

THE GIST

June 2023- Welcome MBA-14

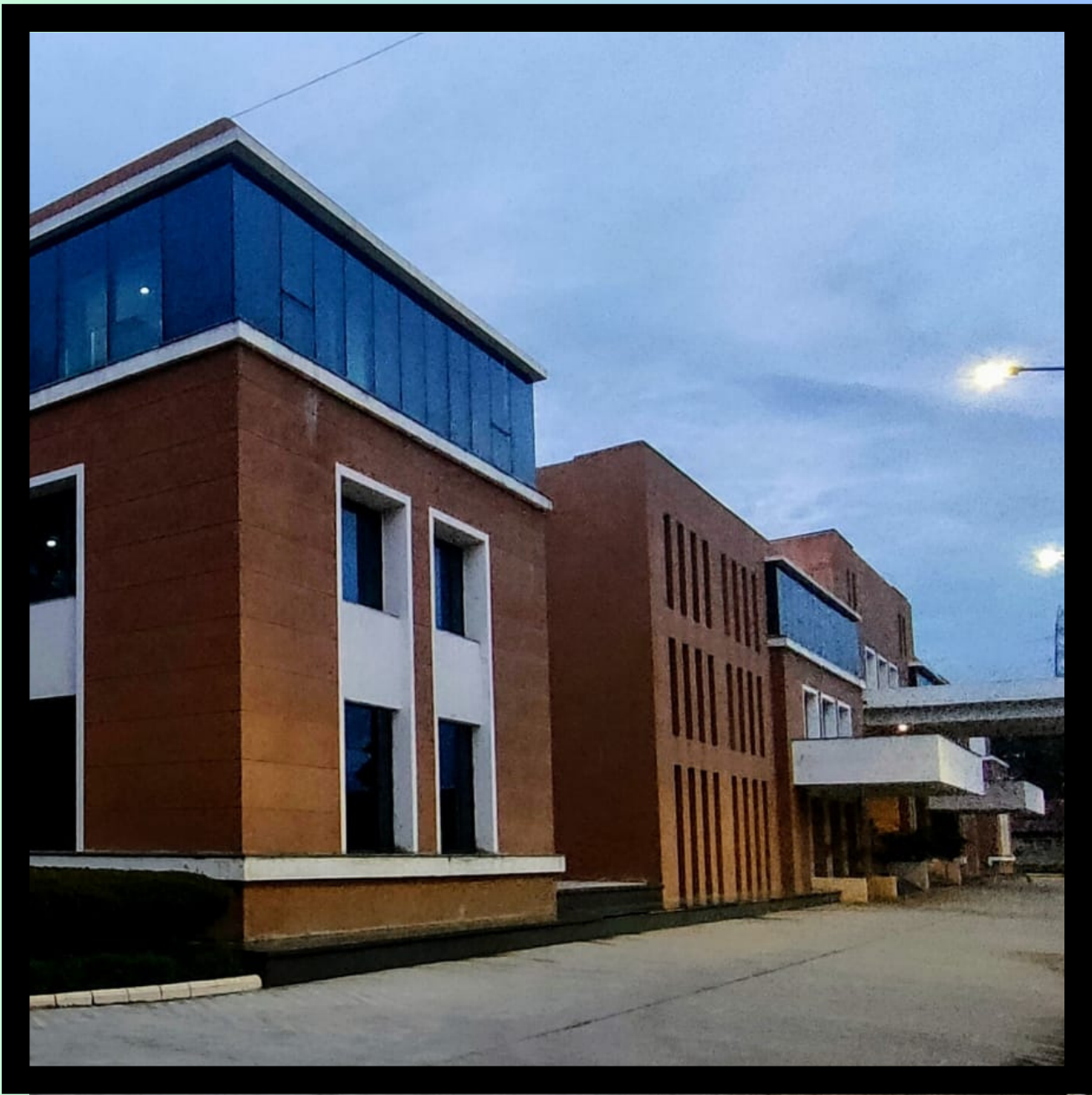


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MENTOR'S NOTE

Today, as different stakeholders are increasingly influencing businesses to redefine its purpose, shift from only profit making to serving community purpose and from single skilling to multi-skilling the B-school Faculty is equally involved in brainstorming and reflection on competencies and behaviours required to enable students to combat challenges of corporate world. Such challenges are going to put forth a demand that business leaders have a strong critical thinking, decision making and problem solving skills. NMIMS Bangalore offers a rich journey for first year MBA students in terms of pedagogical tools, experienced faculty from Industry and Academia and facilitates inculcation of leadership competencies in them in alignment with changing business needs. NMIMS Bangalore would help first year MBA students in early identification of their individual strengths, designing logically connected sequencing of activities (both curricular and co-curricular activities), providing constant feedback and reinforcement and by encouraging student collaboration to enable them to share experiences.

I on my own behalf and on behalf of 'Team Knowesis' welcome MBA 14 batch at NMIMS Bangalore Campus and wish them best of two years ahead!!



By - Dr. Deepak Sharma

PRESIDENT'S NOTE

Dear MBA 14 Batch,

On behalf of Knowesis, the prestigious literature and photography club of NMIMS Bangalore MBA, I extend a heartfelt welcome to each and every one of you. It gives me immense pleasure to greet you as the President of this club and to witness the joining of a new batch of talented individuals. As you embark on this exciting journey of pursuing your MBA, Knowesis is here to embrace and nurture your creativity, providing you with a platform to explore the realms of literature and photography.

Knowesis is more than just a club; it is a family that thrives on the power of words and the magic of visuals. We believe in the transformative nature of storytelling and the artistry of capturing moments. Our club is a melting pot of diverse perspectives, where imagination knows no bounds. Through a wide range of engaging activities, riveting competitions, and inspiring events, we aim to enhance your literary and visual acumen, allowing you to unleash your true potential

As you immerse yourselves in the vibrant world of MBA, I encourage you to discover the joy of creative expression and the wonders of capturing the essence of life through the lens.



YASH SINHA

Knowesis will serve as your creative haven, a space where you can engage in thought-provoking discussions, exchange ideas, and collaborate with like-minded individuals. Together, let us weave tales, frame captivating shots, and leave an indelible mark on the canvas of literature and photography.

Once again, a warm welcome to MBA 14! Knowesis eagerly awaits your contributions and is excited to embark on this incredible journey with you. Let us create memories, forge friendships, and make this chapter of your MBA experience truly unforgettable.

GUESS THE BRAND



**HINT- In households worldwide, I hold a strong place,
With products that touch your life, with grace.
From cleaning supplies to personal care,
My brands are trusted, beyond compare.**

EVENTS OF THE MONTH



ORIENTATION CEREMONY



Welcome, MBA 14! A New Chapter Begins

Orientation week at NMIMS Bangalore was an extraordinary and unforgettable experience for the incoming batch, meticulously planned and executed by the enthusiastic seniors of MBA 13. With their vibrant energy, We warmly embraced MBA 14 and provided a grand introduction to the NMIMS Bangalore family. Let's delve into the highlights of this remarkable week, which set the stage for the MBA 14's exciting journey.

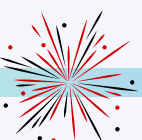


DIRECTOR'S SPEECH



Setting the Tone for Success

The Orientation Week kicked off with an inspiring speech by our esteemed Deputy Director, Dr. Narayani Ramachandran. Driven by her extensive experience and profound understanding of the business world, Dr. Narayani motivated the new batch by sharing his vision for their transformative MBA journey. She emphasized the significance of embracing challenges, fostering a strong work ethic, and developing a holistic approach to business management. MBA 14 was left feeling empowered and ready to embark on their path to success.



INTERACTION WITH FACULTY



Nurturing the Future Leaders

The new batch had the privilege of engaging in interactive sessions with our distinguished faculty members. These sessions provided a platform for MBA 14 to glean invaluable insights from the vast pool of knowledge and experience possessed by our faculty. From discussing current industry trends to analyzing real-world case studies, the faculty members left a lasting impression on the eager minds of the new batch. MBA 14 now stands equipped with a solid foundation to excel in their academic pursuits.

ALUMNI SPEECH

A highly anticipated event during Orientation Week was the Alumni Speech by Mitali Verlekar who have made her mark in the corporate world shared their experiences and success stories. MBA 14 listened intently as the alumni narrated their personal journeys, highlighting the significant role of the NMIMS Bangalore MBA program in shaping their careers. The interactions with these illustrious individuals left MBA 14 inspired and motivated to follow in their footsteps.



GUEST LECTURE FOR HR STUDENTS



We had the privilege of hosting Shri. Virjesh Upadhyay ji, Director General of the Dattopant Thengadi Foundation, as our esteemed guest lecturer for the LFIR elective. His presence and insightful lecture on Industrial Relations/Trade Unions in India/IR Code left a lasting impact on all of us. We are truly honoured to have learnt from one of the legends of the field.

During the lecture, he shared profound insights on various aspects of industrial relations, including the concept of industrial family, importance of up-skilling and reskilling for a healthy HR/IR ecosystem, the need to prioritise the nation's interest, the significance of HR professionals exploring the ecosystem to understand the workers, the community, and the society, and the benefits of adopting a customized approach to industrial relations. Furthermore, he shared his extensive experiences representing Indian trade unions at the International Labour Conference of the ILO in Geneva, Switzerland. His insights shed light on the challenges and opportunities in the field of industrial relations, how IR codes address collective bargaining, role of trade union in upcoming years, etc. inspiring us to explore the dynamics of trade unions further.



ADDRESS BY CHIEF GUESTS



Wisdom from Visionaries

Orientation Week reached its pinnacle with the address by our esteemed Chief Guests, Arjun Majumdar, Punith Kumar U and Praveen Daga, visionary leaders in their fields. The Chief Guests shared profound insights and wisdom in the field of marketing, captivating the new batch with their words of encouragement and vast industry experience. MBA 14 gained a glimpse into the real-world challenges and opportunities that lie ahead, igniting their passion to make a difference in the business landscape.

The Orientation Week, meticulously organized by MBA 13, marked a remarkable beginning to MBA 14's journey at NMIMS Bangalore. The eventful week not only introduced the new batch to the academic rigors but also fostered a sense of belonging and camaraderie within the NMIMS Bangalore community. As MBA 14 takes their first steps towards becoming future business leaders, we extend our best wishes and assure them that the NMIMS Bangalore family will be there to support and guide them every step of the way.

Stay tuned for more updates and enriching experiences from NMIMS Bangalore, brought to you by the Knowesis Club, the art and reading club of the college, in the upcoming editions of The Gist.





SOCIAL ISSUE OF THE MONTH

World Environment Day

This month, the world observed World Environment Day on June 5, 2023. It is an occasion that brings together millions of people across the country to raise awareness and take action for the environment.

This year, the Ministry of Environment, Forests, and Climate Change, Government of India, celebrated World Environment Day 2023 with a thrust on Mission LIFE.

The concept of LiFE, i.e., lifestyle for environment, was introduced by the Prime Minister at the World Leaders' Summit in Glasgow at the 2021 UNFCCC COP26, when he gave a clarion call to rekindle a global pursuit to adopt sustainable lifestyles and practises. Mass mobilisation across the country on LiFE is being organised in the run-up to the celebrations.

1. National Museum of Natural History
NMNH and the National Zoological Park began the Mass Mobilisation for Mission LiFE on Waste Reduced (Swachhata Actions) to promote behavioural change. Dr. Meenakshi Karawal from KIET Group of Institutions, Ghaziabad, delivered a waste management PPT and led an interactive session. Participants pledged to adopt LIFE actions.



WORLD ENVIRONMENT DAY





There is no Planet B.

2. Zoological Survey of India (ZSI)

The Zoological Survey of India started the Mass Mobilisation for Mission LiFE on 'Save Water' and 'Say No to Plastics' to bring awareness among the youth, in which Dr. Dhriti Banerjee, Director, ZSI, gave a talk through virtual mode to about 100 young and enthusiastic youth participants.

3. National Centre for Sustainable Coastal Management (NCSCM)

The National Centre for Sustainable Coastal Management (NCSCM), Chennai, initiated the mass mobilisation for Mission LiFE through a "Signature Campaign" and "Green Pledge" of LiFE practises today. This event was a part of the World Bank Workshop on "Hydromet Service for Coastal, Agricultural, and Urban Resilience and Early Warning", which aims to learn from the best practises in coastal resilience. In this workshop, delegations from the governments of Bangladesh and Sri Lanka participated and shared their experience in coastal management and sustainable agriculture practises.

In her introductory remarks, the Director of NCSCM emphasised the need for sustainable lifestyles for coastal environmental protection and building a climate-resilient coastal community. The dignitaries consisted of Prof. V. Geethalakshmi, Vice Chancellor, Tamil Nadu Agriculture University, Coimbatore; Prof. Sunil Kumar Singh, Director, CSIR-National Institute of Oceanography, Goa; Dr. S. Balachandran, Scientist-G, Head, Regional Meteorological Centre, Chennai; MoES; and Dr. Annie George, BEDROC, Kerala, among others. Participants took part in a green pledge and a signature campaign against littering and the need to live in harmony with nature.



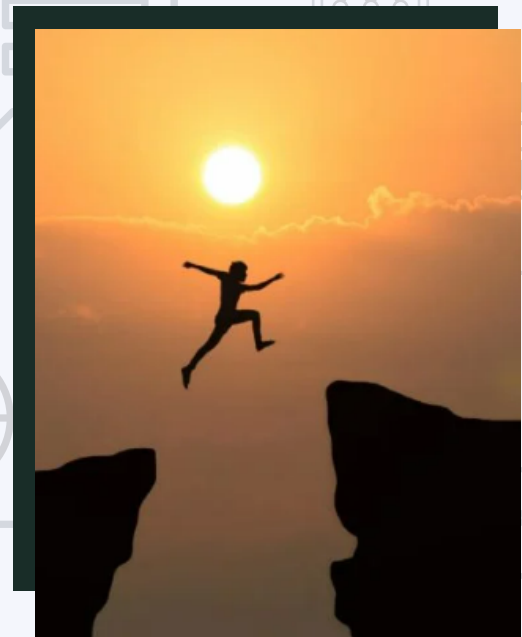
CAPTIONS OF THE MONTH



The customer's perception is your reality.



In the realm of new beginnings, the possibilities are endless. Embrace them all.



Within the depths of ambition lies the courage to redefine success.

CAMPAIGN OF THE MONTH

Tesco: Easter Egg Hunt

Tesco has given its logo its first dedicated Easter makeover, introducing a temporary twist that will see a cracked egg design added to the Tesco 'O' in thousands of places across stores, delivery vans, billboards, social media posts, in-store signage, digital advertising, and TV adverts. The 'cracked egg' has been hidden across the large logos on the outside of 20 surprise store locations across the UK, those who spot one of the limited-edition logos across any format can enter for the chance to win £1000 by sharing an image of it on their Instagram grid or Twitter feed with the hashtag #CrackingEaster or post a photo of it under the promotional post on the Tesco Facebook page.



As the nation faces a cost of living crisis, the giveaway campaign comes as the result of research from the retailer that found almost half the nation (43%) is trying to spend less on their food shopping in 2023. The giveaway will see 100 entrants win £1,000 to spend at Tesco, to help them enjoy a cracking Easter with their family and friends



Cabinet approves Rs 89,000-crore revival plan for BSNL

The Union cabinet on June 7 approved a revival package of Rs 89,047 crore (\$10.79 billion) for state-run telecom operator (BSNL). The measures include allotment of 4G/5G spectrum for the company through equity infusion. BSNL's 4G push comes at a time when all its rivals are in the midst of a 5G rollout drive.



Starbucks brews up cheaper India drinks as rivals expand



Although Starbucks still dominates in India, rivalry is fizzing in the capital, New Delhi, and the technology hub of Bengaluru, where many Third Wave cafes are often as crowded as Starbucks outlets. "We've lost 30 cups a day to them," said a barista at a Starbucks shop in Delhi that sells 7,500 drinks a month, referring to a Third Wave that opened nearby months ago, but already sells 3,700.

Titan plan to buy out CaratLane hits valuation hurdle

CaratLane had been in a strategic vendor relationship with Tanishq, Titan's jewellery brand, since 2010. Between 2016 and 2019, Titan bought into the company in tranches, spending a cumulative Rs 440-450 crore, primarily via a secondary purchase of shares from Tiger Global, an early stage backer. Titan also made a primary infusion of Rs 99 crore in the company.



Sensex ends above 63K for first time in 2023; all eyes on RBI MPC outcome



Meanwhile, the market capitalisation of all listed companies on BSE surged by Rs 2.46 lakh crore to Rs 265.68 lakh crore. The market breadth was skewed in the favour of the bulls. About 2,293 stocks gained, 1,270 declined, and 135 remained unchanged on the BSE

Pilots offered extra Rs 100,000 a month to stay at Go First

Go Airlines India Ltd plans to raise salaries of captains by Rs 100,000 (\$1,211) a month and by Rs 50,000 for first officers as it tries to salvage its operations after filing for insolvency on May 2. The additional pay, which the airline calls a retention allowance, will come into effect on June 1



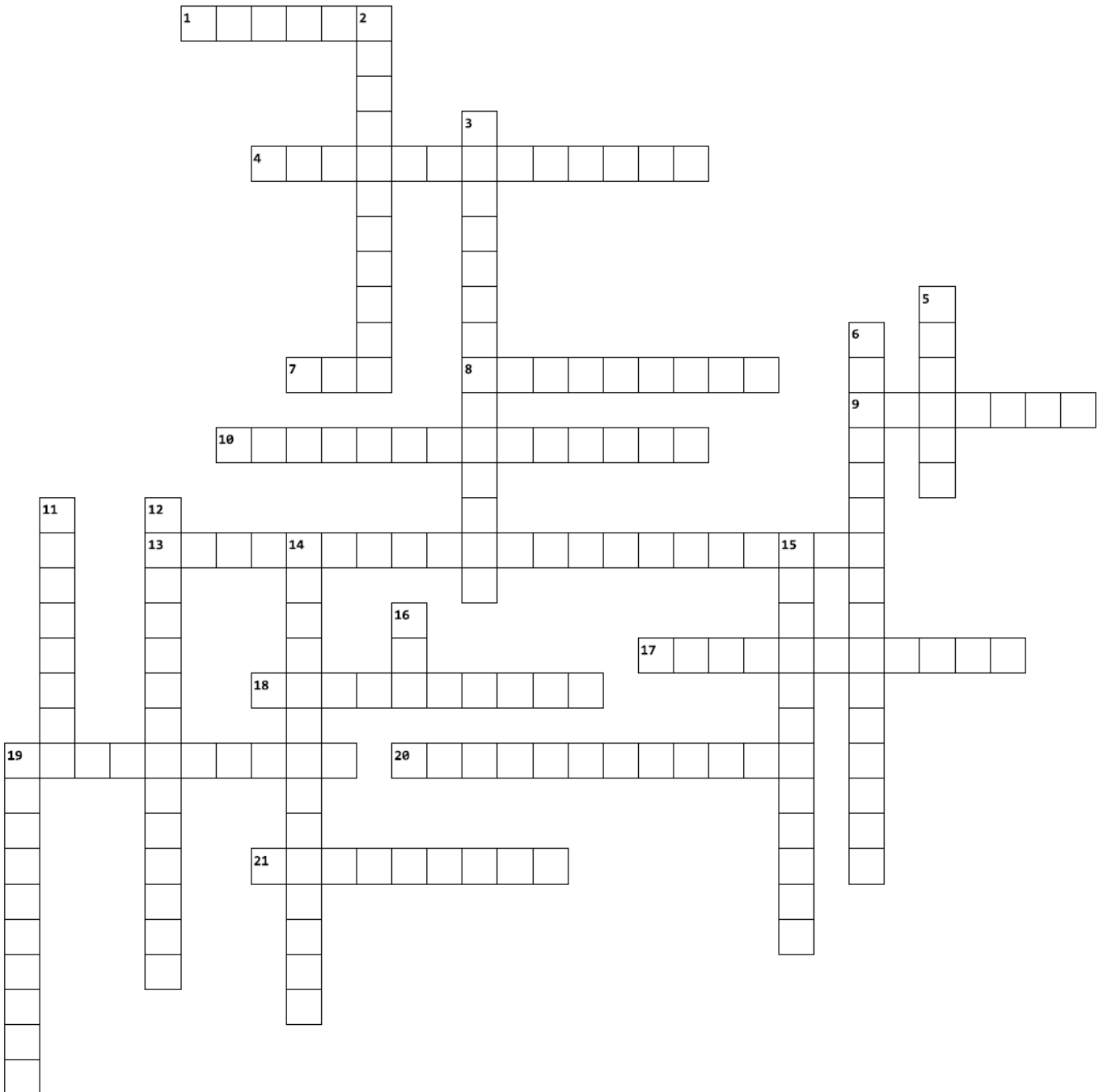
Ashwani Kumar new MD & CEO of UCO Bank



Ashwani Kumar has been appointed as the new MD and CEO of city-based public sector UCO Bank with effect from June one, Prior to this, he was the executive director of the state-owned Indian Bank and is a qualified chartered accountant. Kumar, an experienced banker, succeeds S S Prasad as the MD and CEO of UCO Bank



CROSSWORD



ACROSS

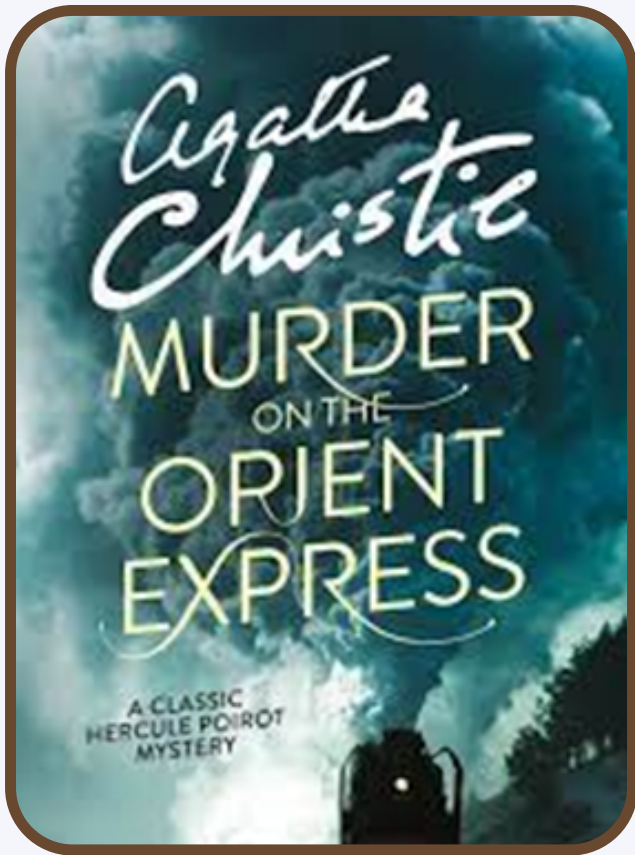
1. Corporation that has its income added to and taxed as a person's income
4. Number of employees who are assigned to a manager
7. Partnership where owners are liable based on how much they invested in a company
8. Right to assign work and give out rewards for fulfilled responsibility
9. Produces or performs an activity that is consumed immediately
10. Specific work assigned to certain people
13. Corporation that has special permission from the government not to be taxed, normally for charity purposes
17. Owned by members to serve their needs and is managed in their interest
18. Company purchasing the rights to run the business
19. Company that owns the rights and grants it to another
20. Company created by multiple companies to accomplish a large task
21. Selling the rights to use a company name and operating procedures.

DOWN

2. No limited liability, owned by more than one person
3. Responsibility for results
5. People are grouped into projects
6. Statement of why a business exists
11. Creates goods for other businesses or consumers to purchase
12. Clear reporting relationship for all staff in a business
14. Easy to start up
15. Sell products from other businesses to other businesses or consumers
16. Corporation taxed like a partnership
19. People are grouped based on professional expertise

RECOMMENDATIONS

BOOK REVIEW



“The impossible could not have happened; therefore, the impossible must be possible despite appearances.”

Murder on the Orient Express is undoubtedly Agatha Christie's excellent work. It's a Poirot novel, which is a great thing in itself. I mean, who doesn't like Poirot, using his grey cells to solve the mystery. So the crux of the story is, there's something about this tangle of strangers pressed together for days on end, with nothing in common, but they need to go from one place to another. They'll never see each other again... But a murder happens. An American tycoon lies dead in his compartment, stabbed a dozen times, his door locked from the inside. Due to weather conditions, the orient express is isolated, and a murderer is among them. Poirot sure should find out the killer because he/she who commit a crime won't hesitate to kill again.

A wonderful whodunit from start to finish, Murder on the Orient Express has all the ingredients for a pacy and plot-driven read; atmospheric, with an isolated backdrop and an over-the-top cast of colourful characters. The pairing of the enigmatic Poirot on board the opulent Orient Express nods to the bygone era of the novel, and Christie writes in a wonderful fashion as she lingers over each of the characters in order to solve the mystery of who murdered the American tycoon onboard the luxury train

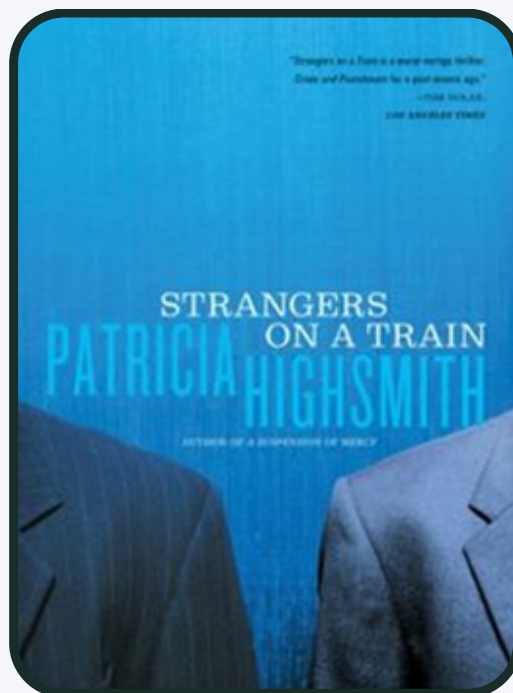


MORE TO READ

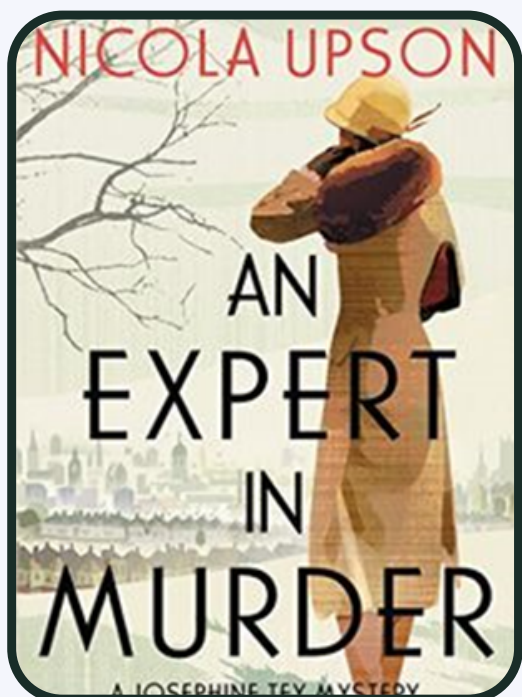


**MR. MOTO IS SO SORRY-
JOHN P. MARQUAND
4/5 GOODREADS**

**STRANGERS ON A TRAIN-
PATRICIA HIGHSMITH
4.3/5 GOODREADS**



**AN EXPERT IN MURDER-
NICOLA UPSON
4.1/5 GOODREADS**

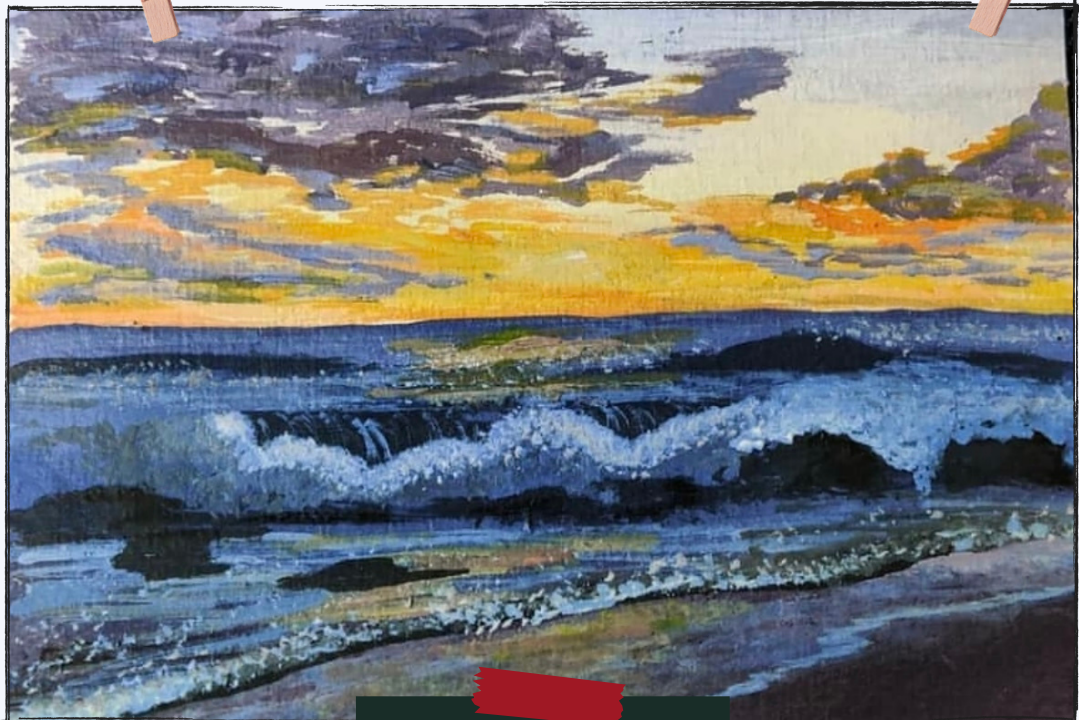


The background is a light gray collage of various camera and photography-related icons. It includes several camera models, some being held by hands, and numerous photo frames containing different scenes like landscapes, people, and abstract shapes. The icons are rendered in a simple, line-art style.

WALL OF FRAMES



PALAK JAIN
MBA - 14



SUMI SHUKLA
MBA - 14

SHUTTER BUGS



DEBJYOTI GHOSH
MBA - 13



SUDHANSHU WALIA
MBA - 13

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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