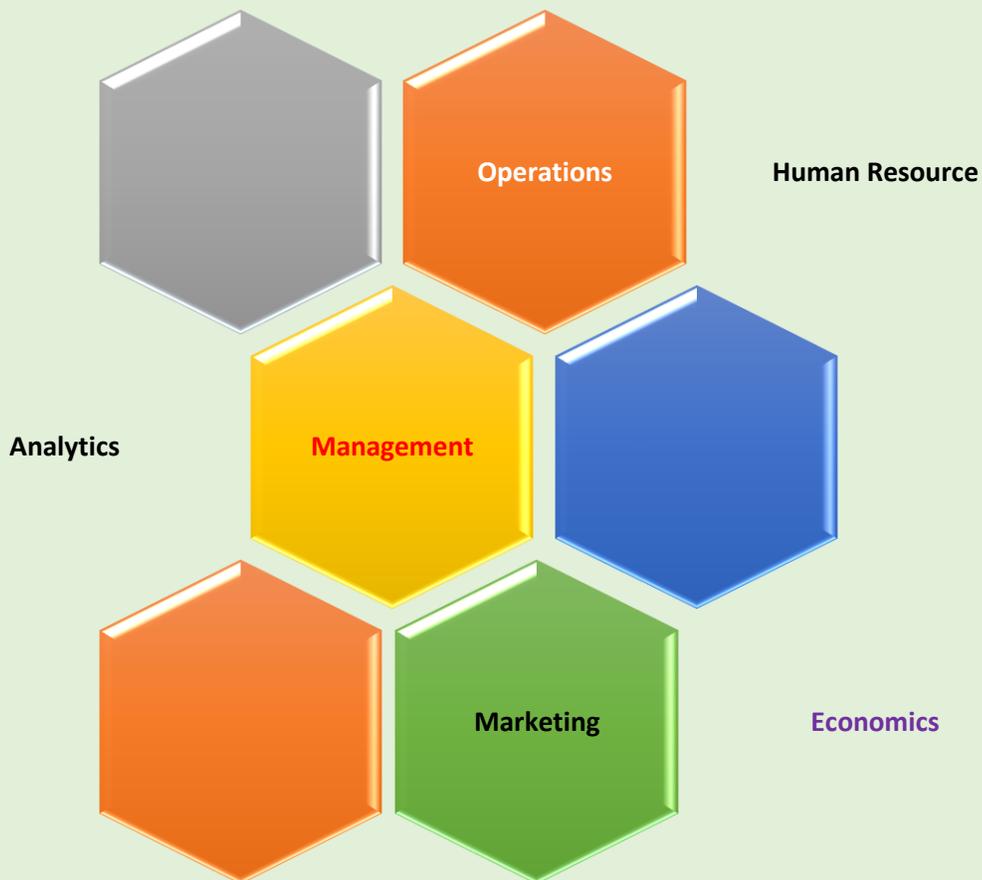




Enriching Lives

# KIAMS *Newsletter*

Volume No.2 Issue No.1



**Kirloskar Institute of Advanced Management Studies**

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2018

## VISION

- To provide society with a centre of learning that excels in management education and professional development.

## MISSION

- Offer contemporary, progressive, technology and heritage driven management education
- Facilitate strong networking with professionals and industry
- Develop competent professionals to lead businesses
- Contribute to the expanding body of knowledge in management
- Provide management and training solutions to industry

Dear Readers,

It gives us immense pleasure to bring you the first volume of the KIAMS Newsletter.

The KIAMS Newsletter is a medium to connecting with all the stakeholders and bring them together by updating them on Academic and Extra Curricular happenings at KIAMS.

KIAMS Newsletter presents you the glimpse of different events organized by in-house committees which makes students corporate-ready and creates a healthy environment.

We would like to place our sincere gratitude and thanks to all those who have contributed to make this effort a success. We profusely thank the management for their support and encouragement.

KIAMS NEWS LETTER team

## ABOUT KIAMS

Kirloskar Institute of Advanced Management Studies (KIAMS) was set up in 1991 by the Kirloskar Group in Harihar to put its illustrious leader Mr. Shantanurao Laxmanrao Kirloskar's thoughts to practice.

A pioneer of Indian industry, Mr. S. L. Kirloskar was a visionary who possessed the drive and determination to accomplish his vision.

The emergence and subsequent success of the Kirloskar Group companies in the engineering industry in India marked the realization of one of his visions. KIAMS dedicated itself to the task of Management Development in the Kirloskar Group and other companies by understanding the need to promote managerial and organizational excellence.

In 1998, KIAMS ventured into training bright, young minds in high-quality management education to meet the managerial leadership needs of the country. This was offered as a two-year fully residential Post

Graduate Diploma in Management (PGDM) in Harihar. Encouraged by the success of its alumni in the industry, KIAMS opened its second campus in Pune in 2010. Both the campuses are approved by AICTE, .

### Message from Director



Over the past few years, 'artificial intelligence' has evolved from being a mere buzz-word in tech-friendly circles, to making headlines on future of work in newsrooms across the world. The world is opening up to the fact that Artificial Intelligence (AI) can be incorporated in a variety of tasks - from simple household chores to major decision making processes in top corporates. It is no surprise that the education sector is also seeing remarkable uses of these AI technologies. As these technologies develop, we shall continue to see their impact and reap benefits in both teaching and learning techniques. The ability of AI to analyse vast amount of data would enable higher education to see beyond smart classrooms - to smarter teachers and students. Imagine the scenario when a student can have embedded 'smart' devices implanted in her/his eye and all information is readily available and readable at a blink-so to speak-and thus, in such a scenario how should a student be evaluated in a course? The onslaught of technology and AI, in particular, there KIAMS, will force us to redo our pedagogical solutions, change assessment methods, and will even aid in automating and fastening administrative tasks for both institutions and individual academicians. The higher education world is quickly moving beyond classrooms and printed textbooks. AI can help in this digitization - by enabling smarter books, customizable learning interfaces and possibly help teachers and students to craft courses that are customized to their needs. Going beyond the learning process, AI could also assist in the evaluation and assessment of students. There are already technologies that help in the evaluation of objective tests; advancements in AI could push those boundaries further and we could even see an automated evaluation of narrative and subjective contents. This technology would

also allow a student to have continuous and individually customized inputs that would be required at her/his stage of learning. It could help address issues early on, and help in the feedback process between the teacher and students - thereby enabling healthy and relevant communication. Students would get access to relevant additional tools and teachers would be able to know the efficacy of different pedagogies quickly. AI would not just hold teachers accountable, but also strengthen their teaching practices. Current systems have the ability to analyze when a large group of students make a mistake in a question - this can be expected to improve to the point where the AI system could provide live hints or suggest corrective action in a customized manner. With such a technology, students would be able to learn from anywhere and anytime, and still receive individual output and maybe even other elements of a traditional classroom. Another upcoming innovation is the use of Blockchain technology. Use of this in universities could remarkably alter how evaluations and credits are maintained and transferred - both within and across universities. Academic research within these institutions would also see increased protection, and their due share of recognition. This would incentivize academicians to pursue their research without worrying about the administrative hassles, and truly revolutionize the impact of academic research. Looking at AI as just another tool for content delivery and assessment would be undermining this revolution in front of us. All of us as teachers' students and administration must start to look at such developments as an enhancement of human thinking and an augmentation to the educational process. For any institution that promises to prepare young talent to face tomorrow's challenges, it is imperative that they familiarize themselves and whole-heartedly embrace these new technologies.

**Dr. Amit Sinha**

### Editor's Desk



The last day of October has long been commemorated as former Prime Minister Indira Gandhi's death anniversary. For some years now, the day is also celebrated as the birth anniversary of Sardar Vallabhai Patel the 'Iron Man of India' marked by a series of programmes and celebrations including 'Run for Unity' to spread the message of good governance and national integration. This year on October 31, Prime Minister Narendra Damodar Das Modi unveiled the giant 'Statue of Unity' in Gujarat. As is the custom in India, this event has sparked a series of debates on a plethora of points ranging from the astronomical cost of Rs. 2,900 crore involved in the construction of the statue to the philosophies of Nehru and Sardar to Partition of India to the Kashmir issue among others. In fact, one question being raised on this historically important construction is 'what is the need to construct the tallest statue when the country is faced with taller issues such as rising pollution rates, increasing poverty, falling GDP levels, increasing environmental degradation etc.?' Be KIAMS giving the final verdict on the statue of Unity, it is important to go back in history. There are numerous examples of biggest, tallest and largest structures in history of mankind be it the pyramids in Egypt or the Great Wall of China or the Amer Fort in India. In modern times, the statue of liberty in the U.S. and the towering Christo Redentor in Brazil are historical symbols. Recently, the Burj Khalifa and the Hong Kong-Zhuhai-Macau Bridge are considered the ultimate symbols of greatness. The Statue of Unity in India is being advocated as a tribute to the Iron Man of India. These structures are symbols. Burj Khalifa is described and viewed as 'a tribute to the art and science of modern engineering and design; a new spotlight on the world map; and inspiration to reach for the

stars'. In fact, it is the icon of the 'New Dubai'. If we look at the statue of Liberty, originally conceived as the emblem of friendship between France and the U.S., today it is a symbol of hope and opportunity. President Cleveland had promised that it would never be forgotten that Liberty has made here her home while accepting the statue. Today, the statue represents the United States itself. What does the Indian Mammoth Statue of Unity symbolize in concrete words? The twelve states at the time of Independence are today twenty nine. Is this what the Statue of Unity is representing? Students, PM Modi's vision of 'developing it as a source of inspiration for ages to come' would be possible only if people believe in and put to action the belief, United We Stand and Divided We Fall! Hoping that you all shall endeavor to make the Statue of Unity the New Face of India!!  
Best Wishes

**Prof. Shekhar Ingle**

### Student Editor



In the words of Pablo Neruda, "You can cut all the flowers but you cannot stop the spring from coming", the October issue of KIAMS celebrates human spirit by showcasing the achievements of the students in different arenas. This edition is the perfect blend of fresh articles on the new initiatives by the student council along with the classic events. The experiences shared by alumni and industry experts shall be valuable for students. I would also like to express my gratitude to the entire editorial team behind this edition of KIAMS.

**Mr. Shivani Garg**

### **Round Table Discussion on “Impact of Social Media on the values of Future Generation”**

A Round Table Discussion was organized by KIAMS in association with Federation of World Academics on September 01, 2018. The theme for the conference was 'Impact of Social Media on the values of Future Generation'. Sixteen eminent speakers from Higher Education Institutions have participated as Panelists of this event. The session started with the introduction of all the speakers by Prof. Mahesh Gandhi, President, Federation of World Academics. Dr. Amit Sinha, Director, KIAMS has moderated the entire Round Table Discussion. He initiated the discussion by introducing the topic. He compared the internet era from its launch in 1995 in India to the current scenario where information is flowing freely via technology. He also shed light on the present Social Media scenario with respect to sharing of fake information, usage of social media by political parties and the current issues of data selling. He declared the floor open for the speakers to share their views on the positive or negative impact of social media that could occur on future generations. Prof. Ajay Kumar Jain, Director, IMS Ghaziabad recounted his own experience of his child regarding the misuse of social media. He talked about materialistic culture which is understood through artefacts and non-materialistic cultures which is based on values and beliefs of the society. With changing values in our society and impact of egoistic motive on the society, he stressed that parents and teachers should be accessible to children in regards to the undesirable information available on social media. Dr. Vijay Vancheshwar, Professor (Communications, General Management and Marketing), IMI Delhi discussed about the younger generation being addicted to social media in such a way that technology has enslaved them. The extensive usage of technology has given them a 'Fear of Missing Out' and a 'Fear of Being Offline', if not

in touch with it. Social media has taken over personal interaction. He also quoted that technology is affecting people more than physical illness. The next speaker, Prof. Pria Warrick, President-cum-Executive Director, Pria Warrick Finishing Academy emphasized on the peer pressure faced by the younger generation in the way of doing things in a particular manner. Social Media fills the gap which is created when the children are isolated while their parents are busy. There is no role model at home which leads to vulnerability at a very young age as a result of which children pick up values from social media. She also put forward the fact that Indians and Chinese have so much intellect but they lack social skills leading them to use social media more extensively, giving an impression that everyone is having fun while in reality no one is. Quoting social media as a double edged sword, Dr. Madhu Vij, Professor in Finance, Faculty of Management Studies, and University of Delhi reasoned that social media is a tool and its usage is up to us. There is a need to understand and navigate the best way to use this tool. She showed a positive side of social media by sharing her personal experiences in regards to accessibility to certain useful applications for the younger generation. She always quoted the example of Airbnb which rose to success by a wise usage of social media. She also gave instances about the regulations followed by schools these days in regard to the monitoring of screen time of a student.

Prof. Gita Madhuri, Professor (Communication), KIAMS spoke about the transformation of internet by citing examples from the Internet Galaxy and Gutenberg Galaxy to Digital Galaxy. She emphasized on the escalation of Freedom of Expression through social media while previously there were no channels to provide thoughts. She also quoted that social media is a source of collective learning. A generation is not characterized just by the age group but also through some characteristics. She also cited

stats from a study conducted in North America where only 8 percent of the people use social media for job opportunities which is disturbing. Prof. Saroj Kumar Dutta, Director General, Accurate Institute of Management & Technology (AIMT), Greater Noida talked about values being deep rooted in an individual and gave several humorous examples to describe changes in behaviour due to social media. He also differentiated between the values of Ratan Tata and Cyrus Mistry by giving the example of the recent Tata feud. He concluded by saying that social media will always affect people but how much will it affect values is a question since they are deeper rooted. The floor was then taken by Prof. Nimit Gupta, Associate Professor, Fortune Institute of International Business (FIIB), New Delhi who analyses the use of social media through three lenses, the first being, why do people go to social media, second, what will happen when people go to social media and third, how to eradicate something negative on social media. He supported Prof. Vijay Vancheshwar's point about increased social media usage by youngsters due to 'Fear of Missing Out' by citing stats from a research done by Tata Consultancy Services on the vitality of social media usage among youngsters in India. He also explained the concept of 'Socially Accepted Decision Making' which shows that people value a product not because they need it but because someone owns it. Prof. Jha, Professor of Leadership and Chain Management, IMI Delhi brought attention to the fact that while focusing on future generation, it is also necessary to analyse the effect of social media on the values of current generation. He quoted that it is not guns that kill people but the person holding the gun. In a similar way, social media is just a channel, however, the content creators are responsible for the adverse effect on values of people using social media. He established that there should be methods to filter content on social media so that it does not harm any

generation. Dr. Ashish Joshi, Senior Associate Dean, City University of New York established that the purpose of social media was to connect the disconnected, however, its negative side has come out more prominently. He gave an instance of a WhatsApp service providing personalized dietary services in slums to show the positive side of social media. He also stated that despite the boons, data selling and cyber bullying are major concerns of using social media. Dr. Jitendra Das talked about the change in the quantum and speed of the flow of information available with the evolution of the society. He quoted several instances from recent events including those from US Presidential Elections where the Russians interfered by influencing Hillary Clinton's supporters through fake news. He also quoted an example from German Election campaign where the candidate won because of fake news of supporting refugees was circulated on social media. The power of social media cannot be undermined as can be witnessed from such global events. Prof. Shiva Ram from Taxila Business School, Jaipur explained that social media is not a lion which needs to be tamed. Social Media based companies like Uber make life easier. There are several educational resources available through social media. He stated that the boons of social media outweigh its banes and the main objective lies in finding ways to control the negative use. He also mentioned that not using social media makes one uninformed while its overuse makes one misinformed. The next speaker, Prof. Ashok Patil, Associate Professor, KIAMS stated that device and connectivity are two important tools for social media. Information was always available but the medium has changed. Moreover, social media is the only channel where two-way communication is possible. Dr. Sivakumar Palaniswamy, Director, EMPI Business School stated that India ranks first in total downloads of inappropriate content. The students frequently use social media apps like

Facebook, Instagram and Twitter, however, they do not use or mention LinkedIn very often which is an important social media app for students. He showed the negative aspect of social media by giving instances of children being handed over mobile phones with social media content in order to engage them. Prof. Mahesh Gandhi shared his views on the alarming situation that is occurring in every home with the overuse of social media leading to loss of values among youngsters. Most youngsters are victims of depression or anxiety. In addition to this, the attention span and patience level have also reduced. Thus, there is a need to start bringing change in our homes first. The session proceeded to the discussion on the practical approach of using social media. Dr. Ashish Joshi explained that there is an urgent need to regulate what kids are watching. He also stated an example about schools in USA where a computer is provided to every student where they get an opportunity to connect, however with close monitoring. Educational institutions must take responsibility in teaching several aspects of social media. The session was concluded with Dr. Jitendra Das stating that self-regulation is extremely essential for the proper use of social media. At the society level, government should take necessary steps to maintain privacy of people. The focus should be on adaptive learning from social media. The session ended with a vote of thanks by Prof. Mahesh Gandhi to all the speakers who participated in the conference by contributing their views on such an important issue.

### **MSME CEO Summit 2018 “Enabling Business Owners for the Future”**

KIAMS, New Delhi in association with the Confederation of Indian Industry (CII) has organized MSME CEO Summit 2018 on “Enabling Business Owners for the Future” scheduled on September 19, 2018 at Hotel Ramada Plaza, Chennai . More than 150 delegates from industry



and academia participated in this summit. KIAMS was the academic partner for this event. The various sessions at the Summit focused on topics like Industry 4.0 + : Multiply Your Business; Branding, Product & Communication Design and Digital Marketing towards Nextgen MSME; Business Growth Story - Different Journeys; Financial Management - An art in Business, Financial options & Export Opportunities and Innovation, Technology & HR Effectiveness for Successful MSMEs Dr. Amit Sinha, Director, MITWPU was the moderator for the Session on “Branding, Product & Communication Design and Digital Marketing towards Nextgen MSME” in this summit. In this session panelists shared “CEOs can understand on how product and communication design impacting business, Learn and to understand about lead generation and lead management to improve sales conversions for MSMEs, Digital technologies, tools and mobile driven solutions can help in improving lead management, sales conversions, deeper insights on prospective customers, etc. Dr. Jitendra K. Das was accompanied by the following prominent panelists: Mr. Ramesh Manickam, Chief Executive Officer, Centroid Designs Pvt. Ltd. Mr. Muthu Ramalingam, Director & CEO, Dextrasys Technologies Pvt. Ltd.

### **Anubhuti - An Interface with Corporate World the Science & Art of Viral Marketing in a Digital World**

The Corporate Interaction Division of KIAMS organised an Anubhuti session on August 2, 2018 on “The science and art of viral marketing in a digital world” by Mr. Kalyan Kumar, Co-Founder

& CEO of “Social Catalysers”, an influencer marketing company which works on algorithms to viral stuff. The session started in a lively manner with Mr. Kumar sharing his past personal experiences with KIAMS. Mr. Kumar then talked about marketing campaigns and narrated a story about “Garcia”, an Irish pub which used a novel billboard campaign to market itself. Further, he highlighted the current status of internet in India, with more than 400 million people using internet and internet connectivity reaching even the remotest of locations reflected the prodigious scope of viral marketing. Next, he talked about the growth trends in the internet citing examples such as Twitter growing at a little rate and Instagram at a much higher rate; key distinctions between paid and earned marketing and how to engineer a viral campaign, for that he highlighted the principle of “KISS-Keep it simple stupid”. The reasons for content sharing by people such as recognition, socialization and self-fulfillment and the types of content that goes viral such as sarcastic, slapstick, emotional, controversial etc. were well explained by Mr. Kumar. He then elucidated how to design viral content by citing examples of “Mother Dairy”, which used an emotional theme by showcasing the competitive spirit of a blind cricketer along with Delhi Daredevils which accentuated their campaign during the IPL days. Mr. Kumar also gave examples of Dove and Pedigree along with AXE by showing videos of their respective advertisements and also discussed dealing with time constraints in YouTube advertisements. The session concluded with Mr. Kumar answering the queries of the participants. All this while Mr. Kumar, with his great sense of humor kept the audience in splits and made the session an interactive and enjoyable one.

### **15 Lessons Learnt in 15 Years**

On August 20, 2018, a yet another exciting Anubhuti session, on the topic “15 lessons learnt

in 15 years” by Mr. Vijay Thomas, was organised by the Corporate Interaction Division of KIAMS. The session, basically dealt with extracting knowledge and learnings through the past 15-year experiences of Mr. Thomas, Lead Marketing at Harley-Davidson India. He began with the first lesson which said that there existed no better learning process than to experience failure. He corroborated the lesson by sharing his encounter with failure, learning through it and eventually succeeding thereafter. The second lesson suggested having a 'plan B' in all the situations. The third one exhorted the listeners to indulge in “selling the value and not the cost” which helped the listeners to get rid of their myopic visions of merely considering the cost, while fixing the selling price. In the next two lessons, Mr. Thomas guided the audience, not to get carried away by the 'brand'; the benefits of



being innovative which included excerpts from the campus placement interviews in which he, with his out-of-the-box innovation showed a magic trick to the interviewer and cracked the interview. The next three lessons focused on-Improving the product rather than indulging in great advertising for a bad product; tackling difficult times in life; significance of persistency. The subsequent lessons focused on cultivating humility and focusing on action rather than mere words; being fiercely passionate and to surround with people smarter than oneself. All of them, included under pinning personal experiences of

Mr. Thomas. The last lesson which Mr. Thomas talked about was the importance of questioning. He, then answered the queries of the audience. With his interesting anecdotes and personal experiences, the session became really inspiring and motivating. He finally ended up by sharing another lesson number '15.5' which reflected the importance of applauding every effort.

### **Symposium on “Towards an Age Inclusive Society: Advancing Sustainable Goals”**

KIAMS was the Academic Partner in the symposium, “Towards an Age Inclusive Society: Advancing Sustainable Goals (3&11)” organized by Anugraha, marking an observance of “World Elder Abuse Awareness Day” in collaboration with United Nations Information Centre (UNIC) and Global Compact Network India held on June 15, 2016 at the UN Conference hall, New Delhi. The symposium was organised to create awareness about the challenges in build inganage inclusive society, including elder abuse.



The inaugural session was graced by the chief guest, Mr. Taj Hassan, IPS, Special Commissioner (Crime), Delhi Police, who highlighted the initiatives undertaken by the Delhi Police regarding the safety and security of senior citizens. Mr. Rajiv Chandran, National Information Officer for India & Bhutan, UNIC presented the welcome address, where he quoted Pearl S. Buck who had stated that 'the development of the society is dependent on the empathy of the youth towards the elderly. Dr. CN Narayan, Director, KIAMS, delivered the key note address and enlightened the audience with

anecdotes representing the variation in the society's response to inclusion of the elderly across the globe, dependent on indigenous culture and economy. Mr. Uddesh Kohli, Senior Adviser, UNGlobal Compact discussed about this organization's efforts towards the fulfilment of the broad UN MDGs (Millennial Development Goals) and their regular follow up with sustainability reporting practices. Dr. Aabha Chaudhary, Chairperson, Anugraha captured the audience's attention with a moving presentation on contemporary elderly abuse and the pressing need to combat the same.

Two panels were constituted to discuss the relevance of the two sustainable goals, 3 and 11 pertaining to “Good health & Well-being” and “Sustainable Cities & Communities” respectively in developing a society capable of rising above the shackles associated with age and debilitation. These panels brought together key stakeholders such as corporate professionals, representatives from NGO's, academicians and expert policy makers. In second panel which was chaired by Ms. Nishtha Satyam, Head, Strategic Partnerships, Policy Impact and Public Relations, UN Women. Dr. Anita Kshetri, Faculty, KIAMS presented case study of 'ABHIWADAN', one of the flagship social initiatives of Team ANTAR (student social wing) at KIAMS to honour senior citizens of old age homes. She familiarized the audience with the socially responsive role of an academic institute such as KIAMS in sensitizing the youth with the contemporary issues regarding the societal status of the elderly. She also mentioned the future partnership with the NGO's such as Anugraha, which would allow Abhivadan to scale greater heights. She was accompanied by co-panelists, Dr. Ajit Kalyath, Environment Specialist, South Asia Urban knowledge, Hub National Institute of Urban Affairs (NIUA); Dr. A. Madhvi, Deputy Director, Dept. of Social Welfare, Govt. of NCT of Delhi and Lt. Gen. Rajender Singh, CEO, DLF Foundation who also shared their views on the theme. The

article on 'ABHIWADAN' was also published in the booklet released on the occasion of World Elder Abuse Awareness Day.

### Summer Internship Experiences



The past two months of my MBA have been quite frantic. I had just landed from Singapore on the morning of April 10, 2016 from the annual International Immersion Programme organized by KIAMS and the same evening I had to travel to Mumbai as my internship at ZYCUS Infotech was due to start the very next day. The internship which was scheduled to last for 9 weeks really started with a great deal of energy. On my first day I was introduced to the batch of interns who had joined the organization along with me and were assigned to different product teams within the organization. The first week was action packed as long back to back sessions were organized for the interns so that we could learn about the different products and services which were offered by ZYCUS in the market. This entailed a deep study of the domain in which the company worked, the clients which it catered to and how the products impacted their business. A vast amount of information was coming our way and we were absorbing it like dry sponges. By the time the first week ended the mentor assigned me my project and the real work now began. Having worked in the IT industry at KIAMS I had a fair understanding of how product management for software products happened and how such products were evolved to fit the market requirements. What took me by surprise was that how deeply everyone was involved in this process of evolution. The ideal drilled into me was very simple yet focused "Make the customer experience better". It amazed me to see that how feedback sessions held amongst the product management team were highly

constructive and helped achieve this goal by leaps and bounds. Despite of me being an intern my mentor encouraged me to talk to clients over conference calls in order to get a better requirement understanding for my project. I went on calls with clients from different parts of the world and from even more different business domains. This gave me a great deal of exposure to the business ethics followed in different part of the world. It also enabled me to understand how the same business process varied across different business domains. I worked on two projects over the span of two months. A project usually entailed developing a concept solution for an existing software tool made and sold by ZYCUS. Each solution when developed was validated and groomed by several teams. It taught me a very valuable lesson that an unbiased third party perspective is very essential while evaluating your work. This provides critical viewpoint and helps you identify the gaps in your solution. And the more these gaps are identified and filled the more stable and reliable the solution will be. The two months passed really fast and before KIAMS I knew it was time to head back to college. The great culture at the organization had helped me form a bond with my fellow colleagues and my mentors. It was really difficult to bid them good bye. Hence the great journey into the industry ended and I returned back to Delhi with a two months' worth of great experiences and even greater memories.

On my first day I was bit nervous as it was my first corporate experience. But, HR staff at Genpact was really supportive. First few days they made sure that us interns felt good and got familiar with their working culture. This helped me to work better and showcase my talent. Till the last day, I had made so many friends with whom I share lots of memories during these two months like team parties, team meet, CSR activity etc. We learnt that problem is just an end

result of something that is not working properly so, one should analyse a problem from various perspectives and dwell deep into a problem to know about the key issue that is causing it. Practical thinking is a key trait that I have learnt during my internship which I believe can't be taught in any formal education and can only be learnt through experience. There were a lot of situations during my summer project, when I gave solution which seems to be good but practically not applicable. So I learn to incorporate these aspects and then propose a better solution for my project. Classroom learning at KIAMS is in sync with what corporate expect from us. I am greatly thankful to all my professors at KIAMS who, apart from education, share their valuable thoughts which actually help, ready to face corporate world.

Toyota is brand name that is popular for its work culture. Toyota has been generator for many operation management principles. I was fortunate to get an opportunity to work at Toyota Financial Services. Toyota Financial Services is a strategic subsidiary of Toyota Motors which finances Toyota cars. My project was in operations. The aim of my project was to improve the operational process of daily operations. The task was challenging as the operations in Toyota as they already had a lean way of processing the loan. My task was to do Kaizen in post approval loan process. In the first stage we analyzed the whole process to understand how everything was executed. It involved Genchi Genbutsu which means to go and see the root cause of a problem. The second phase was to go through the data of daily information to identify the bottle neck through data analysis. The industry mentor and people in TFS were very supportive in this tedious project. At the end we were able to identify bottlenecks and reduce turnaround time. It gives great satisfaction when your work improves working of an organization. I not only received

tremendous corporate experience but also lifetime lessons. The work of each intern is being recognized by the Managing Director of TFS. Toyota Financial Services gives great importance to its interns.

Eleanor Roosevelt said, "The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience." And I think my internship at PwC has made my life richer. It was one of the best learning experiences. It served as a great foundation into the professional world and has provided me with valuable resources that have greatly enhanced my knowledge as it gave a better understanding of the job, company and industry as a whole and develop attention to details and hone these skills even further. Overall, this internship has allowed me to grow personally as well as professionally. I consider myself fortunate to be a part of PwC for these experiences and not to forget, lifelong friends.

### **Anubhuti - An Interface with the Corporate World**

The first CID (Corporate Interaction Division) event (Anubhuti) for the session saw an overwhelming participation by the beginners at KIAMS. The guest speaker, Mr. Sajith is an alumnus of KIAMS who post graduated 20 years ago in marketing. Ever since he took his steps towards the international market, he hasn't looked back and continues to inspire. But he also believes and practices in getting back and serving the country. The interaction was mainly focused on emerging markets. Along with this, Mr. encouraged students to ask career related questions so that the management students can shape their career in a better way. It was an honor to have the MD, Malaysia, Philippines, Vietnam and new emerging markets -Google, share his experiences about working in the best search engine in the world. He catered to numerous technological questions and challenges of gaining accessibility in difficult areas with lots of opportunities to prosper. He

gave an insight into the rapidly changing world and how the company always focuses on innovation and building a larger customer base and expanding itself across the globe. He addressed a major problem in India which is execution of ideas. Even if better strategies are thought, proper implementation remains problematic. Other than these technological aspects, Mr. Sajith also showered light over issues like gender discrimination, pay disparity, working in countries with varied races which poses a problem in overall acceptance by the people. He shared an interesting observation that women self-nominate themselves less for promotions even if they have equal or more capability than their male counterparts. Getting to questions related to career, he clarified that having a non-technical background does not affect job prospects of a candidate. All we need to focus on is being skillful and knowledgeable about the area where we intend to go. Mr. Sajith is a living example of this and proves to be a great source of inspiration. His personal career path reflects that there is no limit to gaining more knowledge, if there is a will to succeed. "We must be ready to take risks, deviate from the generally followed norms, in order to stand out and be exemplary". Thus, there was a huge takeaway from this interactive session which must be sustained for long and proved to be an apt introduction of the kind of speakers invited for students in KIAMS.

#### Fresher's Column



not just future managers but better citizens!  
– Ms. Ameya Sharma

KIAMS is a unique place where erudition meets enchantment. A place where along with your academics, you chase your passion and hone your skills. At the end of this clubby journey with cognition, KIAMS make



Hence they can significantly contribute to the business world, which they are going to step in.

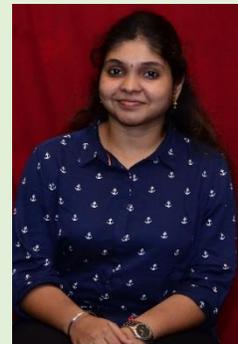
**Mr. Shubham Khaturia**

Well it has been only a month since I started my journey at KIAMS, but it has been a great experience till now. I think KIAMS has a great learning environment where you will be challenged at every step and at the same time you

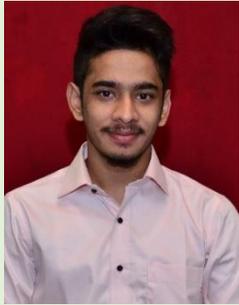


will be trained to deal with that challenges with the help of extremely qualified teachers and seniors. - **Ms. Udit Ganguly**

My experience at KIAMS till date has been exciting. Be it the Case Study Analysis done in class or the other analysis done in cafeteria, all of it has been wonderful. New city, new faces, new friends and I am just loving it all. Absolutely sure that the next two years will be memorable. - **Ms. Sirisha Vasa**



**Vasa**



Getting into KIAMS opened up new possibilities for me, a new high for my career. The eminent faculty base itself was quite impressive. Friendly and helpful seniors, location of the college were all icing on the cake. I

am quite excited to see how this journey is going to turn me into an amazing manager.

- **Mr. Jairaj Jain**

The first day at KIAMS, everything that I'd heard about b-schools seemed to be true. Though the feeling of becoming a grown up all of a sudden struck to me from the first day itself, the warmth given by the



cheerful faculty and the homely atmosphere created by seniors was overwhelming. Having spent around 3 weeks in this place, KIAMS has become an inseparable part of my life already. I look forward to unleash the fun filled journey this roller coaster has in store for me!- **Ms Mansi Khurana**

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