of "Aye Khuda" was also sung, with the audience joining in. The last performance was a funny story about a severe misunderstanding, which concluded the event in laughter and ending it on a good note.



INTERNATIONAL LEADERSHIP PROGRAM



The Global Leader Experience Abroad program brought together a diverse group of 55 students from the University of Dundee, Brunel University, and Narsee Monjee Institute of Management, Bangalore between 6 – 9 September 2022. NMIMS opened its arms to foreign students to help them gain the skills and experience required to become global leaders.

The students worked in small diverse groups over the 4 days. The students went through the 4 stages of Human Centered Decision Process to solve the challenge assigned to them.

As a consequence of the program, the students have learned valuable lessons and have developed the skills and competencies required to be successful in the 21st century. Skills like empathy, agility, openness, and influence were all successfully picked up by the students. The foreign students seemed to have enjoyed their stay in Bengaluru and seemed to have a good time assimilating the culture of Bangalore, and by extension India.



GUEST LECTURES



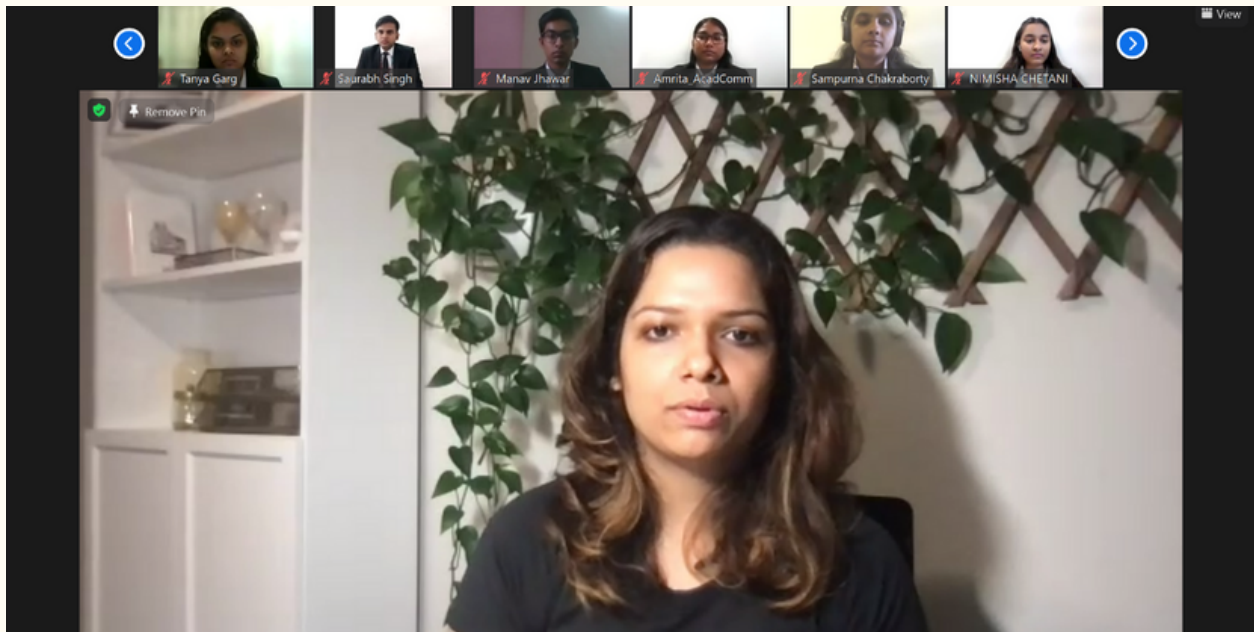
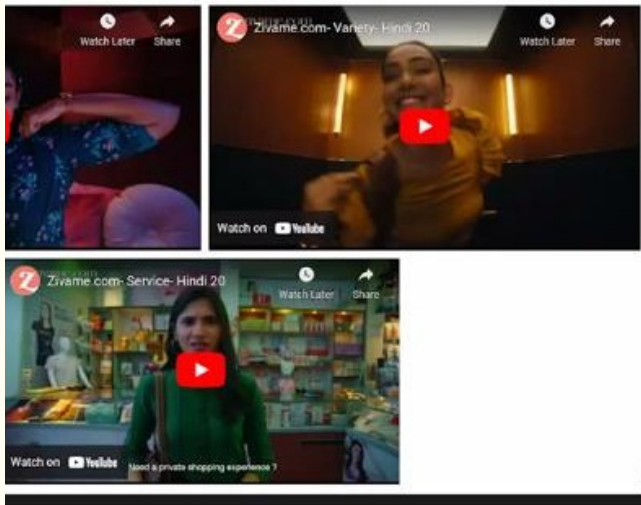
September was rife with great guest lectures. The very first guest lecture was conducted by Ms. Kruthi Rao from Zivame. She has experience in directing retail operations and motivating sales associates to surpass sales quotas and identifying business growth opportunities. She delved deeply into how Zivame became the brand it is while giving important pointers about branding.

Mr. Rajinikanth Gnanodayam from Moog India graced us with his presence in what was the second guest lecture of the month. He was full of energy and enthusiasm from the beginning until the very end. Ensuring that the session was interactive, he spoke about the future of jobs and the importance of upskilling oneself. The entire 2 hour-long lecture was thoroughly enjoyed by all students alike.



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ced by women in the Intimate-wear category



Ms. Abhinaya Ananthkrishnan is an online guest lecturer from the US. She has been working for Meta as a global data analytics manager and has been with them for three and a half years. She shed some light on the importance of data and data analytics and offered some sound advice for students wishing to make their careers in business data analytics. The session ended with a Q&A session, and both the speaker and the students were greatly satisfied with the lecture.



A silhouette of a person in a tennis stance is centered in the background of the title. The person is holding a tennis racket and has a tennis ball in the air. The background is a bright, cloudy sky with a sun flare effect.

STUDENT CONTRIBUTIONS





PHOTO WALL



MANOJ.
MBA - 13

RITVIK GOYAL
MBA - 13

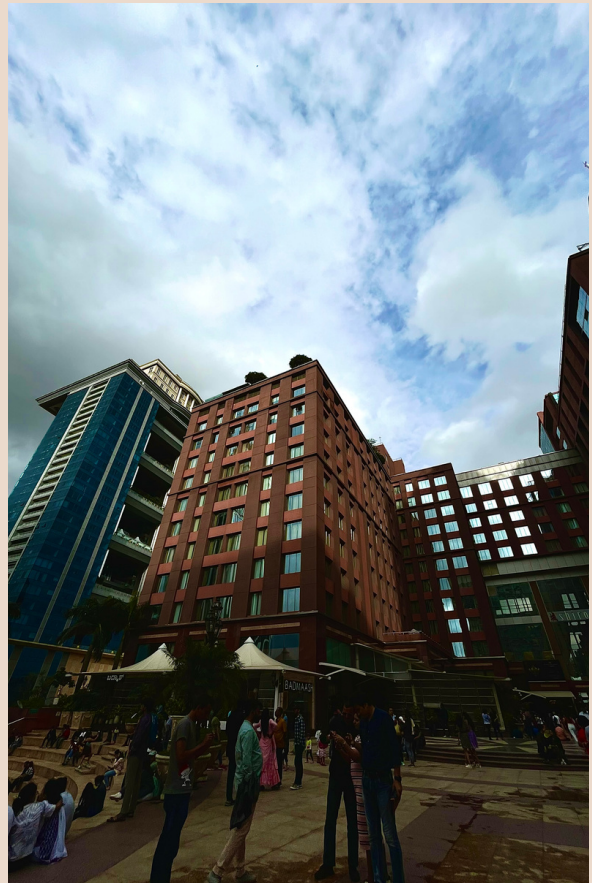




PHOTO WALL



SUDHANSHU
MBA - 13



HIMA SUMANTH
MBA - 13





PHOTO WALL



SUDHANSHU
MBA - 13



RITVIK GOYAL
MBA - 13





PHOTO WALL



RATANDEEP SALUJA



RONDLA PRADEEP REDDY
MBA - 13



PAST

The time that flows
Everything else getting close
Say Goodbye to my old
Find the gold and behold

Mistakes that I made
A version of myself
That I completely hate
Were the times I needed help

Water every flower
Bury all the sorrow
Climb the tallest tower
Fly away from my own burrow

Life ain't that easy
Still have to run fast
Fall and feel dizzy
But the feeling still last

The worth of none
Is the price I have to pay
To reach the sun
And leave with no say

Aishwarya S
B.Com Hons Sem 3





THANK

*KNOWESIS WOULD LIKE TO APPRECIATE
EACH AND EVERY STUDENT AND FACULTY
MEMBERS FOR THEIR CONTRIBUTION*

YOU

LOVE FROM
KNOWESIS FAMILY !



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