



**SiBM**  
PUNE  
2000

# Vritanta

VOLUME 1 ISSUE 4

Memoirs of SiBM-Pune



*Time  
Flies*

*Beginnings  
Middles  
Ends*

*Coming Full Circle*





**SIBM**  
SINCE 1978



**Vishad Chaudhary**  
**President, Students' Council**  
**2015-2016**

**“I would like to take this opportunity to thank everyone for showing faith in my capabilities and electing me as the President, Students' Council 2015-16. I will try my level best to strive for the constant improvement and enhancement of the important aspects of the students' council which will hold SIBM Pune in good stead to all the stakeholders.”**



# From the Coordinator's Desk...

Ladies and gentlemen,

We are proud to present to you the final issue of this edition of **व्रितान्ता** – Memoirs of SIBM Pune.

What a journey it has been. From a concept meeting in July with our Senior Team to this latest edition, it has been a roller coaster of a ride, made so fulfilling because of the way the student body has come to accept and cherish this humble effort of ours.

So without further ado, let's take a look at what this edition has to offer.

We have a yearly wrap-up which encompasses the biggest stories from on and off campus. We also take a look at some of the high profile events that have taken place on campus in January and February - including The Senate, the ever popular Transcend, and the inaugural editions of Gravitas and Ridges and Furrows.

Ciyon John tells us about work life balance, Saptarshi Sarkar about the increasing importance of data mining, and Prateek Kakkar tells us the story behind the name **व्रितान्ता**.

We also bring back all the favourites one last time this year. Prof. Manasi Phadke's blog returns for a final encore and we proudly sign off with our final Food for Thought.

It has been a pleasure and a privilege to bring you this magazine. Let us hope that in the years to come, **व्रितान्ता** remains as cherished and popular as it is now.

Priya K

Coordinator – iSMaRT

2015-16

**Godrej  
LOUD!**



Live it up... LOUD! Turn to Page 4 to meet Amrit Karan Singh (MBA I Innovation and Intrapreneurship) and hear his story, his dream, and his success.



Flip to Page 14 for articles of academic interest, shared by our very own students. This issue, we showcase Saptarshi Sarkar and Ciyon John.

Closing the Year  
-Time -  
Looking Back



This issue's feature is a look back on all that has happened here at SIBM Pune in the past one year. Join us on Page 1 for a brief roundup of just a few of the major events conducted on campus this year.

### White Collar

#Focus #Corporate #Alumni  
#Achiever

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Closing the Year

-Time -

Looking Back



# Time Flies

*Beginnings, endings, and everything in between... the SIBM Pune story*

A packed calendar is something that SIBM Pune prides itself in. Whether against a backdrop of exams, admissions or placement season, or the regular flood of assignments and competitions, the Students' Council ensures that the regular stream of outside classroom learning and engagement never ends.

This year has been no different. Beginning with the ice-breaking and induction process for the junior batch, through various corporate interac-

gamut of event types, from bonding to learning to fun, is covered.

SIBM Pune is a student-driven institute, with only academics left completely in the hands of the faculty; something Dr. R. Raman, Director of SIBM Pune, takes great pride in.

"You will always find students of SIBM Pune busy with something or the other outside the classroom!" smiles Dr. Raman. "Hands-on experience is the best way to learn how to deal with other people, with busy schedules and demanding superiors. We find that when our students graduate, they are more aware, and more honed, than students from other institutes. To a large extent, that's because of the amount they are involved with activities in the Students' Council here."

Whether involved as members of the Council or as volunteers and in support functions, students of SIBM Pune are always busy.

"This is my first experience staying in hostel," says Meghna Biswas (MBA I HR), a jun-



JUN/JUL 2014

Induction and Onboarding | Talaash |  
Aarambh | Budget Symposium

tions and outside-the-classroom learning, to Transcend and Gravitas – the Institute's twin fests covering management, cultural and sporting events – SIBM Pune has ensured that the entire

ior member of the Research and Scholastic Development Team of the Students' Council, "and I've just not had the time to miss home! There's something new happening every day, and that's a wonderful way to learn."

Transcend and Gravitass, held in January 2015, saw immense student participation. Nearly the entire batch was involved, in one capacity or the other. This year, the inaugural edition of Gravitass and the Silver Jubilee of Transcend coincided... redoubling the festive atmosphere at the Institute.

"Gravitass was hardly over when SPL (Symbiosis Premier League) began... with the Admissions process in between. The new year has passed in a blur!" avers Ruchir Khare (MBA I HR), a member of the Sports Management Team of the Students' Council.

It's not just these more enjoyable events that see full and enthusiastic participation. Corporate interactions, entrepreneur meets, and the Budget Symposium have seen students flock to the venues and as volunteers to the teams organising the events. The calendar has been truly packed for every student on campus, and there has been no time to notice the months flip past!



AUG/SEP 2014

Arcturus | Blueprint | Colosseum | Entrepreneurship Summit | iAspire | Inizio | Silver Jubilee Alumni Reunion

So much so, indeed, that Christy Dominic (MBA I Marketing) is completely unable to fathom where the time has passed. And as she and her classmates approach the end of the academic year, she says, "Through the year, every day has brought something new around the corner. Now, it's time for the next big thing – our summer internships!"



DEC/JAN/FEB 2014-15

Admissions | Symbiosis Premier League | Transcend | Gravitass | Senate | Joy of Giving Week | Prerna | Umang | Coffee With SIBM



# In the Spotlight

*An interview with the winner of Godrej Loud 2014, Amrit Karan Singh (MBA I Innovation and Entrepreneurship). He talks about his passion for his dream and what it took to realize it.*

**Tell us a little bit about the formulation of your dream. How did you come up with it? What influenced you?**

A dream is very personal, and it starts right from my home. I have an elder brother who has cerebral Palsy. I used to accompany him to his school where lots of children came who could not walk. The parents of these children lifted them to the school premises as they did not have a wheelchair.

I was really young at that time and there was hardly I could do about it.

It was only years later when I started working, that I felt somewhere deep that I could do something and build an affordable wheelchair. While browsing the net I came across a Spanish designer Josep Mora who made wheelchairs by recycling older chair in Rwanda in Africa.

I dropped him a mail and he replied in a couple of days. He sent me photographs of the work he had been doing at that point. This was very motivational. I had an old wheelchair in my house as well as an old chair. So I made a recycled wheelchair of my own. It was comfortable and stable.

All that remained on my mind was to power the wheelchair in some way. I was really shocked af-

ter I came to know about extremely high prices of powered wheelchairs. It was then I formulated a dream that I want to build an affordable powered wheelchair.

**An all-terrain wheelchair seems hard enough to implement. To make it affordable seems like the icing on the cake. Talk us through the conceptualization.**

Indeed the dream was hard to implement. I just had a dream that I want to build an affordable powered wheelchair, which suits Indian conditions. I really did not have much of an idea of how to fulfill it. Fortunately a lot of people world are helping me to realize my dream.

I convinced Georgia Tech University and Utah State University to take up my vision and dream and help me turn it to reality. Unbelievably I got a grant from Utah that they have arranged for funds for my project there itself and they intend to ship the prototype to me once it is made.

I also came across a Russian designer who himself is a wheelchair user. He and I shared the same dream.



I convinced him that he should work on the design and complete it as I would like to take it forward. Few days ago he has completed the design and I have forwarded it to Godrej, who might assist me in prototyping it.

### Can you describe your emotions when you got selected amongst the top 7?

To be very frank, I do sometimes have very strong intuitions. The day I had sent my entry to Godrej I knew that I have a really good chance of making it through top 7.

### What was the experience like at Godrej's Vikhroli campus?

The Godrej Loud finale was undoubtedly one of the best experiences of my life. I made new friends from all over the best B-schools of the country. The campus is very vibrant. We had TV interviews, amazing food for all 2 days and Indian Ocean performed live. I could not have asked for anything more.

### Could you share some advice for those who will participate next year? What kind of dreams pique Godrej's interest?

Godrej takes the LOUD competition very seriously. I think chances of getting selected as a finalist increases many a fold times if you genuinely have a dream and have been persistent in trying to fulfil it.

They are not looking for fancy PPTs or Videos, what they are looking for is a story or content which is genuine.

### Would you like to acknowledge some people? Anybody apart from yourself you would like to attribute your success to?

I would like to attribute my success to previous year finalists from our campus Rahil Mukesh, Eshwar Krishna and Abhishek Iyer. These guys really helped me a lot for preparing my final PPT.

I am also very thankful to Arjun Singh Chadha, who helped to connect with right people so that I can get insights about wheelchair users and manufacturers.



# Ridges and Furrows

*Inaugural edition of SIBM Pune's annual Business Quiz*

Change is the harbinger of innovation, as it acts as a catalyst to stir up the status quo and brings novelty to the fore. The Students' Council at SIBM Pune has always striven to contribute towards the overall development of students through meaningful innovation. On January 29<sup>th</sup> 2015, the Institute witnessed another such innovation. SIBM Pune hosted its first-ever Annual Business Quiz Competition.

The Quiz, christened Ridges & Furrows, was held at the SIU Auditorium. In its very first edition, the event saw participation from over 85 teams (each team comprising of two members) and was an astounding success. The quiz competition comprised of two rounds – Prelims and Finals.

Participants had to answer 25 questions in 30 minutes, and the teams were rated on a relative basis. The top 6 teams from the Prelims round progressed to the Finals, which comprised of 4 rounds.

In the Finals, scores were computed on a cumulative

basis and the results read thus:

**Winners:** Ruchit Vartak (MBA I Marketing) and Karan Sood (MBA I Marketing)

**Runners-Up:** Swati Prasanna (MBA I HR) and Sasna Varughese (MBA I HR)

The students were quizzed on a wide range of topics ranging from contemporary business issues, brands and companies, to famous business personalities and trivia. Harsh Shah (MBA I Finance)

quipped, "Ridges & Furrows is a brilliant initiative. The quiz competition is a subtle way of imparting knowledge to students, while they have fun. I was thoroughly impressed by the quality of questions and hope that more such are conducted, at regular intervals."

The Business Quiz Competition was an intra-SIBM affair this year, with participation open to students of all specialisations from both first and second year. A beginning has been made, and made well. Ridges & Furrows will be back next year, and every year after that, on a bigger, grander scale, in its goal to empower and enrich students with priceless knowledge.



# Leadership in the Making

*The SIBM Pune Toastmasters' Club organises its first-ever Area-Level Meet*

The Toastmasters' Club of SIBM Pune was inaugurated in the year 2012, with a meagre twelve members. As per the mission of the Club, a supportive and positive learning experience has been provided ever since, with members empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Till 2014, SPTMC membership was offered only to SIBM Pune students. This year, membership has been opened to the entire Symbiosis family.

SPTMC's 50<sup>th</sup> meeting was conducted in December 2014. After this landmark, it was time for something bigger. As such, the first-ever Area Level Meet was organised on December 21<sup>st</sup> 2014, at SIBM Pune, to finish the calendar year 2014 on a high. Five other Clubs were a part of this Meet, including Emerson, Syntel, Infosys, Synopsys, and Genesis along with, of course, the SIBM Pune Toastmasters club. The Area Level Governor, Deepti, led this session.

SA Reshmi (Emerson) inaugurated the meeting, and MOC Nisha Shankar (SIBM Pune) introduced the theme (Sunday Chronicles).

The first speaker of the day was Saira Sam (SIBM Pune), on the topic Christmas Gift. Sumedha Joshi (Emerson), Raghuveer (Syntel), and Dhurjoti (Infosys) also spoke. The final speaker of the day was Vasu Gandhi (SIBM Pune), who gave his CC10. He became the first speaker from SIBM Pune to achieve this Toastmasters' landmark.



The second half after the break was conducted by table-topic master Namita from Infosys. The theme of the day was "What Sunday means to you". On a sunny Sunday morning, which theme could have been better than that? All the guests showed immense interest, volunteering to make an impromptu speech.

The best speaker, best evaluator and best table topic speaker were evaluated from among the six clubs present at the event. The best table topic speaker was none other than Rahul Kumar from SIBM Pune (MBA | Marketing).

The Club looks forward to achieving new and greater heights in the coming years.





# Stately Matters

*The Senate 2015, and The Senate Challenge 2015 – two intense panel discussions and one challenging competition!*

**S**ymbiosis Institute of Business Management Pune (SIBM Pune) organised 'The Senate 2015', its flagship management conclave, on January 31<sup>st</sup> 2015.

The Senate is held with the intention of hosting various thought leaders and pioneers from the industry in a conclave to better expose students to the latest trends in the industry as well as to glean management insights from Corporate India's best and brightest.

Previous editions of Senate have been a roaring success with each edition addressing various management trends with eminent personalities from the world of business coming together to engage with students on these

key areas.

This edition of The Senate, with Lakshmi Vilas Bank as the title sponsor, also had eminent corporate doyens from across fields converging in two panel discussions spread throughout the day.



The first panel discussion was an engaging session with the theme of 'Breaking into the Fortune 50.' The panel was composed of senior management from some of the biggest companies in India and the World. The panel was moderated by Mr. Devendra Chawla – Group President, Food & FMCG – Future Group, also a distinguished alumnus of SIBM Pune, who set the tone by asking the panelists to comment on what are those crucial elements that make an organisation capable of making it into the list.

Mr. Kishore Jayaraman – President, India &



South Asia – Rolls Royce spoke on how innovation is the key to making it big and more importantly, to staying there. "Invention has already happened; Innovation still has to," he said.

Mr. Krish Iyer – President & CEO – Walmart India also mentioned the importance of engaging your customers and ensuring that they are served to the extent possible.

Mr. Pankaj Vaish – Independent Board Member – Lakshmi Vilas Bank talked about how it need not be "the big ticket innovations, but the small incremental innovations" that really ensure that an organisation stays ahead of its times. Dr. Atul Bhatia – Director, Global Chocolate R&D and Emerging Market Platforms – Mondelez International also added that R&D has to be top priority for an exemplary organisation, along with focusing on delivering to consumers' expectations.

This was followed by a second panel discussion cen-



tered on the theme of 'CSR: Purpose to Profit'. The panel was attended by professionals with decades of experience, especially in the field of CSR. The moderator was Mr. Jitendra Paturkar – General Manager, Human Resource – Cummins Inc., also an alumnus of SIBM Pune, who initiated the panel his thoughts on how "The 3 Ps for an organisation are now Profit, People and Planet." Mr. K. Thiagarajan – COO Agastya International Foundation also spoke about how organisations have shifted from viewing CSR as an auxiliary

function to a central one. Mr. Gopinath Sarbada – Group General Manager & Regional Head, Mumbai – ONGC spoke at length about how CSR has a central role even in the PSU space and also about how they have gone about ensuring effectiveness in the CSR activities.

Mr. Mukul Varshney – Director, Corporate Affairs – John Deere India stated that only companies which undertake effective and relevant CSR activities can survive and thrive in today's world. Mr. Shalabh Sahai – Co-Founder & Director – iVolunteer spoke of how organisations are now coming forward to take up projects themselves so as to create a community about their brands.

Both panel discussions were followed by Q&A sessions, with the audience picking the minds of the panelists.

The Senate 2015 was appreciated by students and panelists alike, as they enjoyed the experience of being able to interact in such a setting.

### The Senate Challenge 2015

In connection with The Senate 2015, the second edition of the Senate Challenge was conducted. This is a nationwide case study challenge open to MBA students.

This year the challenge was based on the aviation industry, and concerned a fictional airline company starting up operations in India utilising low cost marketing and innovative channels to drive business.

The winners of The Senate Challenge 2015 were Team Symfins from SIBM Bengaluru who walked away with the title as well as Rs. 50,000 in cash while Team Point Blank from MICA were runners up winning Rs. 20,000 cash.

# Prerna 4.0 & Umang

**P**rerana is the flagship social event of the Students' Council at SIBM Pune. It is an initiative aimed at spreading knowledge and smiles among children. Launched in 2011, Prerna has always received an excellent response from all our students. The objective is not only to teach, but to instill in young children a passion to study, learn and equip themselves with knowledge so that they can go a long way in raising the social status of their families.

The earlier editions of Prerna had the students from SIBM Pune visiting the Z.P. School of Nande village to teach English, Mathematics and Hindi to the students of classes 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>. Prerna 4.0, unlike the earlier editions, focuses on improving soft skills among children. In order to give back to the staff, which dedicates its time and effort in making the campus a better place, the team planned to bring the sons and

daughters of the housekeeping staff of the hilltop campus to the college and conduct various workshops for them on a weekly basis. The students strive to provide a fun and positive learning environ-

ment for these children once a week for a period of

6 weeks, involving them in a variety of sessions, games and activities.

This set of activities is facilitated by a set of enterprising mentors from the batch who offer their skills in a gamut of areas, from conducting storytelling sessions to or-



ganising craft workshops, to name a few. A day of such interactions instills valuable skills like empathy, compassion and understanding. It also provides an eye-opening, fulfilling experience to the students of SIBM Pune.

Prerna 4.0 was inaugurated on November 23<sup>rd</sup>, 2014 by Dr. Raman, Director, SIBM Pune and alumni of SIBM Pune. Each of the sessions saw around 30 kids between the ages of 8-12 years come to the campus. A set of 12 trainers were chosen from the batch who acted as facilitators for the session. The team was

successful in achieving the goal of imparting amongst children an understanding of the dynamics of working in a group, the need to communicate constructively and effectively with peer groups and the role of leadership and how it emerges. The sessions were planned with various themes in mind and were appropriately titled; for example, the theme for the first session was Team work, and it was called "*Ekta me Shakti Hai*".

The last session it saw Mr. Pradeep Lokhande, a Rural Relations stalwart, interacting with the children.

## Spreading the Christmas Cheer

This Christmas season, the students of SIBM Pune planned a visit to Sparsh Balgram, a shelter and rehabilitation centre for HIV/AIDS infected children. There are seventeen children at this shelter, ranging from 6 to 20 years old, who were asked to send a wish list... what would they want for Christmas?

The money for these gifts was sourced from the students of SIBM Pune. Armed with the generous donations of both batches, a group of around 15 students was selected from the

batch to visit Sparsh Balgram. The visit was successful and the children were delighted to see their gifts. The student contingent spent the entire day with the children, whose joy and exuberance was overflowing.

The students left the centre late in the evening with a smile on their faces... and a smile on the faces of the children, too!



# Bharat Resurgent

*Pride, Passion, and Panache... the biannual interaction with entrepreneurs returns*

The latest edition of the biannual event, Pride & Passion, focused on the Rural Entrepreneur – the heroes of Rural India and the leaders of India's future. They have defied norms, challenged taboos and broken down shackles to introduce products and business plans that have helped India's rural segment get on



their feet and tread a path of their own. Few have understood the rural customer and his needs like they have.

The speakers for this edition of Pride & Passion were Mr. Bryan Lee, Founder, KrishiStar and Mr. Sombodhi Ghosh, Co-Founder, Aakar Innovations. The speakers took the students through their entrepreneurial journeys, the challenges that they faced

and the drive to succeed that allowed them to overcome these challenges. The speakers also focused on the changing perceptions and emerging trends and challenges in the current global scenario.

Mr. Bryan Lee spoke about the challenges he faced as a rural entrepreneur, especially being a foreigner, with stories from his own experience, which was a captivating session and provided a lot of food for thought on the hard truths associated with entrepreneurship. Mr. Sombodhi Ghosh talked about his unique entrepreneurial journey and how he had to defy hard-set societal norms and break taboos to achieve his dream.



The talks provided deep and valuable insight to the budding entrepreneurs and led to inspired, motivated and well-thought out questions during the interactive sessions which are indicative of the effectiveness of these talks towards encouraging the latent entrepreneurial thinking of the students.





**"This 'Kalamkari' piece is drawn on 'mulberry silk' and is a regional art of Andhra Pradesh.**

Usually there are two distinctive styles of Kalamkari art in India viz., 'Srikalahasti' and 'Machilipatnam'. The Srikalahasti is drawn with 'kalam' (pen) and usually is a free hand drawing. The aside piece is of type Srikalahasti. This painting took 13 hours for its completion and the toughest part while drawing was to leave the white spaces in between, since the fabric paints usually tend to merge faster on silk cloths.



## Data Management and Analysis: A Game-Changer in Marketing Decision-Making?

*How is technology revolutionising the market and how are IT and Data Analytics empowering marketing managers of the future?*

**T**he common consumer is the likely witness to a paradigm shift in technology. Consumer data is shaping the way organisations position their products. It is no surprise that data mining and data analysis are key components in judging consumer tastes and preferences.

### DATA COLLECTION

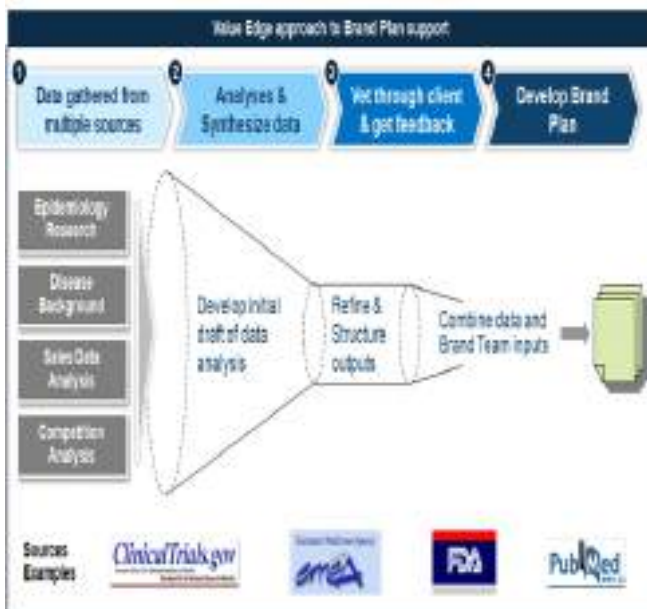
With everyone from wireless carriers to smartphone applications tracking user behavior, wireless hand-held devices are proving to be a treasure chest of customer information and data. Organisations are constantly looking out for new and innovative ways to link data such as location to identify users and track behavior. Information collected with the consent of the consumers can help the marketers to devise their personalised marketing activities, but data collected without the consent of the customers can prove to be a tool of fatal destruction in incompetent hands. Combined with other demographic factors like one's age or gender or sala-

ry range, marketers and business analysts are using customer's data to make decisions about how to advertise.

For example, when one signs up for Verizon service, one agrees to let the company use his geographical location, and web-browsing information for its Precision Insights Program. Verizon segregates the data into categories after removing any personal information and then places the data for their customers to use. The company offers these reports to marketers, thereby allowing them to see what Verizon subscribers are doing on their mobile devices, also linking this data to other customer demographics like gender, age, and other factors

## PERSONALISATION OF THE DATA

In the world of Internet of Things (IOT), devices are becoming more instrumented and interconnected. Marketing professionals are now exploring the latest trends in data-driven marketing, including simplification of the complex world of Big Data, the best practices for consumer targeting and positioning, and fine-tuning the segmentation. Marketers can use the information to predict future purchases (demand forecasting) or identify the current phase of the product buying cycle. As we are moving from awareness and engagement towards much higher value exchanges, marketing campaigns have become focused on data capture and data analytics. Data at the hands of the marketers is proving to be a huge leveraging factor in the times of digital and disruptive innovation.



Two modern tools used today in marketing:

Customer Relationship Management Systems (CRMs) use technology to organize and automate

business and help the firm identify potential clients and generate leads through clicks, responses, and deals. Social Media Marketing aids through peer recommendations, builds brand personality, and creates a buzz around a product driven by word-of-mouth via sites like Facebook, Twitter, LinkedIn etc.

## CONCLUSION

Some technologies in the recent past have truly enhanced the way businesses and consumers connect. They have helped to bridge the information gap between consumer demand and producer supply and have helped to enhance the pull strategy prevalent nowadays.

Every day, new data analysis and data mining devices and applications are being developed to gather, analyse, segment and deploy the information pertaining to consumer tastes and choices. The marketing war is truly on – organizations must start adapting towards the digital revolution in order to stay relevant and viable.



**Saptarshi Sarkar**

**MBA I Operations**



## Balancing the Thin Line between Work and Life

*Is Work-Life Balance at best an elusive ideal and at worst a complete myth?*

**W**hen work and family responsibilities collide, and young professionals give importance to their personal life along with work, the issue which arises is Work-Life Balance. Deciding when, where, and how to be accessible for work is an ongoing challenge, particularly for executives with families.

Many of the corporate houses are now acknowledging the importance of having a work culture which supports a balance between work and personal life. Today's young leaders realise that prospering in the ranks means combining work and family.

Various arenas, like support mechanisms at work and home, handling technology, defining what success means, and collaborating with family, come into play.

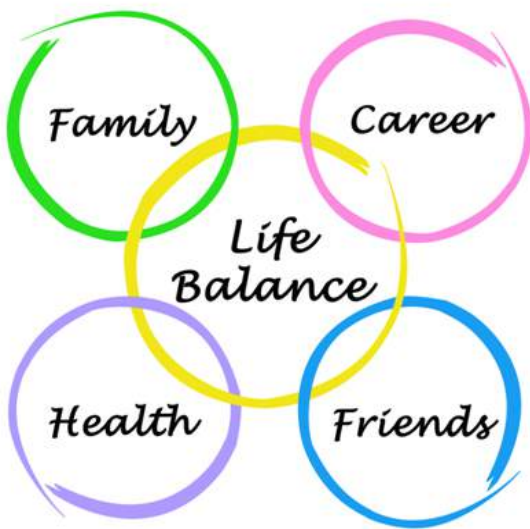
A family in which both the parents are working would require a **caretaker** for children, elderly parents, and for chores... so that the adults can be there for the most important things once they reach home.

**Emotional support** is also very important. Executives often also turn to their personal networks for a new perspective on a difficult problem. This in some sense can be attributed to Maslow's social needs. This gives working executives a sense of security and makes them comfortable at work and at home.

E-mails, text messages and other modes of communication plays a vital role in facilitating Work-Life Balance, as well as infringing on it. Considering when, where, and how to be available for job is a challenge, especially for executives with families. For example, many executives might have to answer a mail from their boss when they are at home, due to which they may not be able to give undivided attention or care to their family. Deciding when to use technology is a decision

have to make. This is something which will vary from person to person. For some people, success only means making a difference at work, financial success etc. For such people, having family life might not be the first priority. This is a deliberate choice.

For others, relationships are more important. Such people give importance to social relationships along with professional career. They tend to define success as a life which is balanced, which includes career growth along with a healthy family and social life. Most young professionals fall in this category.



Many corporate houses are realising this, and are reframing or restructuring their HR policies, especially organisational culture, along these lines. In today's world, Gen Y employees have plenty of career options and so to retain the best talent in any organisation, it is very important to consider these aspects. Retention of talented employees gives organisations the competitive advantage.

**Google** is famous for its offices offering complimentary snacks, company shuttle services etc. The search giant showcases these attractive benefits as an employer-branding technique, in order to attract and retain the best talent. **Motorola** cites work-life balance as an important priority on its careers hub... and backs this up with various strategies and policies.

Studies shows that improvements in people management policies, like work time and job location flexibility, and development of supportive and caring managers, results in higher Work-Life Balance. Work-Life Balance programmes are proven to have a higher impact on employees in the areas of recruitment, retention, employee commitment and satisfaction, absenteeism, and employee productivity. In turn, a company which gives importance to this aspect recognizes that employee welfare impacts the bottom-line of the business. Along with this, measures are required to ensure that programmes have the desired effect on employees and employer alike. Such measures can be internal communication, organisational culture, HR policies etc.



**Ciyon John**

**MBA | HR**



# Forbidden lands and the Indian Budget

Taken from Professor Manasi Phadke's blog, which can be found at [manasiecon.wordpress.com](http://manasiecon.wordpress.com)

## *Land grabbing, urgency, and legitimate acquisition*

### Chronology:

LAA 1894: Benchmark Act used to acquire land for "public purposes". The phrase "public purpose" stood undefined.

SEZ Act 2005: Allowed SEZs to be set up by the Government or by the private sector or through PPPs. Government started acquiring land using the LAA for SEZs claiming that it's a "public purpose". Farmers lobby upset. No act for rehab and resettlement. No provisions for returning the land if the SEZ does not materialize.

LARR 2013: LAA changed to Land Acquisition, Rehabilitation and Resettlement (LARR). LARR brings in amendments that require consent of 80% of the land owners, if the acquisition is done by a private party and 70%, if the acquisition is by PPP. Also mandates Social Impact Assessment (SIA) before the land acquisition is done.

Land Ordinance 2014: Dilutes the SIA compliance for projects such as industrial corridors, rural infrastructure, affordable housing and "infrastructure and social infrastructure" projects. This last category includes sectors ranging from urban public transport to hospitals. Also, provides

exemption to the consent clause for the Section 10A projects, as listed above.

Armed with that chronology — the main arguments.

Firstly, did the UPA II do a good thing by revising the LAA? Undeniably yes, the leftists and the not-for-profit organizations and farmers associations would argue. After all, giving no thought to SIA is tantamount to legal land grab, ain't it? Further, there are impressive statistics to support the LARR. It seems that the amendment was discussed for something like 12 hours by more than 60 MPs in the Parliament over 7 long years before the changes were made. The LARR was only passed after amendments as suggested by Mr. Jaitley himself were made. So it does look like a very good deal on paper.

But, the LARR was undeniably bad, would argue the trickle down experts. Force SIA on projects, and you have the project time and hence, costs, sky-rocketing.

One estimate for power plants is that forcing SIA and Rehab and Resettlement (R&R) would increase only the social cost of a 1000 MW powerplant from Rs. 150 crores to Rs. 450 crore, rendering it completely unviable. And we are thinking of creating around 50,000 MW in the next 5 years. As the projects get delayed, growth suffers in its wake, harming not only the prospects of the developers, but more importantly harming the multiplier story and the poor much more sharply.

Intellectual India was yet to come to a conclusion to this economic conundrum, in which you don't carry out SIA and the poor suffer, so you carry it out and they suffer some more, when Election India happened. Largely out of angst, frustration and in a mood to kick out lethargy, the Modi Sarkar happened to us. Now, fast action is the hallmark of all Modi moves. So, in December 2014, an ordinance was passed that made further changes to the UPA version of the acquisition provisions. The Ordinance dilutes the acquisition and SIA provisions significantly, due to which it is seen to be an "industry friendly" move. However, is it?

This reminds me of the June 2014 event of Green lobby vs. Modi Sarkar. Again the issue was that under the 2006 notification issued under the Environment Protection Act, 1986, all construction projects from buildings to bridges, had to do a mandatory Environment Impact Assessment. This was seen to be anti-industry and hence, the NDA Government passed an amendment in June last year, which would make this assessment only mandatory for bigger construction projects, with built up areas of more than 20,000 sq.m.

I remember feeling distinctly uncomfortable when that had happened, just as I became extremely restless when the land ordinance was passed. I went back rather strongly (and I hope Mr. Modi, wrongly) to the infamous

argument made by WB Vice President Larry Summers "The costs of pollution are likely to be non-linear as the initial increments of pollution probably have a very low cost." I also mentally visited John Kenneth Galbraith's argument that short run growth brings about "private opulence and public squalor", that brings about systematic imbalances into the society in the long run. Also, did a quick trip to the World Commission on Environment and Development (WCED) which had spoken about "de-emphasizing" growth as one of the core philosophies of "development." And of course, I would have to visit Dr. Amartya Sen, with his thoughts on expanding not growth, but rather choices and opportunities that ensure growth. Last, but not the least, I also gave a silent hug to Margaret Mitchell who made Scarlett O'Hara say



famously "I'll think about that tomorrow."

We may feel today that social or environmental impact assessments affect the ease of business. But what will happen if you have country wide protests once the companies start what media popularly calls a "land grab"? We may feel today that environmental assessments are a hindrance to industrialization. But what will happen if the pollution levels necessitate a drastic increase in taxation levels of the polluting firms in the future?

I am not saying that growth can be ignored. Nor am I saying that policy environment should not be bettered. I am just saying that, in a country like India, the policy need not always be "grow dirty and clean up later".

# Straight Out of the Park

*Symbiosis Premier League Season 7— back with a bang!*

**T**he Symbiosis Premier League, or SPL, has now completed its seventh year of operations and one of the mainstays of the SIBM Pune calendar. The tournament saw a face-off between eight teams; Bisons, Devils, Dragons, Eagles, Sharks, Stallions, Spartans, and Wolves.

Each innings is of ten overs; other than that, all rules mimic those of the IPL. The auctions for teams, captains and players are hard-fought at SIBM Pune!

After a hard-fought series of league matches, Eagles and Spartans reached the finals of the SPL. The

dominant Eagles, who did not lose a single match, emerged triumphant at the grand finale of the two-week-long tournament.

Suraj Nair (MBA I Marketing), a member of the same team, won the Man of the Tournament and Best Batsman of the Tournament awards.

On the same day, a match was held between the girls of MBA I and MBA II. The high-scoring game saw the junior batch put up a total of 70 in 10 overs, which was chased down by the seniors in the final over.

Through the tournament, students participated enthusiastically in a Fantasy League, Super Selector. Applying their knowledge of the game, their batchmates and (in some cases!) advanced statistics, students selected their Dream Teams, updating them religiously every night before the next match.





# The Mime Called Time

*The leaves fall and wither  
Pages turn monotonously  
The calendar falls off the wall  
I am the witness, stranger*

*There are no random bursts  
There is only consistent loss  
The eyes become stones  
I have felt it, stranger*

*The skin peels off slowly  
Virility is a dying flame  
The mind is a rusted nail  
I mourn you, stranger*

*Grey is your house now  
The paint is thus extinct  
The creepers are free  
I reside there, stranger*

*A calm fire is burning  
Smoke hiding the tear  
Devouring that armchair  
I know of it, stranger*

*Memories without colour  
And an indefinite abyss  
Inevitable and unacceptable  
Not your fault, stranger*

*Incessant hands of the clock  
The wind pays no heed  
Blowing away the dust  
You understand, stranger*

*Light up your eyes  
The wheels stop therefore  
Sunlight in the room  
You may smile, stranger*

*Every drop of time  
Precious bead in a necklace  
Silent message is conveyed  
I am a mime, stranger.*



**Samantak Bhadra**  
MBA | Marketing

# The beginning

*As we come to the end of our first year of Vritaanta, we look back at the competition that started it all... and the student who gave the magazine its identity*

Immediately after joining SIBM Pune in June, iSMaRT (Information Systems and Media Relations Team) rolled its first competition of the academic year, "Inception". The motive was to name SIBM's new Monthly Newsletter.

The sole purpose of the newsletter was clear— being a bridge between us and the world. Keeping this in mind, I wanted it to be succinct, crisp and impactful.

As the newsletter would be a record of events on campus, I thought of a simple title that captured its essence: "A Memoir". But this was too generic.

I realised that Hindi and Sanskrit are languages enriched with powerful words. After digging into Sanskrit and Hindi online dictionaries, I landed upon "VRITAANTA".

"Vritaanta", the single, simple, powerful word meaning "Memoir" in Hindi, in itself eloquently speaks that this newsletter will be a record of events... enlightening the readers of all happenings at SIBM Pune.



**Prateek Kakkar**  
MBA | Marketing



# Transcend 2015

*Silver Jubilee of SIBM Pune's flagship Cultural and Management Fest*

Twenty-five years ago, an event was launched by the young innovative minds of Symbiosis Institute of Business Management, Pune. It was an instant success and since then Transcend has been synonymous with creativity and enthusiasm.

This year, to celebrate the Silver Jubilee, the Co-Curricular team of the Students' Council arranged 25 exciting events. A number of buzz events were organised as a part of the extravaganza, including Bonfire Night, a Counterstrike competition, Slow Cycling Race, Rock Show, Minute to Win It, and Love and Poison Day. Irrespective of the college the students belonged to, they took part in the events with enthusiasm and zest.

This year's theme was Shifting The Paradigm. The theme was in accordance with the changing political, technological and economic sce-

nario of our country and the world. The management and cultural events were also framed in sync with the theme.

Hand creatives were beautifully designed and placed in every nook and corner of the campus.

The participants were warmly welcomed and



well taken care of. The judges, artists, guests and participants greatly appreciated the excellent logistics arrangements.

Starting on January 22nd morning, the management events were the piece de resistance of Transcend 2015, with participants coming in from the top B-Schools of India. The highlight of the day was the Stunt Show which was performed in the evening. A series of heart throbbing dance performances set fire to the stage set up on the convocation ground, as students from colleges across the country participated in the various cultural events.

The three-day extravaganza had a number of management events like Marketshastra, Opstrat, cHRySalis, Brandathlon, PRoelio, For the Greater Greed, Strategia, and many more.

Last Man Standing, Transcend's annual flagship event, which carries a prize money of 2.25 lakhs tested the participants as manager, negotiator, speculator, achiever, authoritarian and democrat – judged through a series of multi-faceted tasks. The final round of Last Man Standing was hosted by Col. Sunil Brijkrishan.

Transcend was filled with entertainment, laughter, music and dance. There were a number of cultural events conducted, including Rampage, Mr. and Ms. Transcend, Livewire, Cinematrix, and Nukkad Natak. DJ Clement, DJ Ajit Pai, DJ Stash and DJ Vaggy, Hourglass Inversion, Kanan Gill performed as a part of Transcend. The Auditorium filled with laughter as soon as Kanan Gill stepped on the stage and gave one of his best stand up performances.



The Co-Curricular Team of the Students' Council, in collaboration with the entire student body, worked relentlessly – leveraging their expertise and dominance in Managerial Excellence to host an experience that instilled a sense of pride, honour and left the students a memory which would last for decades.

"We'd just like to thank all the Event Managers and Event Associates for their invaluable contribution to the Cause that is Transcend!" said Divya Singh (MBA I Marketing), member of the Co-Curricular Team. "We'd also like to thank all our enthusiastic participants – who helped in creating an environment that enabled free flow of their best experiences."

With each year, the Transcend experience becomes bigger and better. Come early 2016, Transcend will once again be back with a bang... supported, as always, by the students of SIBM Pune!



# Gravitas 2015

*The inaugural edition of SIBM Pune's sporting festival*

A Whistle! A Tackle! A Serve! A Smash!

An Injury! An Offside! A Free Throw! A Slash into the Pool!

These are things no one ever witnessed any of the past twenty-four times Transcend rolled around. But change, as they say, is inevitable... and progress simply for the sake of progress is not something we encourage!

This year, for the first time ever at SIBM Pune, and in conjunction with Transcend, the Sports Management Team of the Students' Council presented the Institute's Inter B-School Sports Festival – Gravitas 2015.

A campus renowned for its excellent facilities, Gravitas gave SIBM Pune the opportunity to show-



case itself in front of A-List B-schools over a span of three days. The chills of January notwithstanding, these colleges participated in large numbers, eager to display their sporting prowess and have their names etched in the folklore of SIBM as the first champions of their respective sporting competitions.

Gravitas 2015 hosted physically gruelling competitions such as Football and Basketball, mental challenges such as Chess, Reflex tests



in Badminton, and agility checks from Swimming.

Also introducing, for the first time at a B-School fest in recent times, a new addition to traditional sports: the Skill Challenge. A generation of youngsters have grown up seeing Ronaldinho dazzle people with magical footwork and Bryant



mesmerise the crowd with amazing crossovers. Slam Dunk competitions in All-Star weekends and Crossbar challenges in fan-boy videos have become constants on the internet for inspiration-mongering video-hunters.

With the Skill Challenge, Gravitas offered the opportunity to display a truly unique skill set, with

challenges ranging from a 3-pointer competition in basketball to cross-bar challenges in football.

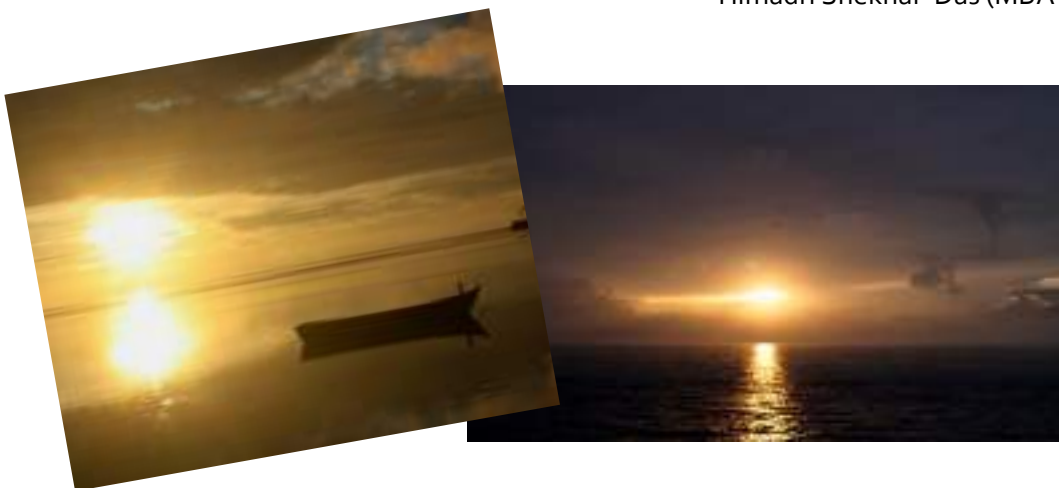
With its wide range of challenges and contests, Gravitas 2015 asked one simple question of every participant... Do you have it in you to be the best?

This year, SIBM Pune took Transcend and its sports management to a new level on January 22, 23, 24. Closely followed by the Symbiosis Premier League, the last sporting bout of the year, this new and exciting addition to SIBM Pune's family of events made a magnificently successful introduction to a legacy that will sustain for years to come.

As Transcend 2015 celebrated the 25th year of its existence, Gravitas was proudly at its first.

## Beauty of Colours; A Lakshadwip evening

—Himadri Shekhar Das (MBA | HR)





## Food for Thought

# The Turning Worm

Every quarter, we give you an idea. Something to chew on; to digest; and sometimes, to spit right out! This quarter, check out student responses to **Don't risk being the early worm!** We share two opinions this issue, from Samantak Bhadra (MBA I Marketing)



I'll be honest, I'm the last person who would ever disagree with this topic. In fact, I might agree so vehemently it hurts the feelings of good, hard-working early birds everywhere.

But let's be serious. What's wrong with being early? Why is it a risk to the early worm? Yes, yes, the early bird eats you. But that's because you're a worm, not because you're early. That bird could just as easily have grabbed a worm heading home after a long night on the town. Have early birds ever interviewed their breakfasts and conclusively proven that the worms consumed were in fact early and not very, very late? I don't have access to primary data, if so.

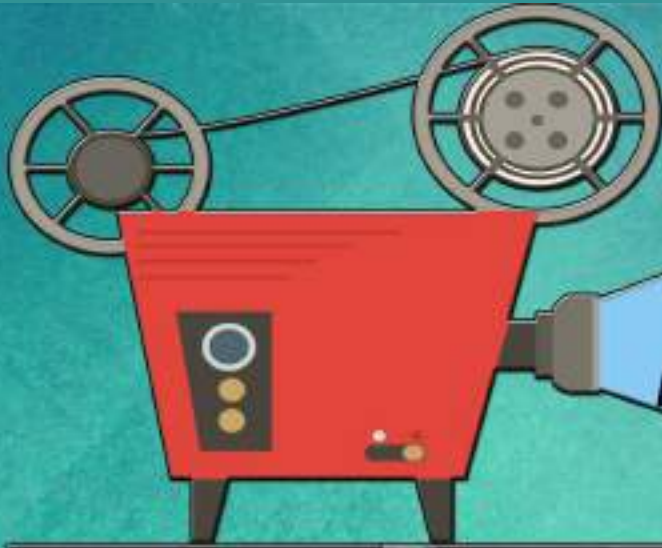
Imagine refusing to be early. The seats in the back bench are taken. The movies are full. The good groups for assignments are already formed. Which worm has these troubles to contend with? Which worm has to manage a full course load, council work and preparing for an internship... all at the same time? To sum up, conclude, and take my leave, never emulate a worm. Let worms be worms and you be yourself, 100% and without restraint. Life moves on, and accurate timekeeping will neither make you nor break you. Be early or late. But please, oh please, never be a worm.

Priya K, MBA I Marketing

The early bird is literally obsessed about the early worm. While it makes sense for the bird to be 'early' or, in other words, be the first mover in order to effectively beat competition, what the bird does not take into consideration is the fact that moving early is a double-edged sword. The predatory and opportunistic bird can quite easily become the hunted, the victim and the worm. Even without knowing it, the early bird can transform into the hapless early worm which realises its folly only after it is in the grip of the bird's claws. Therefore, the word 'early' should be busy idling away in a tea party while rationality takes centre stage and assesses the environment. After assessing the situation, courage needs to step into the game with all guns blazing. If the situation signs of a gap in the market, which is as big as the gaping depths of the Grand Canyon or as small but important as the eye of the needle, the word 'early' should throw aside its teapots and jump into action. However, if the situation is such that people and competitors are not venturing forth since danger looms ahead, jumping into the pool would only scald the unsuspecting and myopic worm.

Samantak Bhadra, MBA I Marketing





# The Moments Gone By



## SENIOR TEAM

*"The Jolly Good Fellas"*

Arnab Bassi  
Arjun Chadha  
Karan Jakhar  
Nitin Chinta  
Paras Kumar  
Vinod Nagappan

## JUNIOR TEAM

Aman Bhardwaj  
Amartojit Basu  
Chhavi Chauhan  
Daksh Sahni  
Jayati Narula  
Karan Sood  
Priya K



# ritanta

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