Recognizing Unsung Women Achievers

Mr Rajeev Dubey, Group President, Mahindra & Mahindra at IILM 23rd Convocation

Celebrating Prof Jagdish Sheth's 80th Birthday
Editorial

In India only 25 percent of the labour force is female and more than 70 percent of the potential GDP opportunity can come from increasing women's participation in the labour force by 10 percentage points. IILM, in a path breaking initiative, recognized and showcased the achievements of those women entrepreneurs from different states, cultures, and socio-economic strata who have succeeded against all odds. From 50 women identified from rural areas who became entrepreneurs despite adverse circumstances, IILM recognised seven women of indomitable spirit of enterprise who were able to scale up their business to newer heights and work beyond themselves to create social impact. IILM realised the importance of recognising women at the grass root level who remain a neglected group as opposed to urban women.

The Principles for Responsible Management Education (PRME) is a United Nations - supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow. IILM’s 6th PRME International Conferences with the theme “Reimagining Sustainable Futures: The SDG Framework”, was held in January 2019. The Sustainable Development Goals (SDGs), a collection of 17 global goals set by the United Nations General Assembly in 2015, were the cornerstone on which this conference had been envisaged. The 6 PRME Conferences hosted by IILM have set key milestones in the journey of IILM along this vitally important path.

There is a new geopolitical order in the world and India has become important to the world - diplomatically, economically and definitely militarily. India needs to leverage this as it has all the key ingredients for success and all it needs to do is search for the right recipe. This is the decade of India’s destination and the rise of India is inevitable. Techno Nationalism and Economic Patriotism is what India needs as these are the two factors that are strong in all the countries that have flourished worldwide. IILM is in step with the progress of India and believes in contributing by creating responsible managers through education.

This issue of The EDGE gives an insight into the various activities hosted and organized by IILM in support of its vision of educating and developing innovative, entrepreneurial and responsible business leaders.

Atima Mankotia
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Entrepreneurship Against All Odds - Recognising Unsung Women Achievers

In a path breaking initiative by IILM to recognise and showcase the achievements of women entrepreneurs from different states, cultures, and socio-economic strata who have succeeded against all odds, 50 women were identified from rural areas who became entrepreneurs despite adverse circumstances. IILM recognised seven of these women of indomitable spirit of enterprise who were able to scale up their business to newer heights and work beyond themselves to create social impact.

The objective of showcasing the achievements is twofold - the first is that these women would act as an inspiration and role models for others and the second is to provide a platform for these women achievers to help build their business through various avenues like CSR activities and funds of big corporations which can help these women to scale up and support their business for bigger social impact. All these activities will achieve number of Sustainable Development Goals such as gender equality, decent work and economic growth, no poverty, reduced inequalities, responsible consumption and production and partnership for the goals.

The event began by welcoming the women entrepreneurs who had travelled from their homes, some from the outskirts of Delhi and some from other cities and taken time out from their family and work obligations at the request of the Chairperson of IILM, Mrs Malvika Rai. The women were introduced one by one and their achievements were shared with the audience who inspired by their stories, applauded for each one of them. Mrs Malvika Rai and Mr Dilip Chenoy, Secretary General FICCI, honoured the ladies. Mr Dilip Chenoy was the Managing Director & CEO of National Skill Development Corporation (NSDC), a public-private partnership formed under Section 25 of the Companies Act 1956, from 2010 to 2015.
and he spearheaded NSDC for 5 years which aims to skill 150 million Indians by 2022 and hence contributed in harnessing India’s demographic dividend. Prior to NSDC, he was associated with Confederation of Indian Industry (CII) for 19 years and served as the Regional Director for Southern region. In 2004, he joined Society of Indian Automobile Manufacturers (SIAM) as Director General. Mr Chenoy was highly appreciative of IILM’s initiative and spoke about how India needs to improve women participation in the industry and workforce. He said about the awarded women entrepreneurs, “These women are like fireflies that can light up the sky when they all work together and they can do it in a sustainable manner.”

Mr Anurag Batra, Chairman and Editor-in-Chief of Business World, is a first generation entrepreneur and he acquired the iconic business media and magazine brand BW Businessworld, a 35 year strong media brand which is one of the most respected business publication in the country. Since taking over BW Businessworld Mr Batra has expanded BW Businessworld into digital, events and BW communities and is building the Businessworld business aggressively. He strongly believes in promoting women entrepreneurs as only 25 percent of India’s labour force is female and more than 70 percent of the potential GDP opportunity comes from increasing women’s participation in the labour force by 10 percentage points. He said, “We tend to mostly recognise urban women and this initiative to recognise women at the grass root level is really good.”

Among other eminent guests at the event were Sunil Marwah, CEO, Food Industry Capacity Building & Skill Initiative. Mr Marwah is an experienced Sales & Marketing professional with a demonstrated history of working in multiple industries (Veterinary, Agrochemicals, Education and Cement). Skilled in Sales, Strategic Planning, B2B and Channel driven in Rural areas and sales in India and abroad, he is a strong business development professional.

Mr Marwah reiterated the importance of encouraging women entrepreneurs from the heartland and applauded IILM’s effort in ensuring that they receive financial support to be able to expand their businesses.

Another important guest at this event was Mr Krishan Dhawan, CEO Shakti Sustainable Energy Foundation, has a diversified leadership experience across industry, sector and geography, and he believes in sustainability, climate and clean energy.
energy policy and advocacy.
He dwelled on the importance of such positive initiatives by organizations towards being socially responsible and talked about how such efforts by IILM have led the way for other organizations to take up similar initiatives.
Dr Bhaskar Chatterjee, who is widely acclaimed as the Father of CSR in our country and was instrumental in framing and issuing the CSR guidelines for Public Sector Enterprises said that he was truly privileged to meet the women entrepreneurs who had struggled despite all odds and achieved success in the most difficult situations. He said that they were the most important guests at the 6th PRME Conference hosted by IILM.

The Seven Winners:
Chetna Mehrotra:
She is from Malihabad Uttar Pradesh and began her business in 2017 making pickles without oil and preservatives. Appropriately called Achaari, she began her venture in 2017 equipped with her mother’s recipes and her family’s support. She had learned pickle making from her mother and with time she developed so much interest in it that she began seeing it as an art form.
When she launched her product for the first time in Mahindra Sanatkada, she was surprised to find huge appreciation received for her product. Since then she has been putting up stalls at exhibitions to gain popularity. Now she has successfully made Achaari into a brand with 40 people working for her in pickle making. Her daughter helps her with marketing and her son with production. She is truly an inspiration for women who want to start their own enterprise and believes, “if you know your skills well, just trust yourself and go ahead with it. Build your team of as many people as possible and you are good to go.”

Marjeena:
This story began in the slums of Lucknow when Marjeena began her chikankari, embroidery and stitching work 14 years ago. Initially, the purpose of the business was her own economic need but with 70 women working under her whom she has trained to complete orders she gets from boutiques she believes in providing livelihood to needy women and making them economically independent. She provides them the cloth and thread and these women complete the work and give it back to her. She believes, “try to invest your
time in doing what you love, improve yourself with constant practice and hard work. Always give back something to society.”

Padmavati:
This is the story of Padmavati from Hissar, Haryana who now lives in Hyderabad. She has received education only till class 7 and was motivated to start curtain stitching business by a relative of hers. She began her business of stitching curtains and bedsheets in 2008 when she was looking for means of economic survival. Now she has 50 women working under her across Hyderabad and her business is registered under GST.

These women collect the material from her and stitch them according to instructions. As an entrepreneur her responsibilities are to ensure that her employees meet the deadline in completing the work. While she still faces many challenges, she continues working hard to ensure that her employees continue getting work and become economically independent.

She inspires future entrepreneurs by saying, “women are no less than men and each and every woman on earth should recognise their hidden talent, and generate income with the work they do.”
Simran Kaur:
She is a well-educated lady from Barabanki district of UP who entered the farming business 10 years ago with her father. Producing sugarcane, bananas, guavas and mangoes using organic manure, she also aims to produce fruit at lower cost by using solar power instead of electricity. She ventured into this business to boost the rights of farmers and provide employment to more women farmers. Before entering farming she learnt the process of farming and how to protect the farm from insects. A well-educated woman, she uses her education in promotion and protection of farmers and developing a strong base for earning. She advertises her product by conducting Kisan Unions and Kisan Goshtis. With 25 women farmers working for her currently she aims to provide more employment to women farmers and boost farmer rights. She believes that there is no substitute for hard work and it’s the youth who have to come forward to protect and safeguard the rights of the ignorant and needy section of the farming community. For motivating other women she says,”you should always be positive whatever the conditions are. Always look at the bright side of the story.”

Sushila, Sushma and Tara:
This is a story of three women Sushma, Tara and Sushila of Abhyapur, a remote village near Gurugram. Sushma, who moved to Abhaypur in 2007 when she got married, Tara, who has lived there since 1993 and Sushila, a seventh grade school drop-out collaborated to create a Doll Making business by overcoming several challenges. Initially, they began by supplying dolls to shopkeepers who provided them the raw materials such as cloth, beads, frills etc. but their hard work and skill was noticed by a non-profit organization Navjyoti India Foundation that helped them to scale up their business and expand their market to wider audiences and now they have clients in not just in India but also overseas in countries such as Australia. They faced several challenges in the business as frequency of orders is limited and scale of business is low. Also the reach of business is limited to a few clients and their business is offline. However, theirs is a success story of beginning from nothing and achieving success through their hard work and perseverance. These stories of grit, determination and innovation are inspirational for each one of us and IILM is committed to identifying and recognising such women entrepreneurs every year.

Atima Mankotia
Professor, HR & Communication
Special Lecture by Professor Jagdish Sheth on ‘India’s Decade of Destination: Why the Rise of India is Inevitable’

The IILM University and Birla Institute of Management Technology (BIMTECH), on the occasion of the 80th birth anniversary of Prof. Jagdish Sheth, organised a special lecture by the professor on ‘India’s Decade of Destination: Why the Rise of India is Inevitable’. The event was supported by Academy of Indian Marketing (AIM), Global Compact Network India (GCNI), NHRDN and MBA Universe held on 12th January at India International Center, New Delhi. The occasion was organized to facilitate Prof. Sheth for his lifelong contribution. A leading expert on consumer psychology and marketing with over 50 years of combined experience in teaching and research at the Universities of Southern California, Illinois, Columbia, MIT and Emory amongst others, Prof. Sheth has advised world leaders including Former President Bill Clinton and Prime Minister Modi when he was the Chief Minister of Gujarat, and has also been instrumental in setting up the first Indian Institute of Management (IIM) at Kolkata. The focus of Prof. Sheth’s lecture was the growing strategic position of India in the world with several recommendations on how to catapult India into repositioning itself and occupying a strategic place in the new world order.

Highlights of Prof. Jagdish Sheth’s Lecture: Mentoring and Nurturing Others

Professor Jagdish spoke about why he was so passionate about India. He narrated his own life history and said, “If you take a grain of wheat and make it into a loaf of bread, the value-add is only three times but if you take a rough diamond, a good diamond cutter with expertise will polish it and the value-add is about fifteen to twenty times.

If you take human beings and mentor, nurture and educate them, the value-add is infinite and I’m a living proof of it.” He spoke about his early life and spoke about how he was born in Burma and became a refugee when Japan rolled over Burma and when West took over Myanmar, his family came back to Kutch Gujarat. He spoke about his struggle in Gujarat and said, “We struggled for eight years because we had nothing. We survived on my mother’s jewelry. My two older sisters did work for others like embroidery work, making pickles and many people reached out to us to support our family. This country has blessed me and for me giving back is very important.” He narrated how from working in a kirana shop...
he became an academic and gives credit of his transformation to the nurturing he received in India and in the United States.

A harmonious economic, military and political system was created with a new world order with institutions like International Monetary Fund, World Bank and the United Nations. Prof. Sheth says, “Things have changed dramatically in the last five years. There was collapse of Communism that nobody expected and it created a huge change from the Cold War mindset to a Post-cold war era. Smartphones and Social Media resulted in countries like India and China to become the largest user markets for Smart Phones with WhatsApp becoming much bigger here than in America.” He explained that because of rapid aging of advanced nations a new trade agreement was put in place, i.e., WTO primarily because domestic markets were not growing and it was important to unleash the power of international trade which was shifting. He pointed out that terrorism became a global phenomenon rather than a local enterprise and new leaders emerged who are different from earlier leaders making a difference in very different styles. He says, “They all have one thing in common that they want to transform their nations from what they are to become the nations they need to be and there’s emergence of a new triad power - the United States, China and India mostly driven by the consumer markets.”

Changing World Order
Professor Sheth spoke about the old world order of 1987 when 75% of the GDP was controlled by 15 nations and a late entrant after World War-II, Japan which has become economically developed. He further explained how 45% of the world trade was within these nations and they traded among themselves and how countries like India, China and Africa did not matter. He pointed out that now all of these developed economies are aging rapidly where Japan’s population is declining, Germany is even between birth and death and USA depends on immigration.

Prof. Sheth explained in his lecture that while USA is very mature consumer market but the largest markets in the world for any product are now China and India. The fate of foreign multinationals especially USA, European, Japanese multinational organizations is aligned to the fate of these two nations. He spoke about how all these countries are becoming very strong in the area of defense and that India is investing in its defense and security, e.g., cyber security, homeland security which will drive the future economic relationships. He pointed out how in the old world order there were positive signs in relationships between Japan, Western Europe and North America but now there are negative signs between USA and China and now India and the USA relationship is becoming more positive. He says, “Today it looks like both (India and The USA) are moving in the same direction as if their journeys are tied together for the future and the question therefore is what will be the relationship between India and China because in any trilateral relationship your enemy is my friend or vice versa. This is very
strategic position for India and it is as important how it will manage this opportunity.”
Professor Jagdish said that in the new world order what was driving the world is changing too fast and everybody is worried about what’s going to happen in the future. China has definitely emerged as an economic superpower which on purchasing power parity has surpassed America. On GDP it will surpass The USA soon and it is not in control of America to decide the destiny of China. He says, “China is making its own destiny. Traditionally what was considered to be the old order does not exist anymore. Populism is everywhere and seems to be the common denomination in any order.” He
pointed out how the world is moving towards Asia both economically and militarily.

Rise of the New Middle Class
Professor Sheth spoke about the rise of the new middle class and how India is transforming from unbranded consumption to branded consumption. He said, “Families don’t want to buy unbranded products anymore. Huge amount of consumption is taking place and that’s great. In fact the real strength of India is its consumer markets which are transforming enormously as e-commerce companies like Flipkart have already shown.” He said that in India it is not just the metro cities but the third and fourth tier cities and small towns where the growth is happening.

Why India is destined to become strategic globally?
Professor Jagdish Sheth explained in his lecture that surprisingly both China and USA consider India to be strategic for their future and the two Superpowers believe India to be very important in their journey. He said, “India has all the ingredients and it is in search of a recipe. So what’s the recipe? The recipe is the vision of India.”

Positive Self Image
Prof. Sheth said that the vision of India is all about positioning for the future and that the vision is always inspirational. He said that India’s “can-do attitude” is what works at this point. He said, “India’s vision is that I will take charge of my future. From a defeatist attitude India has moved towards an attitude that is just the opposite. The self-confidence, sometimes I feel borders on arrogance but it is a step in the right direction.” He points out that the ingredient that India can be proud of is that is the biggest consumer market next to China and in some areas it will be bigger than China. He spoke about the explosion of Hyderabad as a city where 50,000 are employees of Ernst & Young alone, how it has the largest presence of Accenture in the country and how Oracle is building a major corporate headquarters in Hyderabad for 1.2 million. He said, “All of a sudden Hyderabad is becoming the giant IT capital of the world and not just of India. Companies like Google Microsoft have come because they are looking for gold and the gold is in India.”

Global Diaspora
Prof. Sheth spoke about Indian diaspora being another key ingredient in India’s rise. He said, “I think for the first time policymakers are saying that it’s a great ingredient and has never been used right.” He said that this global diaspora is everywhere and it is well respected and integrated rather than isolated. India’s deep diplomatic reach was another point discussed by Prof Sheth as part of global diaspora. He said that India has Embassies or outposts all over the world and diplomats are a great talent and a powerful force that we must leverage for the future of the nation.

Growing Soft Power
“India is a growing soft power. Yoga now has an International Day not just in India but across the world,” said Prof. Jagdish Sheth. He also pointed out that one of the fastest rising religions in the world is Buddhism which can be attributed to India.
Strong Military
The importance of Indian armed forces was explained by Prof. Sheth and he said that a strong military whether it’s the Army, Navy or Air Force is important especially when you engage in war games with friendly nations. This is an ingredient according to Prof. Jagdish Sheth that can be captured and packaged properly into a recipe. He pointed out that the repositioning of India is very simple. He said, “Our diplomacy has been mostly regional like SAARC or Asia. Now we need to think how to become part of global diplomacy. It’s very doable in my view it’s not at all impossible to do it and therefore it’s just a question of getting it done.”

Embrace Global Standards
Prof. Sheth said that his most important strategic recommendation for India is that the soft power of tomorrow is our brands and the products the country makes for the global markets. So we must create brands out of India which are highly respected and admired in product categories and not just in services where we are already well respected. He said, “Embrace global standards and global benchmarks for domestic products and services. I think our domestic standards come in the way. So if necessary, by law we must raise the bar to the higher level and become a global hub for professional talent. I find that ‘Make in India’ strategy works very well in manufacturing but it works better in services.”

Become a Second Global Sourcing Destination
Another recommendation by Prof. Sheth was that India should become a second global sourcing destination. He said, “The world definitely wants to de-risk China not for strategic weapons or very high-end products but because Chinese make ordinary products that the whole world depends upon. If China decides by a stroke of pen that they will simply not supply toys, there will be shortage of toys or if they decide not to supply paper towels, there will be a shortage worldwide, which can create riots in the street. This means that the world is looking for alternatives.” He explained that Vietnam is becoming an alternative and India too is becoming a major alternative. So India needs to become a second sourcing destination. He said that he was very much in favor of large foreign retailers coming to India because they provide access to market, especially for small and medium sized enterprises that have no capability to go global. He gave examples of Marks & Spencer and how they have many suppliers worldwide by putting quality assurance and how Sears, Roebuck and Co. did the same in America through the domestic company. He emphasized, “I see an advantage when companies like Walmart and Amazon want to show up here. I see a day when a Walmart, for example, will not only buy products made in India and sell it to America but also sell them in Mexico and Canada, and also in China for that matter. So ‘Made in India’ products bought by Chinese consumers is possible in less than three-four years.” He stated that we must encourage foreign direct investment in India for global markets, built it as a sourcing destination not just a consumption destination. He said, “I believe very strongly that we need to provide economic and social incentive to business enterprises both to private and to state enterprises for global presence.” He pointed out that while SBI is everywhere, LIC does not have a global presence despite the fact that it is one of the largest life insurance corporations in the world. He said, “If the global life insurance companies are coming here, we have to go to their part of the world. It’s a typical competitive analysis.”

Investing in Management Education
Another important point made by Prof. Jagdish Sheth was investing in management education for diplomats, military and state enterprises. He said, “They’re brilliant people! It is not easy to pass Indian Administrative Service, Foreign Service, Police Service or Military Service exams. They are rough diamonds who they are shaped by their own academies and their induction into activities as global diplomats is what is lacking. Today, Ambassadors are basically economic ambassadors, brand ambassadors and providing management skills to them is absolutely critical because they are part of an enterprise even though for it is for nonprofit.” He explained that in his view repositioning of the existing training colleges is imperative so they have lot more curriculum on management.

Deepen Diplomatic Relations
Prof. Seth recommended that India must deepen diplomatic relations with G7 nations because while non-aligned nations are important, G7 are also critical. He said, “Despite the tactical frictions, we need to rise above that so they think there is a strategic partnership which is not formal but informal. Prime Minister Modi is a great brand ambassador and we must leverage that properly by having more diplomatic relationships especially
with the seven powerful nations plus Russia. We should offer Indian retired diplomats for back-channel negotiations and conflict resolutions as there is a huge very experienced talent that we can leverage."

Final Note
Prof. Sheth concluded the lecture by reiterating his earlier points about a new geopolitical order in the world and how Gods are blessing India. He said, “Goddess Lakshmi has come to bless us and Gods and the Goddesses will not wait for us. We must act now when we have the blessings.” He said that India has become important to the world - diplomatically, economically and militarily and it is important to leverage this luck. He said that this is a time of great opportunity and India is destined to become strategic because the rest of the world now finds that India is important in their journey. India has all the ingredients and all it needs is the right recipe.

Speakers at the Event
Dr. Dhirendra Pal Singh, Chairman University Grants Commission (UGC) was the Guest of Honor at the event which was supported by AIM, Global Compact Network India (GCNI), NHRDN and MBA Universe held at India International Center, New Delhi.

In his keynote address, Dr. DP Singh spoke about Prof. Jagdish Seth’s contribution and also the need for India to take steps to raise the quality of higher education in the country. He said, “I request Prof. Seth to guide, inspire and motivate us to do better towards the cause of India and Indian-ness.” Other distinguished speakers were Dr Bhaskar Chatterjee, Member Board of Governors IILM; Dr H Chaturvedi, Director BIMTECH; Prof. Devi Singh, former Director IIM Lucknow and Advisor IILM.

The ‘Handbook of Advances in Marketing in an Era of Disruptions’, essays in honour of Professor Jagdish Sheth, edited by Shri Atul Parvatiyar and Shri Rajendra Sisodia, was also released on this occasion. The event ended by Dr Smitha Girija, Director IILM delivering the Vote of Thanks.

Prof. Sheth’s lecture was opened to the audience resulting in a robust and meaningful interaction. This event, that highlighted several pertinent and significant issues facing India, was well attended and well received by distinguished guests from the academia and the industry.
With the launch of its new University in Gurugram, IILM is poised for a major expansion from its established space in Management Studies to broader arenas in multidisciplinary education. With incremental changes in technology, paradigm shifts are rocking businesses across the world. This unprecedented pace of technological advancement is compelling entrepreneurs to re-frame their businesses to stay ahead of the digital curve. Global trends in Machine Learning and Disruptive Technologies which are replacing multiple human tasks remind us that innovation is the order of the day – in all spheres. IILM’s 4 major Schools of Excellence are all anchored in this vision. They are testimony to IILM’s commitment not only to rise to the challenges of the 21st Century but also to push the boundaries and identify the opportunities inherent within those challenges.

As in business, so in education, digital learning and mobile platforms are disrupting the traditional role of the educator and the process of learning itself. Thus, global thought leaders are urging educators to re-think pedagogy and reframe the ways in which we design and deliver content so as to prepare students for the workplace of the future. In short, there is an urgent need to ‘deep-dive’ and think critically about educational content, teaching practices and how they may be re-imagined. The need of the day is to shift the focus from teacher-centric content delivery to student-centric learning, wherein assessment tests retention and critical thinking, rather than rote memory. In step with these global conversations on education, in March 2018, IILM University, Gurugram launched its Centre for Teaching, Research and Learning (CTRL). CTRL is anchored in our belief that our teaching practices including how we design and deliver content and how we assess learning are all worthy of critical self-reflection. We recognize that teaching strategies need to be carefully aligned with learning outcomes. At CTRL we also believe that good soft skills empower educators to better manage time, workload stress and the demands of mentoring young minds, often with short attention spans! We are convinced that amongst us are some excellent educators who have evolved creative educational practices. Although we may be working within the silos of our own institutions, these ‘best practices’ merit sharing. Herein lies our core mission. CTRL is deeply committed to sharing collaborative knowledge and the collective wisdom in the educator community. We offer CTRL as an intellectual space to bring together school teachers and counselors as well as college faculty. We believe that via collaboration and sharing, discussion and workshops, innovation and new pedagogies will emerge, which in turn will maximize learning outcomes for students of today, as we prepare them for tomorrow. In
turn, different institutions can work as allies for broad-based educational goals. Supporting these CTRL objectives of collective creativity, Prof Prabhat Rai, formerly Assistant Director at CBSE and current faculty at School of Education, Ambedkar University suggests that “…Collective creativity emphasises that the group of teachers come together to respond to the challenges of the profession and develop mechanism to transition from the existing ways of functioning to their collectively imagined transformative practice.”

Although just a few months old, CTRL already has an ongoing calendar of events. These are hosted at IILM campuses in Gurugram and Lodi Road. Teachers and counselors regularly apply or are invited to attend these trainings. IILM team headed by Dr Sona Vikas has connected with over 50 schools in NCR. In April 2018, CTRL hosted a Principals Meet focusing on “Approaches to School Governance: Changing role of school leaders”. This launch event was widely attended by schools in the Gurugram region. Ms. Aditi Misra, Principal DPS Gurgaon, who has collaborated with CTRL believes that, “An effective teacher is a life-long learner … he/ she must be ready to research - unlearn - relearn concepts and ideas! Only when this paradigm shift takes place can we be sure of rethinking and reworking the academic fabric of our country!” CTRL’s mission to create synergies and collaborations between educators across schools has similarly been endorsed by Dr. Indu Khetrapal, Principal, Salwan Public School. Supporting CTRL objectives Dr. Khetrapal believes with expertise in new global trends in pedagogy, syllabi creation, classroom strategies, module planning, digital learning, flipped classrooms, hybrid courses, tech-integration, the use of educational Apps, and a wide range of soft skills like handling Special Needs, Unconscious Bias and Stress management which are key for educators, counsellors, as well as, administrators. An important focus will be to create conversations around global trends and emerging concepts like Design Thinking, Emotional Intelligence, AI and Robotics.

We may note that Centres like IILM’s CTRL are housed at several international universities in the United States, and some across Europe. Surveys reflect that such Centres provide valuable professional development to the teaching community and enrich the partner institutions through pedagogical innovation. In South Asia, however, such Centres are a rarity. In fact, IILM’s CTRL which includes ‘Research’ as a component is one of its kind in India today as it broadens teaching and learning to add pilot projects which support Ph.D. researchers or post-doctoral fellows across on how to promote careers in research. In time, CTRL plans to add Executive Education programs to its repertoire of activities. It is heartwarming to receive encouragement for our mission not only from school-level leadership but also from university professors. Prof. Vijay Tankha, a distinguished scholar with several years of teaching and administration experience at St Stephen’s College and the University of Delhi sees CTRL as a “timely and much needed initiative to bring teachers and researchers of both schools and colleges on an immobile platform to enhance diverse educational programs.”

On a personal note, the concept and the mission of CTRL are particularly close to my heart since I am the beneficiary of such a Centre – Center for Teaching, Research and Learning, American University, Washington DC, where I received credentials in instructional design, hybrid courses and online teaching. Now as Director of CTRL, at IILM University, I am excited to engage with educators from the NCR region and beyond. As our first series of trainings rolls out this semester, we rely upon partner institutions in NCR to demand from us what their faculties need to broaden their instructional design, re-imagine their content delivery, and enhance their skill-set in the classroom and beyond.

Dr Maina Chawla Singh
Director, Centre for Teaching, Research and Learning
IILM Institute for Higher Education organized its annual International Conference on “Principles of Responsible Management Education” (PRME) on 31st January- 2nd February 2019. This was IILM’s 6th Conference organized as part of its beliefs and commitment to the values and goals of PRME. IILM is an Advanced PRME Signatory, designated by the United Nations Global Compact (UNGC) - an initiative of the United Nations. IILM has been chosen by the UNGC as a PRME Champion Business School and is committed to take the case of responsible management to educational institutions and corporates across South Asia and beyond.

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today’s business students with the understanding and ability to deliver change tomorrow. IILM’s first International Conference on Responsible Management Education and Practice was organized in January 2014, the second in January 2015, the third in January 2016, the fourth in February 2017 and the fifth in February, 2018. Taken together, they set key milestones in the journey of IILM along this vitally important path. IILM is one of the leading business schools in north India with three campuses in National Capital Region of Delhi.

The theme of IILM’s 6th PRME Conference was “Reimagining Sustainable Futures: The SDG Framework”. The conference this year urged its speakers, participants and audience to think, look and visualize the future with sustainable development and sustainability at the epicentre. It endeavoured to compel its presenters and listeners to think beyond the present and imagine the future not as an extension of the current but as a transformation emanating from it. The Sustainable Development Goals (SDGs) which are a collection of 17 global goals were set by the United Nations General Assembly in 2015, are the cornerstone on which this conference had been envisaged.

The Conference had eight sessions based on thematic issues. These thematic sessions were based on either a single or collection of SDGs. Taken together, these themes contribute, enlighten, enhance and further the discussions on sustainability and SDGs. These themes are not only part of the SDGs in the context of environment and natural resource management, they are also critical to the SDGs for economic growth, social cohesion, political stability and cultural prosperity.

Opening Plenary Session:

The 3-day conference began on 31st January, 2019. Dr Bhaskar Chatterjee delivered the Thematic Address of the Conference. He emphasized that corporations are the single most influencers and navigators for sustainable growth and that they are the biggest incubators for the sustainable
growth agenda. In the main Keynote Address, delivered by Mr. Pavan Bagai, President and Chief Operating Officer of EXL Services, he pointed out that nothing is static and nor is the definition and idea of sustainability while Dr. Begur Ramachandra Rao, Education Specialist at UNICEF pointed out that in India, “equity is the heart of sustainable growth”.

The Conference saw the launch of the book titled “Reimagining Sustainable Futures- the SDG Framework”, edited by Dr Bhaskar Chatterjee and Dr Bidisha Banerji and published by Bloomsbury. Mr. Kamal Singh, Executive Director at Global Compact Network of India (GCNI) gave the Vote of Thanks where he said that sustainable growth goals are going to be key touchpoints and “the subject of sustainable development would become business imperative for firms”. The Opening Plenary laid the groundwork and set the stage for the thematic sessions.

First Plenary Session: Book Discussion - Reimagining Sustainable Futures - The SDG Framework

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First Plenary Session: Book Discussion - Reimagining Sustainable Futures - The SDG Framework

The book is a testament to IILM’s commitment to research, publication and knowledge dissemination. This book has contributions from academics, thinkers and practitioners on sustainable growth and SDGs.

The book collates various thoughts and ideas on SDGs, corporate social responsibility (CSR), Agenda for the Future, culture, education, common property resources and water resources.

Dr Bhaskar Chatterjee, who moderated the session pointed out that that each of the authors has worked intensively in the area of sustainability which is the need of the hour. He said, “CSR is a new subject that requires you to think from a new mindset and therefore initiating research in this area is very important.”

Mr. Amit Lahiri, Chief Sustainability Officer at O.P. Jindal University, spoke about the necessity for integrating CSR in India with SDG by combining science, technology and social responsibility. Dr Sapna Narula, Associate Professor of Business Sustainability, The Energy and Resources Institute (TERI) linked CSR with the SDG 4 goal of quality education. She reminded the audience that Mother Earth is an important stakeholder and companies should focus on taking care of her. Dr Vineeta Dutta Roy, Associate Professor at Birla Institute of Management Technology (BIMTECH), emphasized the importance of SDGs in making world a better place so that living beings can sustain in the long run. She spoke about the importance of CSR act of 2013 and how after the Act, companies have become more aligned with their responsibility of contributing to the
resolution of the world problems. Mr Kamal Singh, Executive Director of GCNI spoke about the need of the state to implement SDGs at municipal level and how each municipal can be ranked according to their fulfillment of the SDGs. He talked about the need for companies to include SDG in their board room agenda and report their SDG metrics at quarterly basis. This was followed by a question answer session where the audience engaged in meaningful dialogues with the editors and authors.

Second Plenary Session: Water, Sanitation and Public Health:
This session based on SDG 6 on Clean Water and Sanitation and SDG 3 on Good Health and Well Being, was Chaired by Ambassador Arun K Singh, former Indian Ambassador to USA, France and Israel. Ambassador Singh opened the discussion among panel members with specific emphasis on how management schools can create opportunities in this sector through jobs, entrepreneurial ventures and innovations. Dr Sumit K Gautam, Senior Programme Lead, Centre for Environment, Energy and Water (CEEW) discussed the government sector polices and schemes adopted. Ms. Prachi Singh, Associate fellow at BrookingsIndia took the discussion forward on clean water and sanitation by highlighting the drawbacks of open defecation. Dr Abhinav Akhilesh, Partner KPMG, indicated the efforts and awareness created by Swachh Bharat campaign. He informed that the flexible approach adopted by policy makers has led to the success of this campaign. Dr Saurabh Shresth, Global Head R&D, Unilever described sanitation related initiatives of Unilever where they started with creating awareness on hand washing. Dr Asad Umar, Senior Programme Officer, Aga Khan Foundation provided insights on their rural sanitation program which had started in 1990.

Third Plenary Session: Exploring Renewable Energy:
This session was based on SDG 7 on Clean and Affordable Energy. The session was coordinated by Mr Saurav Sanyal and Dr Shikha Bharadwaj. This session was chaired by Mr Deepak Gupta, Former Secretary to Ministry of Natural and Renewable Energy, Government of India. Mr Gupta spoke about the importance of the clean and affordable energy through harnessing renewable energy sources which he termed as ‘free gift of nature’. Dr Ashwini Kumar, Senior Director at Renewable Energy Technology Applications, TERI is credited with the execution of wide ranging programmes in solar and wind energy under his charismatic leadership along with turning Solar Energy Corporation of India Ltd. ‘SECI’ into a positive net worth company during 2014-15. He talked about setting up of national solar mission with the aim of pushing solar energy harnessing in India at massive scale because of geographical location advantage. Mr Anil Dhusa, Former Advisor to Ministry of Natural and Renewable Energy, Government of India, talked about the importance of bio-energy
in achieving the SDG goal on renewable energy. Mr Chintan Shah, Technical Director of Indian Renewable Energy Development Agency Limited (IREDA) talked in detail about the wind sector in India while Mr Hiren Shah, Senior Director at Delta Electronics spoke about the storage issues in energy solutions.

Fourth Plenary Session: Future Technologies:
This session was based on SDG 9 on Industry, Innovation and Infrastructure. The Session was chaired by Mr Sudhir Dasamantharao, the Chief Transformation Officer and Director Global Business Services Asia Pacific at Boston Scientific who stated that future of technology is going to revolve around data. The panel discussion was carried forward by Col. Inderjit Singh, Chief Cyber Security Officer and Head of the Cyber Security Centre of Excellence at Vara Technology, who stated that it will take time for technologies like Artificial Intelligence, Machine learning, Deep Learning, BlockChain technology and similar concepts to

Mr Sudhir Dasamantharao, Chief Transformation Officer and Director Global Business Services Asia Pacific

Dr Niraj Prakash, Head of Professional Services, Amazon Internet Services Pvt. Ltd.
completely penetrate every area. Cyber Security will play a large role in the near future. Mr Rajive Gulati, Head of Harton Multi-Skill Development Centre in Haryana, said “Technology is present. Management of technology is, however, a big challenge. You, as tomorrow’s managers, have to ensure that even though technology is being developed - to bring social impact in the real sense - you need to ground to reality and execute this technology.” Dr A K Garg, Director at Ministry of Electronics & Information Technology, mentioned that future technologies have started challenging the traditional ways of performing tasks. The last speaker of this session, Dr Niraj Prakash, Head of Professional Services, Public Sector at Amazon Internet Services Private Limited (AWS India), stated that the capacity as developed in the context of future technologies is very real and the onus is on us to relate to it.

Fifth Plenary Session: Ethical Decision Making in Business:
This session of the Conference was based on SDG 8 on Decent Work and Economic Growth and SDG 12 on Responsible Consumption and Production and SDF 16 which is on Peace, Justice and Strong Institutions. Dr Maina Singh, Scholar in Residence, American University, Washington DC chaired this session and spoke about ethics in doing research and shared that data changes frequently so the focus should be on market research, data collection and surveys. Dr Sankarshan Basu, Professor of Finance at Indian Institute of Management, Bengaluru spoke about the importance of ethics and shared that ethics is the glue that can support sustainability. Mr Parijat Chakraborty, Executive Director and Business Head, IPSOS, a market research firm spoke about ethical leadership and emphasized that it is important to demonstrate ethical practices. Mr Rajat Mukerjee, Advisor to Vodafone Idea spoke about the importance of vision and mission of the company and the need to comply with them. Mr Jayant Shah, Executive Director, Academy of Indian Marketing (AIM) spoke about ethical decision making in businesses. He shared that ethics is something we experience.

Sixth Plenary Session: Sustainability and Future of Work:
Dr Didar Singh, former Secretary General, FICCI and other experts discussed the role of sustainability and the future of work in the context of technological advancements. Dr Sankarshan Basu, Professor of Finance, mentioned the importance of ethics in research and shared that data changes frequently, so the focus should be on market research, data collection, and surveys. Mr Parijat Chakraborty, Executive Director and Business Head, IPSOS, spoke about the importance of ethics and the need to comply with them. Mr Rajat Mukerjee, Advisor to Vodafone Idea, emphasized the importance of vision and mission of the company. Mr Jayant Shah, Executive Director, Academy of Indian Marketing (AIM), shared that ethics is something we experience.
was the session chair. Covering the important aspects of future of work and how it relates to sustainability, this session began with the IILM's alumni (speakers) describing how future of work is getting redefined and what is expected in upcoming years in order to survive the change. Mr Deepak Jain, alum of 1996-98 Batch, Country Head, India and South Asia at American Academy understanding and approach are essential for a successful business. Dr Didar Singh then briefed that companies that are climate friendly would only be the ones surviving in future and how creativity is an integral part of sustainability. This was followed by Mr Rahul Mishra talking about the 10 skills that are identified by the World Economic Forum such as emotional intelligence and creativity in future of Financial Management, India highlighted the importance of functional skills and super specialization for sustaining ones job in future. Mr Amit Mohla, alum of 1994-96 batch, Director, Human Resources at Wipro Ltd. put forth his view on how requirements are rapidly-changing and demanding more people with understanding of AI and blockchain and how companies are taking initiatives in this course. Mr Prashant Kapoor, alum of 2001 – 03 batch, Vice President, Outlook Money spoke on how focusing on disruption can give a cost advantage and efficiency advantage in the industry – of how the importance of holistic no matter what work one does.

Closing Plenary: Entrepreneurship Against All Odds:
The Closing Plenary from 11.45- 1.00 PM was on Entrepreneurship against all odds. It showcased the success achieved by many unsung women entrepreneurs from different states, cultures, and socio-economic strata who have achieved success against all odds.
The end of the Conference was followed by the Annual Alumni Meet where Alumni from all three campuses were felicitated. The Alumni interacted with each other and with the faculty over lunch.
The conference witnessed a pool of experts both from academia and industry brainstorming the theme and sub-themes spread in eight plenary sessions including opening and closing sessions. The 6th IILM International PRME Conference by bringing together various conversational threads on and around sustainability and weaving them together to create an agenda for the future, was a great success.

Dr Bidisha Banerji
Associate Professor of Economics and Public Policy
Mr Rajeev Dubey, Group President (HR & Corporate Services) & CEO (After-Market Sector), Member of the Group Executive Board, Mahindra & Mahindra at the 23rd Convocation of the Post Graduate Diploma in Management

The 23rd IILM Annual PGDM Convocation for the Class of 2018, held at the Lodhi Road campus on June 15, 2018, was for all the three campuses – IILM Institute for Higher Education, Lodhi Road; IILM Institute for Business and Management, Gurugram; and IILM Graduate School of Management, Greater Noida. The Chief Guest at the event was Mr. Rajeev Dubey, Group President (HR & Corporate Services) & CEO (After-Market Sector), Member of the Group Executive Board, Mahindra & Mahindra Ltd. Mr. Dubey is a Member of the Governing Board of the International Labour Organization (ILO), Geneva, and serves on the Boards of the International Organization of Employers (IOE), Geneva and the International Training Centre of the ILO, Turin, Italy. He also spoke about the five leadership behaviours or characteristics and said, “I believe they will, if lived, enable the three views of the world that I talked about come to life seamlessly and effortlessly, given strategy, structure, processes and matrix.”

He spoke about how to create sustained outperformance and spoke about the principle of 3+5. He spoke about three attitudes:
- Accept No Limits
- Do Alternative Thinking
- Drive positive change by what you do and what you think

He also spoke about the five leadership behaviours according to him were:
- Ability to use the Whole Mind: People who can effortlessly combine the left brain which is the brain of logic intellect, rationality and programming, with the right brain, which is the brain of intuition, connection, empathy, connecting the dots, being...
able to see the big picture.
Multiplier: To do more with less you need Multipliers - Multipliers of Energy, of Passion, of Engagement, and of creating a sense of ownership. He said that Multipliers are people who respect the views of others and who listen to the voice of the consumer, the voice of the employees, the voice of the winds of technological change, and they focus on asking the right questions.
Managing Fear and Leveraging Failure: This behaviour is all about taking risk by experimenting because the biggest obstacle to risk taking and experimentation is Fear. Mr Dubey pointed out that a leader creates fear by his behaviour - any mistake dealt with severely and punished severely. He said, “If deviation from the norm is going to be punished so severely, why would anybody take the chance of doing something abnormal or something different, or going off the beaten path? So create a culture where you are able to manage the fear and try something new.” He quoted J K Rowling - “It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all - in which case you fail by default.”
Mindfulness: He said that the basic idea of mindfulness is being open to the possibilities that exist in any moment. He said, “If you are not aware of possibilities, if you are prisoner of your own past, you will never know what is possible because creation comes out of the awareness of possibilities and people who are not mindful of what is around them are closed to the possibilities that exist and will never be able to create any transformation or anything innovative.”
Trust: He said that a leader must create a culture and atmosphere of trust where followers trust the leader and the leader in turn trusts the followers. He said, “It is about authenticity. Do I say what I think? Do I do what I say? Is my thinking, saying and doing aligned? ...” He ended by saying that we must never sacrifice the three values of Satya, Prem and Seva

Awards and Recognition:
During the convocation, Diplomas and Certificates of Merit were awarded by Mrs Malvika Rai, Chairperson, IILM Institute for Higher Education and by the Directors of the three campuses - Dr Smitha Girija, Dr Sujata Shahi and Dr Taruna Gautam - to 354 students of the PG class of 2018. Mrs Malvika Rai presented the Dr Kulwant Rai Gold, Silver and Bronze medals to the meritorious students as well as to the overall performers. Winners of the Gold, Silver and Bronze medals respectively for overall academic and co-curricular excellence were Sanam Vij, Udita Dewan and Manish Khurana from New Delhi Campus: Abhishek Badola, Sanghita Boruah and Kanav Goyal from Gurgaon Campus: and Charu Goyal, Monica Chandel and Vibhuti Kumar Pandey from Greater Noida Campus. Winners of the Gold, Silver and Bronze medals respectively for academic excellence were Roshan Roy, Kashish Handa and Manvendra Singh from New Delhi Campus: Kanav Goyal, Arham Jain and Bhavya Paliwal from Gurgaon Campus: and Firdaus Shadab Alam, Neha Jain and Mitali Singh from Greater Noida Campus.
Faculty members were felicitated by Dr P Malarvizhi, Controller & Dean, IILM University, Gurugram and the Best Teacher’s awards were given to six faculty members, two from each campus. Prof Rajkishan Nair, IGSM; Dr Vidisha Vyas, IIBM; and Dr Shivani Khurana, IILM-LR received the Best Teacher Award for Core modules. Dr Shyamali Satpathy, IGSM; Dr Sangeeta Sumbly, IIBM; and Dr Pankaj Rawal, IILM-LR were felicitated with the Best Teacher Award for Elective modules. Mr Vikram Manocha, Talent Acquisition Head, India, Amazon, who is an IILM alumnus, Class of 1997, was felicitated. Addressing the gathering, he spoke about his experience in the corporate world and said, “I have learnt more from my failure and failures are more important.”

Annual Report:
The Annual Report, presented by Dr Smitha Girija, highlighted the various achievements of IILM in the last one year, the most important being the launch of IILM University at Gurugram inaugurated by the Honourable Vice President of India, Shri M Venkaiah Naidu, on 20th April, 2018. IILM University is a Liberal Arts University with a prime focus on Entrepreneurship, Innovation and Technology and a vision of being Global, Inclusive and Responsible Center of Learning with 4 Schools – Liberal Arts, Management, Technology, and Design and Fashion. The annual report mentioned the introduction of new specialized Executive PGDM programmes in CSR, Sustainability and Innovation in collaboration with UN Global Compact India; Marketing and Innovation in collaboration with the Academy of Indian Marketing, and Public Policy and Management as well as IILM’s customized Training programmes for many organizations such as leading PSUs, Defence Ministry’s Directorate General of Resettlement; IAS and IPS officers, and IBM and Concentrix. Another landmark achievement of the past year was the conferring of the 11th IILM Distinguished Global Thinker Award on Prof Jagdish Sheth, Charles H. Kellstadt, Professor of Marketing at Emory University, Goizueta Business School. To mark the Silver Jubilee celebration, the first batch of 1994-96 had been felicitated by Mrs. Malvika Rai during a special Annual Alumni Meet. Dr Smitha Girija, Director IILM, Lodhi Road, wished the students well for their future and urged them to participate actively in IILM as alumni and share their experiences with the future students. The Convocation concluded with the National Anthem.

New Graduates with the faculty, Chief Guest and IILM Chairperson

Dr Smitha Girija presenting certificate

Mr Rajeev Dubey with students after the ceremony
The Convocation Ceremony for the Class of Bachelors of Business Administration (Entrepreneurship), 2018, in collaboration with SBS Swiss Business School, was held on 23rd October, 2018, at the Lodhi Road campus. It was for all the three campuses – IILM Institute for Higher Education, Lodhi Road, IILM Institute for Business and Management, Gurgaon, and SBS Swiss Business school.

Dr Gurpreet Singh Bhatia, Dean Academics, IILM Undergraduate Business School, opened the ceremony after seeking approval from Academic Dean, SBS Swiss Business School. On behalf of IILM Undergraduate Business School, he extended warm greetings and welcome Prof Bert Wolfs Academic Dean, SBS Swiss Business School, and esteemed members of the Board of Governors, faculty members, Staff Members, parents and the graduating class to this momentous occasion of graduation ceremony. He addressed the young graduates and quoted Steve Jobs - “You can’t connect the dots looking forward, you can only connect them looking backwards!” He told them to keep coming back to their Alma Mater and share the success stories with us.

Prof Hitesh Goel, Dean, IILM Undergraduate Business School, addressed the students and the esteemed guests and shared the achievements of IILM during the past one year. He shared that IILM have received university status for Gurugram campus and the university was formally inaugurated by the Honorable Vice President of India, Shri Venkaiah Naidu, on 20th April 2018. He also shared that this year the IILM Career Centre, has been set up, which aims at steering the students in the right direction for a successful and fulfilling professional life through a combination of academic courses and practical guidance. He further shared that IILM believes that the process of gaining knowledge is a lifelong process so to meet that end it has introduced IIM Bangalore IIMBx online courses in areas of data analytics, entrepreneurship and financial markets.

He shared that at this year as part of the IILM Global study initiative, our undergraduate students attended 3-week programs at Seneca College, Toronto and International School of Management, Frankfurt. The students were exposed to various subjects by international faculty, such as AI, Design Thinking, Intercultural Training, E-Tailing in Luxury management and Social Media Management. During the program, students also had the opportunity to visit various companies, such as Toyota, Microsoft, IBM, Opel and Deutsche Bundesbank. In the upcoming year, we are introducing International Trek to give our students an opportunity to explore economic, political and cultural contexts of business in different regions of the world.

In the end he reminded the graduates of their rich socio-cultural heritage and encouraged them to use both modern and traditional knowledge to arrive at innovative solutions to some of our pressing societal challenges in a responsible and ethical manner.

Next, Prof Bert Wolfs, Academic Dean, SBS Swiss Business School addressed the audience, he started off by congratulating the students for successfully completing the course at SBS and in IILM. He motivated the students to do something useful with all the knowledge and skills that they have obtained during the classes. It’s time for them now to prove that they have learned something and can put it into order. He expressed his gratitude to the faculty members for their hard work for sharing their knowledge and the experiences with the students for giving them tough times during project and also to give them
a good insight on how to write the theses and how to present the theses. He shared with the students the three important Cs they need to focus on:

Communication Skills: How to deal and act with people.

Collaborate: People cannot do anything alone and need to collaborate and treat everybody equally and the best teams are those teams mixed teams composed of males and females.

Think Out of the Window and use creative skills: To make a difference, he said that one must not compare oneself with others.

He ended on a humorously positive note by saying, We at SBS wish that all of you not crorepaties (millionaires) but arabpaties (billionaires)."

After the addresses, the candidates from the IILM – Undergraduate Business School, received the degree of Bachelors of Business Administration in Entrepreneurship degrees from Prof Bert Wolfs, Academic Dean, SBS Swiss Business School. The ceremony was closed by the Dean Academics, IILM Undergraduate Business School after seeking permission of the Dean, SBS Swiss Business School. The Convocation concluded with the National Anthem.

A Students’ Perspective:

Graduation is not the end; it’s the beginning.

- Orrin Hatch

Convocation is one of the most contingent & crucial turning-points in a student’s life. After graduation a student embarks on a journey to face the real-world leaving behind the exuberant bits of college life. We spoke to some of the students and their parents and asked about their experiences.

“I’m so, so proud of my son. He has won a silver medal and I’m sure that with his hard work he’s going to do very well in life!” says Karanvir’s thrilled mother.

While some parents talked and shared their children’s stories, we approached some students and asked about their college experience. “The global study exposure is something I cannot forget. It was the best days of my life!” says Tamanna Nagpal, a student who went for overseas studies to the partnered institute.

“From bunking lectures to running after teachers for being pardoned, these are the moments we lived for and the days we spent being carefree! I found my boys gang in this college. Incredible!”, Shivam Mediratta states, as he stands shoulder-to-shoulder with his pals exchanging laughter and high fives.

Songs were sung and caps were thrown high in the air as these students bid adieu and waved goodbye to the three most memorable years of their lives.

Hena Channa
Student, PG 1, Editorial Board

Degrees of Bachelors of Business were also conferred on students from IILM Gurgaon. The Gold and Silver Medals were awarded by Mrs Malvika Rai, to graduates who secured First and Second Positions in the Bachelor of Business Administration in Entrepreneurship Examination. Mrs Malvika Rai, Chairperson, IILM Institute for Higher Education, presented the Dr Kulwant Rai Gold Medal for securing first position to Sachit Jain and Dr Kulwant Rai Silver Medal for securing second position to Karanvir Chauhan. The award for the best thesis was given to the thesis on “Analysis of Customer Perception towards Smart Clothing in Delhi/NCR” submitted and presented by Shubham Shorewala and “4Ps of Marketing: Rural Consumer Preferences and Association” submitted and presented by Kokkirala Uday Agnivesh.
Special Lecture by Dr Bhagwati Prakash Sharma, Vice-Chancellor of Gautam Buddha University, on ‘Techno-nationalism and Economic Patriotism to Leapfrog Economic Growth’ on Founder’s Day

IILM Founders Day commemorative lecture was by Dr Bhagwati Prakash Sharma, who spoke on ‘Techno-nationalism and Economic Patriotism to Leapfrog Economic Growth’, a topic which is truly relevant in today’s political and economic ecosystem. He elaborated how India should pursue policies of Economic-patriotism and Techno Nationalism for accelerating its growth and development. Dr Sharma feels that the key to India’s economic maturation for placing it in the forefront of economic development is by giving protection to Indian Industry. He said, “If we think of developing capabilities with Techno-nationalism, we can develop as an economy.”

Every year IILM celebrates the birth anniversary of its respected founder Dr Kulwant Rai by taking forward his desire and belief for quality education by organizing a commemorative lecture that first began in 2005 with his Holiness, The Dalai Lama’s address who highlighted the value of hard work, peace and non-violence. The subsequent lectures were delivered by distinguished luminaries such as Dr V Krishna Murthy, Morari Bapu, Mr Wajahat Habibullah, Dr Farooq Abdullah, Prof Najeeb Jung, Ms Nainalal Kidwai, Mr MN Krishnamani, Prof VN Pandit, Prof G Venkataraman and Dr Murli Manohar Joshi.

Keeping up the tradition of Founders Day, the programme started with the lighting of the lamp accompanied with Sarswati Vandana invoking the blessings of the Almighty. IILM Director Dr Smitha Girija welcomed the Chief Guest, Dr Bhagwati Prakash Sharma, an Economist who has been teaching Commerce and Management since 1978, is an expert on Global Trade Scenario the WTO, Free Trade Agreements, Economic Globalization, Patents, Investment Measures, Business Environment, Socio-cultural Values & Trends. Highlights of Dr Bhagwati Prakash’s Lecture:

“It gives me immense pride to be here on this occasion when we have assembled to pay our homage and regards to the founder of IILM. It was his vision, his magnanimity and devotion towards education and nation building that founded this institute with ‘integral’ word in its name itself and today, we have to actually approach everything with an integral approach.”

How to Place India in the rank of Developed Nations?

“We have the largest number of youth, almost 20 percent of the world’s youth and we also acclaim ourselves as the third largest talent pool of the world. We are the fastest growing economy of the world, we have left four countries behind in last four years, before which our rank was tenth on the basis of our GDP in the world but today, we have left behind Russia, France, Italy and Brazil and now we are the sixth largest economy in the world and probably before this March we would be the fifth largest economy leaving behind UK also. But if we assess our presence in the global

Dr Bhagwati Prakash delivering the lecture
arena from different angle then we find that we are 17.8 per cent of the global humanity but we are contributing only up to 2.1 percent in world manufacturing. While China has 22.5 percent contribution in world manufacturing and US has 17.5 percent share in manufacturing and the combined manufacturing share of these two countries is 40 percent. If we consider 7 percent for Japan and the European Union, Korea, Taiwan etc., then we find that almost 30 countries have 90 percent share in the world manufacturing whereas the remaining 190 countries just have 10 percent share in world manufacturing.

In reality, it is our share in the world manufacturing which determines our relative affluence and that is why we rank 103rd position in the world hunger manufacturing is responsible for poor job profile, low income profile, poor nutrition level, and youth idleness and ultimately it has also been affecting our social fabric.”

**Techno Nationalism & Economic Patriotism:**

“All the countries that have flourished worldwide have strong sense of Techno Nationalistic feelings as well as they also have very strong Economic Patriotism. The term Economic Nationalism has been coined when De Villepin the erstwhile Premier of France stopped the takeover of Denver Company by PepsiCo. He said that Denver is a prestigious French dairy company and we cannot allow it to be American owned and when he stopped this takeover of Denver by PepsiCo

index. We have rampant malnutrition and almost 21 percent of children are treated as wasted children as they are underweight according to their age or height while almost 51 percent of the women in the reproducing age are anaemic and we have 2nd highest ratio of idle youth that is NEET youth with No Employment, Education or Training. Youth between the age group of 15 – 29 years, i.e., 30.8 percent are idle youth and therefore, whenever there is any reservation agitation these idle youth play with fire. So actually our poor share in world

then he setup a commission and declared eleven sectors in their economy which cannot be taken over by foreign investors. So he was called a champion of Economic.

I come to another example where India also tried to develop an alternative capability though it was under compulsion. When in 2000, India wanted to buy Cray Super Computers, US vetoed it because India had conducted Pokhran Tests in 1998 and they were apprehensive that India might use it for nuclear researches and therefore they did not
allow Cray Company to sell its super computers. Since we had to do our research and government was ready to pay 32 crores of rupees for one Cray super computer but we could not get it. So the Government established the CDAC, ‘Center for Development of Advance Computing’ with an investment of 30 crores of rupees and Vijay P. Bhatkar started working on it and thought of parallel processor to enhance the pace of data processing. He conceived that idea first time in the world and developed a parallel processor which has faster processing speed than the cray of that time and that brake through was made just for 37 lakhs rupees.

Today India is third largest steel manufacturing country ranking 4th or 3rd but we have only one percent share in world ship building while Korea which is just five percent of our area and five percent of our population has 25 percent share in world ship building. So the point is that unless we enhance our value addition in all the fields be it in the field of IT, ship building, design engineering or in all the fields of engineering manufacture, everywhere we have to think in terms of Techno Nationalism which means developing alternative technologies and then promulgating national policies in such a manner that home grown technologies get a foot hold vis a vis foreign technology.”

**Kelvinator and Whirlpool:**

“Just one story would make everything clear. The largest selling refrigerator was Kelvinator and it was taken over by Whirlpool and after taking over they started sourcing compressor from their own subsidiary and they closed down the mini compressor unit of the Kelvinator and after six months they change the name to Whirlpool. They closed down this unit of mini compressor which is actually the refrigerator’s basic technology, otherwise it is just an almirah. Tecumseh came from Portugal and bought the mini compressor unit from Whirlpool and then they also acquired mini compressor unit of the Shriram Engineering Limited and by the virtue of these two takeovers, they acquired the 100 percent monopoly in manufacturing of mini compressors. Later, Whirlpool stopped manufacturing all its downstream, value chain parts or its original equipment’s and started bringing all the original equipment from their subsidiaries in several countries for example piston from one country, cylinder from second country, valve from third country and they starting assembling them here.”

So for the last 25 years India has got reduced into a country of assembly line, i.e. importing original equipment from across the world. Today we don’t have much of the imports and exports - there are very few price negotiated imports and exports - these are only branch transfers of various parts in the companies.

**India’s Colonial Roots:**

Why has it happened? It has its roots in colonial history of 400 years and when the colonial rule ended countries like India started import substitution, import restrictions and started developing or producing their own goods. From 1947 to 1981 India had to import iron and steel worth rupees thirty thousand crores but thereafter we become the net exporter of iron and steel. So in this way almost 60 to 70 newly independent countries started becoming self-dependent in manufacturing. Prior to that most of the goods consumed by these countries were either produced in the industrialized countries or even if they were produced in those developing countries these were the companies of the industrialized world. For example, take the case of iron ore, India has abundant iron ore but after independence, upto 1987-1991 we pursued Socialism and almost 30 to 40 sectors where kept reserved for public sector and for other sectors license was made mandatory, even for a small scale industry. Licenses were being issued with a capacity sealing that restrict manufacturing.

India had shortage of everything, right from sugar, cement everything was in short supply, Government did not give enough licenses. We had to export iron ore to Japan’s Nippon company but not any indigenous player was allowed to setup a new steel plants or expand the capacity of the existing steel plants in the name of Socialism and that’s why India had to import iron or steel worth thirty thousand of crores of rupees. For instance, we had to export iron ore to Japan and iron was converted to steel there, so the employment was generated there, technology that has developed was in Japan and revenue and excise duty and other taxes had also gone to Japanese tax checker and that is the reason all the industrialized countries had surplus trade balance, full employment and they had very good technology.

But when countries like India started developing their own indigenous manufacturing facilities the Euro-American countries started facing recession in 1988. OECD ‘Organization of Economic Cooperation and Development’ countries started experiencing negative growth rate, like Europe was experiencing negative growth rate as a result in Germany Neo Nazi began to develop, in US at Los Angeles and many other places there were
riots because of the anger of the unemployed youth. That is why they thought that unless there is Economic Globalization, unless there is free mobility for goods they would not get the markets of all the developing countries and with the help of globalization they could acquire the manufacturing facilities and even agriculture facilities."

Success Stories of India:
I just clarify it with two three success stories for example the case of AVS Volvo and Tata Motors. When AVS Volvo introduced its trucks and buses of four hundred horsepower at that time TATA, Ashok Leyland, Mahindra no one had any truck or bus above two hundred horsepower so they panicked. TATA Motors thought that probably AVS Volvo can squeeze them out from the lower end models also with their profit from high ends models but they explored and found that Daewoo Motor Co. Ltd. had turned bankrupt and its lenders had acquired it and put it for auction. So TATAs acquired that sick company heavily indebted company for 100 million dollars. And for one year they developed a model called Novus, a world class truck and then they had acquired Hispano Motors in Spain and had a tie up with Marco Polo in Brazil for low floor buses. Before all these acquisitions TATAs were selling 95 per cent of their trucks and buses within India and they were at 34th rank worldwide in truck and bus manufacturing. By the virtue of this actuation of Daewoo commercial, Hispano Motors and tie up with Marco Polo and roll out of new models like Novus world class truck that is being assembled in 39 countries TATA Motors become the 5th largest truck manufacturer in the world and 4th largest bus manufacturer in the world.

Another success story I would like to quote is that of Mahindra. Mahindras were just a scrap dealer and one of their partners was a Muslim and he migrated to Pakistan so their business was also in doldrums. Meanwhile, at that time Pakistan attacked Kashmir and India had to import Willy Jeep and Willy company thought that instead of exporting fully assembled jeep if we send the completely knocked down kits and we can get it assembled here saving lot of money in transport and other things. So they selected the scrap yard of Mahindra and Mahindras offered to assemble the Willy Jeeps and after that, they brought out the Commander, Bolero, Scorpio and ultimately they acquire Sangyo in Korea and now they are the major automobile company in country. In 2011 they thought that they should be in civil aviation industry but it required a huge amount of R&D to develop airplane design. So they conducted a survey and found Gippsland Aeronautics, a small six-seater aircraft manufacturing company, wason sale and they acquired the Gippsland Aeronautics and two-three other aerospace spare parts manufacturing companies and set up their own venture near Bangalore and Morwell, Australia and now producing six variant of 22 seated aircrafts. If today India has to thrive and we have to provide jobs to all the Indian youth, then we have to roll out made by India products and brands and made by India products and brand would survive in the market only if we have Economic Nationalism or Economic Patriotism. It is important to understand that what I am going to lose if I am buying a tube light of Bajaj or Surya instead of Philips and what am I going to lose if I buy the shoe polish of Robin or Gehi. If we have to secure 100 percent employment for our people then technonationalism and economic patriotism and economic nationalism can alone help us.”

The lecture was well received by the audience of distinguished guests, faculty and students of IILM. Dr Bhagwati Prakash made the audience ponder on the basic thrust of the lecture that India needs to roll out ‘Made by India’ to carve out a place in the global arena as a manufacturing nation and create hundred per cent employment. Dr Sharma’s belief that Techno-national and Economic Patriotism is the way forward towards India occupying a respectable place in global manufacturing came through strongly in his lecture. The lecture was opened to the audience resulting in a lively interaction with several interesting and probing questions posed by the audience. The IILM Founder’s Day special lecture ended with the national anthem infusing the audience with enthusiasm and patriotism.
Remembering Dr Kulwant Rai - Founder’s Day Celebrations at Banyan Tree School

“Education is the most powerful weapon which you can use to change the world”
-Nelson Mandela

Banyan Tree School, established under the aegis of Ram Krishan & Sons Charitable Trust, has been at the forefront of quality education since its inception in 1986; taking forward the desires and beliefs of our beloved and revered founder Dr Kulwant Rai. His birthday is celebrated as Founder’s Day and like every year, this time also the Founder’s Day was celebrated with great zeal and vigour in the school premises. A variety of activities were planned and organised across all grades to remember and thank Dr Kulwant Rai for his noble ideas.

The day began with a special morning assembly including, prayers and bhajans followed by Sufi songs by the school choir group. The speeches by the School Head Boy, Head Girl and the Principal brought the students and staff closer to the ideas, achievements and contribution of the great Philanthropist, Dr Kulwant Rai.

“Our beloved Founder was a self made man who in a short period of time built a great business empire. He believed that his success in business was through God’s grace and that he must devote his life in the service of the under privileged.”

“Dr Kulwant Rai’s devotion, generosity and humility touched everyone he met. His services to the less fortunate shall always be remembered with gratitude and reverence.”

As a special treat, ice-creams were distributed to all students and staff members as a part of the celebrations! This wonderful surprise brought a smile on every face!

The excitement continued as the day unfolded with a variety of activities organised for all students that were designed to generate enthusiasm and develop various skills. The day was enriching with each student feeling cherished, enriched, empowered and happy!

It was a memorable Founder’s Day indeed!
Faculty Development Programmes: Advancing Teaching, Learning and Research

IILM endeavours to constantly engage in upgrading the knowledge and skills of its faculty members. This is largely achieved through FDP (Faculty Development Programme) conducted by Professors from some of the top B-Schools and Universities in India and abroad. Let’s look at some of the FDPs and interactions that happened at IILM Lodhi Road in the year 2018-19.

Family Business and Entrepreneurship - Keeping the Spirit Alive!
By Prof Chitra Singla, IIM, Ahmedabad
IILM organised a three-day faculty workshop on Entrepreneurship and Family Business Management at the Lodhi Road campus from 5th to 7th August, 2018 conducted by Prof Chitra Singla from IIM Ahmedabad. A well-known thought leader, she has inspired many through her teaching. The purpose of organising the workshop was to sensitise and enhance the skill set of the faculty as a sizable number of students studying at IILM are either planning to join or are already engaged in their family businesses. The workshop was attended by faculty from all IILM campuses and some family business owners and entrepreneurs, the sessions helping the learning curve of all the attendees.

This idea behind this three-day case study based workshop was for the participants to relate better with entrepreneurs who learn from their mistakes and continue to fine-tune their business till they achieve success. The pedagogies used by Prof. Singla for different case discussions were very useful and were appreciated by the participants who would now apply these to their case-based classes. The interactive sessions, building of each case on the previous one and the various pedagogies were useful learnings. The faculty development program was a unique learning experience for the participants and the workshop was a resounding success with participants not just having a great learning experience but also longing and aspiring for more, the very spirit IILM wants to inculcate – Never stop learning because life never stops teaching.

Train the Trainer Workshop on Conscious Capitalism Market Place
By Prof Ernest Cadotte and Dr Rajkumar Phatate
IILM Lodhi Road organised a three-day Train the Trainer workshop on Conscious Capitalism Market Place Simulation from September 3-5, 2018. The program was conducted by Prof Ernest Cadotte of University of Tennessee along with Prof. Rajkumar Phatate, a seasoned entrepreneurship trainer from FLAME University, Pune.

25 participants representing 15 Central, State & Private Universities as well as 10 faculty members from IILM Lodhi Road, Gurugram, and Greater Noida, enthusiastically participated in the workshop that was aimed at preparing instructors to effectively administer entrepreneurial training, address challenges of starting new ventures, and also compel entrepreneurs to consider ethical, environmental, and human resource issues. The participants had hands on exposure with market simulation games for business. The educators could actually experiment with their thoughts in each quarter of the simulations for new innovative ideas. The sessions were very interactive and helped in the learning curve of all the attendees.

This workshop covered many domains of the entrepreneurial venture with actual competition.
in the market place with the teams. The simulation helped independent, innovative design thinking with emphasis on functional integration at strategic and tactical level. This workshop was able to reach the goal of imbibing principle of Responsible Management Education as indicated by UNGC. The concept of Conscious Capitalism was understood not just in theory but in practice.

The purpose of organising the workshop was to enhance the skill set of the faculty in Managing Information Systems, as technology is critical to the success of any organisation. The workshop was attended by faculty from all IILM campuses.

In the workshop, Prof Verma established the importance of key process indicators of the stakeholders to be established before one may start working on the MIS for the organisations. He also explained the importance of understanding all functional areas of management as MIS has touch points everywhere and without the active involvement of all the functional areas the success of MIS was doubtful. Prof Verma made several recommendations for teaching style from his rich experience and the faculty who attended the session were an inspired lot, especially by his personal anecdotes.

Connections: A new paradigm of the Socio-economic World
By Dr Anindya Chakrabarti, IIM – Ahmedabad

Dr Anindya Chakrabarti, Assistant Professor in the Economics Area at IIM Ahmedabad conducted the Faculty Development Programme (FDP) on 27th September, 2018 at IILM Campus, Lodhi Road Prof. Chakrabarti
talked about the world that we live in is getting more and more inter-connected especially so in the digital age where our lives depend increasingly on Facebook, Twitter and Google. The FDP took the participants through a series of exciting observations about the real world viewed from the network perspective.

The FDP consisted of 4 sessions spread over a day and catered to those in the area of economics, mathematics, finance, marketing, operations research, and statistics. Through these sessions, the speaker demonstrated how interconnections can lead to devastating failures in the financial market like in historic 2008 crash and has also contribute to political regime changes. The FDP was stimulating and thought provoking. It exposed to the audience frontiers of current research in network theory, economics, statistics, psychology, sociology among others. The speaker provided a framework based on network theory to explain certain observations, intuitions and generalizations about human behaviour and economic activity.

Interconnected Nature of all Functional Areas through a Case Study
By Prof Saral Mukherjee, IIM, Ahmedabad

Prof Saral Mukherjee organized a session on “Interconnected Nature of all Functional areas (Marketing, HR, Operations, finance) through a case study” on October 8, 2018. Prof Saral Mukherjee, an Associate Professor of Production and Quantitative Methods at IIM-A, is specialized in Operations Management and is also the chairperson of IIM-A Case Centre since 2014.

He particularly addressed the question that the learning agenda is different for different audience and therefore teaching notes or plan should be prepared accordingly by the case tutor. The FDP had 2 sessions spread over a day. His objective was that across functions students should be able to take decisions and that Case Study methodology should not be aimed towards mere knowledge transfer but rather to give the students the skill of decision making for life and to equip them with right decision making in real life situations.

Different Approaches for Conducting Academic Research (with a special focus on Digital Technology)
By Dr Denish Shah, J Mack Robinson College of Business, Georgia State University

Dr Denish Shah, Barbara and Elmer Sunday Professor, Associate Professor of Marketing, and, Director of the MS-Marketing program at the J Mack Robinson College of Business, Georgia State University had a session with Faculty at IILM Institute for Higher Education, Lodhi Road Campus. Professor Shah discussed about his research area, which focuses on issues pertaining to linking marketing strategies to the financial performance of the firms. Professor Shah explained various approaches to research and about his own research approaches which entail developing new conceptual frameworks and/
or conducting quantitative analyses to develop data-driven managerial insights. Professor Shah's researches have been published in the Journal of Marketing Research, Harvard Business Review, Marketing Science, Journal of Marketing, Sloan Management Review and several other outlets. Professor Shah explained what reviewers generally look for in a quality research paper. He emphasised upon the importance of contribution of the research in academia and its impact on the business world.

Consulting Organizations and Problem Solving
By Prof Sunil Sharma, IIM - Ahmedabad

Prof Sunil Sharma, Professor for Strategic Management at the Indian Institute of Management, Ahmedabad conducted a faculty development program on the topic “Consulting Organizations and Problem Solving” at the Lodhi Road Campus of IILM on December 3, 2018. In addition to the faculty members from the 3 campuses of IILM, Prof Sunil Sharma also addressed the IILM students who are keen to join jobs in Consulting Profiles.

Prior to joining IIM-A, Prof Sunil Sharma has worked with McKinsey & Company as a consultant where he was involved in projects on strategy and leadership development, cost optimization along with organization restructuring, for Indian and multinational companies operating across a variety of sectors. Prof Sunil Sharma discussed the planned sessions in the program through two cases. He ensured full participation by both the faculty and the students with the underlying intention of unfolding the thoughts of the group. During the sessions, he took the participants through engagement activities including building pictorial representations (matrix or any other form) for defining relationship between usage of mobile phones and learning along with role-plays which involved student groups to pitch in as a consultant group for winning a project.

He demonstrated in his pedagogy that consulting is more about enlightened common sense, innate intelligence, logic, intuition and bold experiments than just theoretical frameworks. In simple yet an extremely effective style, he explained how consultants practice problem solving, undertake impact thinking, lay objectives with clearly defined impacts, invent solutions through innate intelligence and pure logics, do bucket thinking, prioritize objectives and take a position in what they believe in.

Negotiation Skills – A Faculty Development Program Conducted
By Eric Luis Uhlmann, INSEAD, Singapore

A Faculty Development Program was conducted by Professor Eric Luis Uhlmann, Associate Professor of Organisational Behaviour, INSEAD, Singapore on January 9, 2019. Conducted through a webinar, the focus of this first FDP of the year 2019 was to share the pedagogy of the professor with IILM Faculty from all three campuses. The Professor then shared with the class the basic skills needed for negotiation the main points being that negotiation was built on Trust and has to be a Win-win for both parties instead of one side arm twisting the other. He made the class realise that if the negotiating parties had trusted each other they would have discovered that they both needed a different part of the same flower and that they could have had a win-win for both parties. He also took the symbol of the Rat, a rodent whom we use to represent many negative things, and turned it around on its head and told us many of the good qualities possessed by a Rat that could be helpful in negotiating.

Beginning the class with an exercise instead of the concepts was an interesting pedagogy that made the participants think about what they could have done better in their negotiating and resulted in better and deeper understanding of the concepts. The use of symbolism of a Rat too was an interesting aspect of pedagogy. Professor Eric suggested that there was no one right way to negotiate and the important thing that the negotiators have to keep in mind is to be able to successfully weigh risk versus reward and reach a mutually beneficial agreement. The session ended with a vibrant question answer session with the faculty asking several questions on teaching methodologies and assessment of case studies that resulted in interesting discussions.
Obtaining a Post Graduate Degree in Business/Management is just the beginning. It is more important to have a closer look at the sectors that have the greatest need for new professionals. The Indian financial market is one of the most happening places in the job markets too in terms of skills, opportunities, remuneration and career progression. The financial service industry is multi-faceted offering a variety of openings for new business graduates to pursue their interest based on their skill set. The industry has multiple sub行业 that has positions needing special or niche skills.

The following are some of the major career paths for professionals in the financial-services industry.

**Corporate Finance:**
A job in the corporate finance domain means working for an enterprise with the responsibility of finding and managing the capital necessary for running the enterprise. The aim however for the corporate finance manager will be to maximize corporate value without losing sight of the financial risks.

**Functions**
- Formulating overall financial strategy for the company.
- Ability to forecast and present profits and losses.
- Negotiation for Credit Line at least costs.
- Preparation and finalization of financial statements.
- Internal and statutory audit of company’s books of account.
- Upstream Managers will look into merger and acquisitions, private equity.

**Commercial Banking:**
Commercial banks also provide great opportunities for a very rewarding career in the financial services industry. These banks offer a range of services on the asset and liability side covering the retail and institutional clients. The opportunities are available in almost all the functional roles like finance, sales, marketing, HR, Operations, IT-Systems and general management. The roles at branch banking level though primarily include Bank Tellers, Loan Officers, Relationship Manager, Risk Analyst and Operations.

**Investment Banking:**
The most sought after and glamorous career opportunities in the financial services are in the investment banking domain. The investment bankers deal with their clients in raising money...
in the capital markets by selling equities or by issuance of a range of debt instruments. These bankers also deal in activities associated with M&A. They also work with their high net worth clients in advising them on various investment opportunities, optimising risks and return. An investment banker needs to be high on ambition, competitive, quantitative, detail seeking, polished and presentable. Equity and debt Markets are their main work fields.

Hedge Funds:
Hedge funds are the private investment entities dealing with a wide variety of assets and financial products. They are specialized fund managers having the following work roles Financial analyst, Trader, Regulatory compliance officer, Quantitative analyst, Marketing manager, Portfolio manager

Private Equity and Venture Capital:
The professionals in the private equity and venture capital firms help the business in getting the capital for current operations and planned expansions. These professionals are likely to spend most of their time with start-ups, new high growth companies or troubled companies seeking expertise for sell off or turn around. The job description will include
• Merger and Acquisition activities.
• Raising money from other companies.
• Determining uses for investments.
• Performing financial accounting.
• Predicting return of investment.
• Investing money.

Financial Planning and Wealth Management:
The financial planners help their clients in managing their financial goals for different life stage financial needs. They help their client in attaining present and future financial stability. The financial planner will help ensure growth in the financial net worth and wealth preservation of their clients.

Their activities also include tax planning and estate planning. These financial planners are generally certified financial planners (CFP) and work with various big financial institutions. Many CFP undertake to run their financial planning outlets charging fees for their services and deal with various debt, equity, mutual funds, insurance and other financial instruments. CFP is a certification course mandated for financial planners in various countries.

Insurance:
Career opportunities in the Insurance sector is in plenty both in the life and non-life insurance space. The majority of jobs are available with the life insurance providers with the sales roles, business development, and training-development roles accounting for the lion’s shares. There are also opportunities available for the roles of actuaries, underwriting, fund management, accounting and operational process works. Most of the jobs in Insurance domain are available with large insurance companies and institutional insurance brokers.

Mutual Funds:
Mutual Funds in India are constituted as Asset Management Companies (AMC). Mutual Funds provide opportunities to investors in participating in the financial markets; the AMC’s charge a professional fee for managing the funds invested by investors. Mutual Funds provide one of the most lucrative career options for business graduate. The major work roles are in the work domains of Sales, Marketing, Investment Research, Fund Management, Funds Back Office.

Stock Broking:
Stockbrokers buy and sell of securities (like the equity, shares, derivatives) for commission basis on behalf of their retail, HNI or Institutional clients. The stock brokers look after the investments of their clients through three types of activities e.g. offering advice on investments; execution only meaning only actions related to buying or selling based on the client’s request; the discretionary activities meaning the broker is provided with full control over deciding on client’s investments.

• Researching on financial markets
• Consulting investment analysts
• Reporting to clients
• Monitoring clients’ investments
• Pitching for new clients
• Acting as traders for client’s investments

Choosing the Right Direction for You:
The different job profiles in the financial services domain demand different skills as well as present entirely different work environments. It is therefore recommended that one should opt for one that aligns to the person’s long term interests and abilities. Someone with good number skills, data crunching preference may look for financial accounting roles whereas someone with solid interpersonal skills may look for a job in relationship management, sales or advisory. It is therefore recommended that the graduates must research the domain well to discover the options, acquire the skill set suiting the job roles and do everything to excel in chosen job role.
Remembering John Maynard Keynes

Prof Rajkishan Nair,
Economics

“The fundamental psychological law, upon which we are entitled to depend with great confidence both a priori from our knowledge of human nature and from the detailed facts of experience, is that men are disposed, as a rule and on the average, to increase their consumption as their income increases, but not by as much as the increase in their income”

John Maynard Keynes, often regarded as the founder of modern Macroeconomics, was born on June 5, 1883 in England. After pursuing his under graduation in Mathematics at Cambridge he joined the Indian Civil Service. He worked at the India Office for about two years which helped him to collect the material for his first book, ‘Indian Currency & Finance’, published in 1913. He then returned to Cambridge to pursue his studies in Mathematics & Economics for about 6 years. At Cambridge he studied under the guidance of the famous economists Alfred Marshall & A.C. Pigou. He shot into prominence when he won the Adam Smith Prize in 1909 for his essay on ‘The Method of Index Numbers’. Subsequently he was appointed the Editor of the prestigious Economic Journal in 1911. Keynes also began to be identified with the Bloomsbury Group of intellectuals along with Betrand Russel & Virgina Wolf which probably helped him to broaden his intellectual horizons.

Having brought up in the classical monetary tradition of Cambridge (under Marshall & Pigou), Keynes was a proponent of the Quantity Theory of Money (Cambridge version). This is reflected in his ‘Tract on Monetary Reform’ (1923) and the two volumes on ‘Treatise on Money’ (1930). He argued for price stabilization as a monetary policy tool and believed that in situations when monetary policy was not effective, a modest inflation is preferred to a deflationary contraction of prices. [In fact, Keynes himself addressed Irving Fisher (Fisher developed the original Quantity Theory of Money – ‘The Purchasing Power of Money’–Irving Fisher, 1911) as the “great-grandparent” of his own theories on how monetary forces influenced the real economy].

When Time magazine included Keynes among its Most Important People of the Century in 1999, it stated that “his radical idea that governments should spend money they don’t have may have saved capitalism.” The Economist has described Keynes as “Britain’s most famous 20th-century economist.” In addition to being an economist, Keynes was also a civil servant, a director of the Bank of England, and a part of the Bloomsbury Group of intellectuals.

The economist Harry Johnson wrote, “the optimism imparted by Keynes’s early life is a key to understanding his later thinking. Keynes was always confident he could find a solution to whatever problem he turned his attention to, and retained a lasting faith in the ability of government officials to do good. Keynes’s optimism was also cultural, in two senses: he was of the last generation raised by an empire still at the height of its power, and was also of the last generation who felt entitled to govern by culture, rather than by expertise.” According to Skidelsky, the sense of cultural unity current in Britain from the 19th century to the end of World War I provided a framework with which the well-educated could set various spheres of knowledge in relation to each other and to life, enabling them to confidently draw from different fields when addressing practical problems.

Keynes and the Great Depression:

The Great Depression of the 1930s changed the world of classical economics upside down. The stock market crash in Wall Street in 1929 led to $14 billion being wiped out only on ‘Black Tuesday’. The major impact of the depression was manifested in the form of massive unemployment in Britain and in other Western economies. In US alone unemployment rose from 15.5 lakh in 1929 to 1.2 crores in 1933. The Great Depression is supposed to have led
to a dramatic change in Keynes’ economic thinking, who was originally trained as a classical economist. Consequently, he wrote ‘The General Theory of Employment, Interest and Money’ in 1936, so much so that many called Keynesian economics ‘Depression Economics’ (J R Hicks). In spite of General Theory’s seminal contributions to macroeconomic theory, it is suggested that few of his ideas have survived the test of time. “As it exists today, Keynesian economics is the outcome of contributions by prominent economists like Paul Samuelson, James Tobin, John Hicks and others who have contributed to the development of modern macroeconomics” (R.N. Ghosh, 2018).

General Theory attributed the lack of ‘effective demand’ as the cause of the Great Depression of the 1930s. It was observed that the classical assumptions of full employment and the famous Say’s Law of Markets (that Supply creates its own Demand) were dysfunctional and the philosophy of unfettered Laissez faire free markets based on the invisible hand/price mechanism, which held sway in western economies both in practice and thought from the days of Adam Smith (1776) were proving to be Utopian! According to Keynes, the main cause of involuntary unemployment (General Theory refuted the classical notion of full employment by proposing the possibility of underemployment equilibrium) in a capitalist economy was the lack of ‘Effective Demand’. He suggested that full employment could be achieved with the help of government spending. Government spending becomes imperative during business cycles since private investment is uncertain and exhibits high variation. Keynes introduced his notion of consumer behavior through his consumption function (see quote in the beginning) and posited how a high propensity to consume (through induced spending/pump priming/ contra-cyclical fiscal policy) in the economy could have a ‘multiplier effect’ (Richard Kahn) on the final output.

Keynesian Legacy?

His most famous work, The General Theory of Employment, Interest and Money, was published in 1936. But its 1930 precursor, A Treatise on Money, is often regarded as more important to economic thought. Until then economics analyzed only static conditions—essentially doing detailed examination of a snapshot of a rapidly moving process. Keynes, in Treatise, created a dynamic approach that converted economics into a study of the flow of incomes and expenditures. He opened up new vistas for economic analysis. The General Theory is credited with saving western economies from the tentacles of economic depression, while some believe that it “applies only to developed economies of the west, where the volume of fixed investment is largely determined by the organized capital market” (R.N. Ghosh, 2018). “In 1935, John Maynard Keynes wrote to George Bernard Shaw: “I believe myself to be writing a book on economic theory which will largely revolutionize – not, I suppose, at once but in the course of the next ten years – the way the world thinks about its economic problems.” And, indeed, Keynes’s magnum opus, The General Theory of Employment, Interest and Money, published in February 1936, transformed economics and economic policymaking” (WEF, 2016).

Keynes’ legacy is undisputable in two elements: (i) the invention of macroeconomics—theory of output as a whole (ii) the notion that governments can and should prevent depressions. Especially in the era post the sub-prime crisis in the US and similar financial crashes elsewhere (including the recent trend of surging NPAs in the banking sector in India), the revelation of the corrupt power of the financial system and the extent to which post-crash governments had allowed their policies to be scripted by the bankers, there is a very strong argument for controlling financial markets in the interests of full employment and social justice, squarely in the Keynesian tradition (WEF, 2016).
Company Visits: Stepping into the Real World

Coca Cola:
Some students from IILM Lodhi Road got the golden opportunity to visit Coca Cola in Gurugram. It was a great exposure and we learnt how things work in real corporate world from an alumnus from the first batch of IILM and presently the Vertical Managing Head of four countries including India and Dubai at Coca Cola. Working at Coca Cola for the last 20 years, he helped understand about the beverages and also guided us on how to choose our specialisation domain by first understanding the role that is the right fit for us. This would clarify the direction we should move towards. He also shared with us his work experience and answered patiently the many questions we posed to him about the FMCG industry. During the company visit we learnt that Coca Cola has around 500 brands and 3500 different ways of bottling them. Another thing we learnt about was the different products to be launched in the coming months and some of the companies which Coca Cola has acquired. Since I am still at an exploring stage, I wanted to know about my options and which field I should choose which kind of company I should join in order to be able to give my best, this company visit gave me a great insight into the FMCG sector. A real eye opener, this session cleared many misconceptions we had about this sector.

Karanpreet Kaur, Student, PG 1

ITC Maurya:
20 students of IILM Lodhi Road visited ITC Maurya to get an insight into the hospitality sector. ITC Hotels is India’s second largest hotel chains with over 100 hotels. A part of the ITC Limited group of companies, ITC Hotels is regularly voted amongst the best employers in Asia in the hospitality sector. We visited the 438-room property situated in the Capital’s exclusive Diplomatic Enclave in Chanakyapuri. With about 1200 employees working there, it is almost like a factory where many activities are going at the same time. Our impression that a hotel is only about room service and hospitality changed after our visit as we realized how much work goes into keeping a hotel running efficiently. We met senior managers of different departments of ITC Maurya - Finance, HR, and Sales and Marketing who all took time out of their busy daily routines to talk to us and answer our questions. Each manager gave us information about the sector he/she was managing and also information about how many people were working in that department, the kind of work they do, job opportunities in that area and the main reasons for choosing to work in that area. This was an eye opener as I now saw it from a different point of view.

Mahima Arora, Student, PG 1

Kantar IMRB:
Kantar IMRB is a reputed market research and consumer consulting organisation. Our visit to Kantar IMRB was a great experience. The first thing that struck us was that office environment was extremely flexible and comfortable. During the orientation we were briefed about the company and the work they do. We were told that they build a combination of intrinsic understanding and quantitative research techniques to provide solutions for wide business issues. Having number of different teams working with them, they are tight on deadlines to complete work and meet the requirements of clients. They work on facts and figures and on the survey done by them with the consumers. The visit was very enlightening about a sector that was quite new to all of us and we learnt things we were unaware of. All in all a great experience!

Arshya Gupta, Student, PG 1

L’Oreal:
Students of 1st and 2nd year of post graduate diplomas at IILM Institute for Higher Education, Lodhi Road, visited L’oreal’s corporate office in Gurugram, Haryana on 5th September, 2018. L’oreal is the world’s largest cosmetics company and has developed activities in the field concentrating on hair colour, skin care, sun protection, make-up, perfume, and hair care. The visit began with a brief presentation of the company by Mr. Amit Ranga, Regional HR Manager at L’oreal. He introduced the students
to L’Oreal's working environment and departments and explained about the major operations in details especially w.r.t sales. Later students were given a live project in order to gain insight into L’Oreal's employ engagement strategies. Mr Ranga addressed all questions of the students and spoke about the career opportunities in this sector. The trip gave the students an exposure to a Multinational Company’s environment, its Production, Processing, Management and Human Resource Development. Students learned about what L’Oreal expects from its employees, their engagement with customers and also a holistic view of the company’s processes and strategies.

Drishti Manchanda, Student, PG 1

NASSCOM:
As part of the industrial visit program at IILM Institute of Higher Education, Lodhi Road, I was a member of the group of students and faculty members that visited NASSCOM in Noida. The National Association of Software and Services Companies (NASSCOM) is a trade association of the Indian Information Technology (IT) and Business Process Outsourcing (BPO) industry. During our visit, we had interactive sessions with some of the leaders at NASSCOM. Mr Om Routray, Lead at NASSCOM Community, gave us a brief introduction to NASSCOM, and also briefly discussed about Artificial Intelligence and its impact on jobs. Dr Sunil Shekhawat, Regional Lead of the NASSCOM 10,000 Start-ups initiative, told us about the initiative and its aim to enable incubation, funding, and support for 10,000 technology startups in India over the next ten years. This was followed by a session with Mr Ashish Aggarwal, Head of Public Policy. He discussed about technologies like the Internet of Things, how they impact privacy and user data, and the challenges faced by policy-makers in today’s changing times. Ms Smita Marcus showed us NASSCOM’s Future Skills online platform, which is designed to help IT professionals learn emerging technologies. It was a great learning experience and I look forward to more such visits.

Akash Israni, Student, PG 1

The Umrao Group:
The Umrao Group of companies branches out expertise servicing under 8 classified industries: automobiles (Elroy Motors Pvt. Limited), aviation (Air Astana, Turkmenistan, AeroSvit), constructions (NimaiFamilia) e-commerce (House of Salon), hospitality (luxury boutique hotels), logistics, import-export, etc. Meeting and attending a one-on-one communicative session with the director himself was a very fruitful experience. There were discussions about how a business idea can be put into execution and the basic survival techniques that Umrao uses to stand out from its competitors. The director also briefed us about the pros and cons of rooting for a variety of product mixes amidst your business and the risk-factors that come into play. It was significantly constructive for the students who plan to pursue family business management as well as for those who intend to start their own venture. The the HR head was keen on interacting with students who had shown interest in following up a live project for the company under HR profiles. The environment was employee-friendly and encouraging.

Hena Channa, Student, PG 1

WNS Global Services:
During the Industrial visit week, I visited WNS Global Services located in Gurugram. The HR workforce briefed us about the company being the leading global business process management company & how it offers business value to 350+ global clients by combining operational excellence with deep domain expertise in key industry verticals including travel, insurance, banking and financial Services, manufacturing, retail and consumer packaged goods, shipping and logistics, healthcare and utilities. We were also told how they adopt proactive strategies with the right focus on their key value proposition and differentiators, ensuring that they are ahead by miles in any market pursuit. This was followed by a discussion on what they expect from their potential employees and what kind of culture is followed in the organization. We were also briefed about all the requisite credentials required to get selected for profiles such as business research, financial research, and marketing as well as about the selection procedure for each. We had a short Question and Answer round with an HR personnel who addressed our remaining doubts. The visit gave us a clear picture about this industry which will help us decide whether to explore these profiles in future or not. It was a wonderful experience meeting them in person to get a real view instead of a picture from virtual research.

Akanksha Seth, Student, PG 1
Artificial Intelligence : A Revolution

A blend of an automotive capacity to enact and perform intellective functions such as resolving complex problems, attaining perceptions, inculcating learning, enabling critical reasoning while sanctioning a machine-formulated element to execute functions unto the human level of operating is classified as artificial intelligence. As the name suggests, ‘artificial’ encompasses logical steps. They are now developing a ‘tacit’ knowledge – the intuitive, know-how embedded in the human mind. The kind of knowledge that’s hard to describe, let alone transfer.

History of AI:
Every revolutionary concept, every creativity, comes from an initiation that is unaware of the boundaries it can really cross.

In 1956, a team of four ingenious, dynamic and cutting edge experts from rather contrasting backgrounds, strategized a summer research project on the potential of AI. This team consisted of John McCarthy (Dartmouth College), Nathaniel Rochester (IBM), Marvin Minsky (Harvard University) and Claude Shannon (Bell Telephone Laboratories). The intention behind this research project was to examine each aspect of knowledge and learning or any other quality of intelligence that can be so accurately explained that a machine can be made to energize and enliven it.

This was followed by the idea that intelligent computers can be created and conceptualized.
This gave birth to Artificial Intelligence. Science fiction, however, have restricted the idea of AI to the concept of robotics possessing human-like characteristics, while if you broadly understand the concept – AI is behind the idea of the popular Apple’s Siri, Amazon’s Alexa, Cortana, and many more. Such systems accord voice recognition functions, use machine learning to let imitate a machine into human interaction, while understanding the semantics of our language in an enhanced form.

Another example could be of Facebook which has now automatically been able to recognize the faces of your associates whilst you upload pictures with them, unlike earlier when it was a manual job to tag them.

Netflixx has also come under the AI wing through its recommendation engine which instantly grasps the genre of your interest and procures exactly what you want to watch. Their form of machine learning databases and formats follows algorithms that study consumer behaviour via each click and search an individual performs, forming multiple ‘taste groups’.

According to research conducted by McKinsey, AI is said to have the potential of creating 600 billion dollars of value in the retail industries, attaining 50 percent of more incremental value under banking and finance in comparison to other analytical techniques under the same.

**Measuring and Understanding AI**

AI distinctly bisects into three altitudes:

**Narrow AI**:
This form of AI is said to be finely task-specific with the quality to be highly effective when drawn a parallelism in performance in the same task by human.

**General AI**:
This form of AI directs into performing any and every intellectual task up to the same output as produced by a human under the given circumstances.

**Strong AI**:
As impactful as the term sounds, this form of AI spotlights all the activities, which, when executed by machine, surpasses human performance at many tasks. The concept of AI can also be branched into two basic subsets -

**Machine Learning**:
Machine learning is the most primary and nearest application of enabling computers to be highly intelligent and able without the use of programming. Here the machine is given a measurement criteria to supervise the objectives and performances and utilizes various integrated data and algorithms to get the desired output.

**Deep Learning**:
The hypothetical brain of a deep-learning can precisely be put parallel to the functioning of a normal human brain, following an artificial neural network which is closely similar to the biological neural network itself! In comparison to machine learning, this concept utilizes a deeper structure broadly of more than three or more layers, which enables refined categorization of intricate links and relations amidst high-dimensional and extensive data sets.

The beginning of AI started with complex coding programs to characterize various commands and a machine's responses to those commands. But as time went by and the system grew to be rather complex, management of the norms set went haywire. This issue was then resolved with the help of data heterogeneity. This assisted the machine to adapt to a given environment in an enhanced manner and respond diligently as well. For instance, a machine is able to review and study distinctive languages from click of a button, with such quality that it can provide elephantine assistance a human comparatively cannot. AI has made some blazing achievements such as the first industrial robot, or the first self-learning program – which were accomplished by thoroughly analyzing, perceiving and studying human behaviour as and when it makes decisions whilst simultaneously fostering progressive and smart software and systems in relation to the observations retrieved.

**AI Revolution in India**:
India will have to learn to deploy AI to grow further. Some jobs will disappear- jobs that are repetitive will disappear. The only way to grow output today is to partner with machines- that not only do the job of manufacturing but for also deciding what is to be manufactured, where is the demand? It is already being done in the financial sector. The IT industry is undergoing a transformation in that direction. So while India is poised to become big consumer of AI technology, it also needs to develop more AI, manufacture machines that use AI, but also deploy it.

The anticipated era of AI guarantees an aeon of disruptive technology wherein human gumption and brilliance is augmented with the help of fidelity and high-quality.

Hena Channa
Student, PG 1
Factfulness by Hans Rosling

This book is a culmination of efforts by the Late Professor Hans Rosling, co-founder of Doctors Without Borders, his son Ola Rosling and his daughter-in-law Anna Rosling, the latter pair co-wrote the book and finished it after Professor Hans Rosling passed away. The authors demonstrate that the world is a much better place than depicted by the world media and as perceived by us. Using statistics, the authors show that the world is actually getting better. Looking the world with the prism of negativity and without looking at facts has consequences for businesses. The authors divides the world into four levels. In level 1, people live on $1 per day, in level 2, people quadruple their income to $4 a day, in level 3, they quadruple the income again to $16 a day, and at level 4, they earn more than $64 a day. Human beings are influenced by ten instincts, and each instinct is covered in a different chapter in this book.

The Gap Instinct: We wrongly believe that there is a greater gap between people than reality, and one should no longer divide the world into “developing” and “developed” nations, since around 75% of the world’s population falls between these two categories.

The Negativity Instinct: We wrongly believe that the world is getting worse. The Straight-Line Instinct: Bad trend continues unabated. The author provides the fact that we wrongly believe that the world’s population growth rate will continue to accelerate at the same rate and the world would face population disaster.

The Fear Instinct: Situations seem more dreadful than they actually are. We believe negative and fearful news because these stimulate our brains into thinking about dangers in the world and the media thrives on bad news!

The Size Instinct: The problems are not as enormous as perceived.

The Generalization Instinct: People belonging to a geographical area/groups display the same characteristics but developing countries witness diversity of income, not everyone lives in abject poverty.

The Destiny Instinct: Some things can never be changed. Institutions within nations do change and things do not always remain the same.

The Single Perspective Instinct: There are only a few solutions/tools for problems. In a rapidly integrating world, pooled resources of thinkers provide out-of-box solutions.

The Blame Instinct: Easily finding the scapegoats. The blame game may not always work, but we do like to find someone to blame for our faults.

Urgency Instinct: Problems have to be solved instantly else these would never be solved. Making impulsive decisions results in unintended consequences. The author urges us to take fact-based approach (be factful!) and avoid falling into the trap of paying heed to these instincts. The author concludes that we cannot take the status-quo for granted. This is an insightful book full of interesting facts. Alas, this is also the last book by the Late Professor Rosling.

Dr Gurpreet Singh Bhatia
Associate Professor,
Economics
Before You Know It: The Unconscious Reasons We Do What We Do
By John Bargh

“In college, I majored in psychology and minored in Led Zeppelin. Or maybe it was the other way around.” - John Bargh.

Being a Led Zeppeling fan myself, when I read this quote I was immediately drawn towards this author and the book that he had written called Before You Know It - The Unconscious Reasons We Do What We Do. The name of the book was fascinating too. On dwelling further, I realized that John Bargh, PhD, is an award-winning social psychologist and the world’s leading expert on the unconscious mind. Before You Know It is his first book where he describes his interest in why people do what they do and why they like what they like.

In this book he reveals that when he was just beginning to figure out what he wanted to do with his life, he was drawn to psychology because it promised a future of explanations. But what he did not have was an explanation for the reason he was so obsessed with music and why he liked the bands that he did while others felt absolutely nothing or were completely indifferent to the same music. While he didn’t understand it, he realized that it was something that certainly existed and was exceedingly important. Thus began his journey into finding out why people do what they do that culminated in this book.

This ten-chapter book delves into some of the questions that give a new understanding of the hidden mental processes that secretly govern every aspect of our behavior. The first chapter convincingly draws a connection between the strength of the unconscious physical safety motivation and a person’s political attitudes and also explains how our biological mandate to reproduce can have surprising manifestations in today’s world which he deftly explain through studies that examined the influence of physical attractiveness on call backs for a job interview that found that both men and women were more likely to be called for an interview if the application included a picture of a highly attractive applicant versus a not so attractive applicant.

The next few chapters fascinatingly explain that there is a fundamental connection between physical sensations and social relationships because the connection between physical and social warmth, and between physical and social coldness, is hardwired into the human brain. Bargh explains concepts such as arousal transfer - the idea that arousal from a previous event can linger and influence how we react to another event; exposure effect - our tendency to like new things more, the more often we encounter them. Another relevant theory he examined was happiness in social networks where he discusses how with a positive message a single person can change the word because his or her actions influence many people.

Before You Know It is an introduction to knowing ourselves and unlocking new ways of thinking, feeling, and behaving. The only critique of this book that unravels many mysteries of the mind and holds one’s attention through interesting examples is that sometimes the theories don’t seem entirely convincing after one puts the book down. The book is easy to read because of the author’s personal character and story featuring frequently in the book connecting the reader to the writer. Read the book for its relevance in today’s world with Emotional Intelligence, Unconscious Behaviour and Personality being the buzzwords in the world of business.

Atima Mankotia
Professor, HR and Communication
Campus News

Lodhi Road

Cultivate an Entrepreneurial Mind-set:
An exciting beginning to the Career Center at IILM was its first session during the Orientation focussing on cultivating an entrepreneurial attitude. Two dynamic young entrepreneurs, Dhruv Gupta of Trip Shelf and Aashish Beergi of MASH Project, interacted with the students in a panel discussion. Dhruv Raj Gupta, after completing his education from SRCC Delhi University worked with Google for four years after which he set up his own venture Tripshelf, India’s first multiseller online holiday marketplace while Ashish Beergi set up MASH Project, a youth-led non-profit organisation, building a global eco-system for young social entrepreneurs after he graduated in Business Studies from Jamia Millia Islamia. In this robust and animated session infused with high energy and humour, Dhruv and Aashish shared their experiences about choosing entrepreneurship over corporate jobs, partnerships in new ventures, how to get funding, challenges faced, failures and learnings from them. The students, eager for more information, asked innumerable questions during the open forum section creating a vibrant and cheerful vibe right till the end of the session.

Purposeful Work and Life Choices:
IILM Career Center organized a Panel Discussion on Purposeful Work & Life Choices with panellists Nina Chatrath, founder of Enhance Consulting, a boutique leadership consulting firm and Rajiv Khanna, promoter of Soar Financial Services on how early choices can impact professional life; how to course correct in case of wrong choices; innovating and expanding family businesses and how to be passionate about work. Nina Chatrath spoke about her journey from studying Hotel Management after school and how when she did not enjoy working in the hospitality industry, she had to make that extra effort to change her area of work to Human Resources and Leadership Training. She spoke about it is important to course correct to something that one enjoys doing to create a sense of purpose in life and work. Rajiv Khanna spoke about his perfect journey from a top Delhi University, SRCC to Faculty of Management Studies, FMS and how in the end he did not join his family business and joined the corporate world. He finally set up his own Financial Consulting as that’s what he always wanted to do. Students had many questions for the panellists and they interacted and networked with them. Some of the students showed interest in internships with the small consulting firms and connected with them about the same.

Students’ Editorial Board at IILM:
IILM recently created a Students’ Editorial Board consisting of ten students who are passionate about writing, reporting, photography and videography. After a mail was sent out to the students about applying for posts in the Editorial Board, the Faculty responsible were flooded with students who wanted to be part of the Board. After several meetings the Editorial Board was finally formed and it has covered several important assignments ranging from the PG and UG Convocations, a Conference at IILM on Cryptocurrency, interviews with many visiting faculty for top universities in India and abroad and with Alumni who have visited IILM. The Editorial Board, now an integral part of IILM has also contributed many articles to the monthly online magazine Insight and the IILM magazine The EDGE.
New Trends in Learning and Development:
A guest session under HR Elective of Learning and Development was conducted for PGDM Year II students on October 1, 2018. Ms Parul Verghese, AVP - Learning and Development, Genpact shared her insights on LMS, E-Learning, new trends in L & D, soft skills in a virtual environment, content aggregators and online content development. She spoke about the need to build a case for training by the L & D department. She also shared the skills required in current students to take up roles in L&D function. The students found the session very useful. It was facilitated by module tutor, Dr Sona Vikas.

Intentional Networking:
Mr Rohit Agarwal, AVP - Enterprise Business & Sales Head @ Wheebox.com conducted a session on Intentional Networking for first year students of MBA. He gave practical insights into networking, particularly through LinkedIn. He also shared the dos and don'ts while networking with corporate professionals. This session was part of the expert lectures that are conducted for the students during the module, in order to give them industry inputs. The session was facilitated by the Module Tutor, Dr Sona Vikas.

Synergy: The HR Club:
Synergy, the HR Club of IILM University organized its first ever activity to deliver learning in easy and healthy manner where they had no boring lectures to earn the jewel of team work.
The activity focused on the most important attribute of team work and understanding of your team. The activity concentrated on, "Quote, Draw and Laugh".
The activity started after the day ended for the students and included activities like Pictionary and Dumb-Charades. Students made the most of it by competing with each other in friendly spirit. It was the silent mystery game that students enjoyed. There was a fun loving vibe all through the activity. The activity came out to be successful one because it helped students to retain few HR jargons and was a great learning experience.

Contours of Emerging Global Multi-Polarity:
IILM University always keep collaborating with various industry bodies to organize events for adding value to students and faculty. As a part of this a lecture on foreign policy was organized in association with Ananta Centre supported by Tata group. The lecture was delivered by respected Mr B J Panda, a renowned speaker and a former Member of Parliament. He represents the new face of Indian politicians, several of whom are educated abroad and have had alternative careers before embarking into national service.

The session started with Saraswati Vandana and lighting of lamp. Then Vice Chancellor, Dr Sujata Shahi delivered the welcome address. Mr Panda elaborated on a few important topics under the theme “Contours of Emerging Global Multi-Polarity”
· How power shifted from the bipolar world in the early 90’s to almost a unipolar world with the US being the dominant player and now to Multi-Polarity where China and India are playing bigger roles.
· How the Indian Economy is catching up with China in terms of Growth and what it means for the world economy.
· How the way the world sees India has changed in the last decade or so.
It was a full house session attended by students from both postgraduate and undergraduate courses and Faculty members from all departments. It was heartening to see students participating with such enthusiasm in the session. They put up some great questions to the guest.
Towards the end, he had interaction with faculty members. Mr B J Panda was appreciative of the fact that IILM has a good mix among faculty group with varied experiences. Last but not the least he was all praise for the lush green campus of IILM, Gurugram and the quality of students.
NGO Club Activity: Don’t Waste Food:
On October 25, 2018, NGO Club organized an activity - Don’t Waste Food. The activity was conducted in the dining hall of IILM GSM campus during Lunch hours. A skit was prepared by the students in which they showcased how students in the cafeteria waste food without thinking about the millions of people who don’t even get one square meal and all those suffering from malnutrition and even dying of starvation. This skit brought awareness in our students the importance of conservation of food.

Inter college competition:
BIMTECH organised an Annual Fest “Vihaan” and first year students of PGDM participated in some of the events. They won accolades and have made the institution proud. Some of the students who participated in events were: Anubhab Deb who received the first Prize for Debate, Rupantar Basak who received the first prize in FIFA 18, Ayan Mukherjee, Meera M Nair & Sanjiban Ghosh who won the second prize on Guestimates and Priyanka Ahuja won the second prize in Sacred Games.

CII Skill Will Club:
This month CII Skill Will Club activity was conducted that involved preparing a case study on a company or topic given by CII. Seven groups of student, each group comprising of four students participated in this activity. The topics given to the groups were: Nestle: Noodle Ban to Regain Market Share; Vishwavir Ahuja & RBL Bank; Satyam and IL&FS; Mumbai Dabbawalas; Flipkart; Harshad Mehta Scam and Patanjali Ayurved Limited. The fifth round of CII which was conducted by judges Prof Shweta Nanda, IILM faculty and Mr Rajesh Budharaj, Director Operations, Roots Cooling Systems Pvt Ltd, Noida. In all the presentations, the key takeaway message was the strategic success plan followed by each company to beat failures and move towards success.

E-cell Activities:
A total 15 students of PGDM 18-20 batch participated in BIMTECH Young Entrepreneurs Competitions whereour team of two students - Harshal Dilwali and Shivam Maggo won second prize with a trophy, certificate of appreciation and cash award. There were 15 teams participating in various competitions like Negotiator, Mix-up and B-plan.

In another event, two students of PGDM 18-20 batch- Harshal Dilwali and Shivam Maggo were second runner up in an Annual fest of Indian Institute of Management (IIM) Lucknow. Beginning with 386 participating team only 15 teams reached the finals. The students were given the task to build a case around the Telecommunication Industry where they had to do a presentation followed by a question round by the jury.
Creating an engaged, supportive alumni network is crucial to an institution’s success. If communication stops once graduates leave an institution, their understanding of the university will become stale. Instead, they should be kept informed so they can remain engaged and keep abreast on the progress of the university. Good alumni relationships bring many benefits to both the institution and the alumni.

An alumnus plays a very important role in the life of any collegiate as they help you to get motivated on how to get along the metaphorical journey of life. To keep us deeply motivated, the faculty invited alumnus Mr Atul Singh, currently working in Google to address the students and provide a broader view towards the future. The session started with his introduction after which he put a rather intriguing question to the students – have we, as students, decided on our specialization domains by the middle of first year? The students were divided into two categories - confused and clear.

Then, step-by-step, he began explaining his own journey from Masters in Finance to how he reached an Operations role as a Manager in Google - which clearly reflects that the journey of life is not what one seeks or imagines it would be. Atul stepped into his career in 2005 with General Electrics and worked there till 2013, and since then he has thrived and had made his way into his dream company Google.

For the students, having him on campus was an immense pleasure as it helped to clear doubts and comfort the bewildered. In his opinion, the most vital factor in deciding one’s future lies with how good he/she is with others. It doesn’t matter where one is working or what pay is being offered. Working in a team, meeting the time lines and achieving individual goals curated with the right amount of intelligence is what makes the difference.

Interview by the Editorial Board
Editorial Board:
Is working for Google very different than it is for other organizations? If yes, in what way?
Atul:
It is quite different working with Google. Making one work for long hours should not be the only aim of an organization and at Google all that matters is how you can deliver the work or the output and one is assessed and given feedbacks upon on the basis of their productivity.

Editorial Board:
How has working for Google has improved you as a person?
Atul:
Gaining experience and working with a diverse group of people has made me learn and grow. Learning from bad experiences is also a form of learning.

Editorial Board:
Why did you shift from Finance to Operations?
Atul:
Prioritizing your interests in what you are working on is really an important aspect of life. This was the reason I changed from Finance to Operations - to lead a balanced life.

Editorial Board:
What message would you like to give to students?
Atul:
Be positive and confident about YOUR choices, decisions and aspirations. One should appreciate where you are and be satisfied with what you get from day one and then try and achieve ten to fifteen times more from that point with sheer diligence and determination!

Arshya Gupta
IILM Editorial Board,
Lodhi Road
Alumni Profiles

Jasmine Saini
Batch of IILM 1995-98
Head- Fabelle Boutiques and Business Synergy, ITC Hotels & ITC FMCG(Foods) Business

Work Experience: 20 years

Important Learnings in Professional Life
College & school learnings: Plan short term and long term goals in advance while keeping an eye on the long term goals make sure your daily/short terms plans are actualised with diligence, commitment and integrity.
Professional Learning: No competition can hinder you if you meet your achievements and targets with discipline. Stay away from power plays and office politics by focussing on your job and making great relationships for healthy networking.
Favourite Memory at IILM: Economics & Financial Management classes were a pleasure to sit through and learn from both the Professors who were my role models. Case study modules and group projects were interesting too and quite memorable.
Message for Students:
Focus on 5 key components for achieving any success in life: Vision; Commitment; Authenticity; Integrity and Competition (healthy play for being the same team and learn from each other’s talents).

Sudipta Sengupta
Batch of IILM 2004-2006
Vice President – Digital Product, Marketing and Content Strategy, Business World.


Important Learnings in Professional Life
Myth: Learning phase ends with college.
Reality: Keep learning. Keep adding certification to your resume. You will get a job based on what you learned in college. You will grow next year based on what you learned this year.
Myth: You can survive by knowledge or communication alone.
Reality: You need both. Presentation is important. Dressing is important. Communication (written, oral) is important. And continuous learning is important.
Favourite Memory at IILM: Representing the college in Inter-college debate competitions.
Message for Students:
1. Know your weaknesses. Work on them and don’t be defensive about them.
2. Pursue a hobby. It will help build your personality and it will make you an interesting person.