

IIM BODH GAYA NEWSLETTER

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EDITOR'S DESK

Hello and welcome to the third issue of the IIM Bodh Gaya Newsletter. A lot has happened in the last term and we have got it summed up nicely for you.

I would like to express my sincere appreciation to all the students for their contribution in building our brand name, especially Ashraf, Andrew and Veeresh for their continued support in compiling the Newsletter.

And I just wanted to remind you that the preparation for Elegante- The Management, Cultural and Sports Fest, is on full swing. Christmas is coming early to IIM Bodh Gaya. Enjoy!

- Dhruvad Kumar Malakar

Maiden HR Conclave - Gyanodaya

Gyanodaya: IIM Bodh Gaya's maiden HR conclave was held on 15-16th of September 2018. The theme of the conclave was "Changing HR trends in the Modern World". It was attended by 13 distinguished professionals working in the domain of human resource management from diverse industries like Construction, Finance, Media, Healthcare and Consulting.

Mr. Manoj Prasad, VP-HR Reliance Industries Limited and Mr. Sumit Sabharwal, Head HR, Fujitsu Consulting India were the keynote speakers for the first day of the conclave. They shared their experiences with the students about the insights of human resource management. Mr Manoj Prasad quoted Alvin Toffler "The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and re-learn". The first-panel discussion, moderated by renowned Prof. Vidyanand Jha of IIM Calcutta, witnessed speakers from varied industries. Mr Sahil Nayar, Associate Director HR, KPMG. Mr. Amit Sahoo, Senior HR Business Partner, Ms. Rashmi Mansharamani, Corporate Head HR, The Wave Group, Mr. Subhankar Ghose, Chief People Officer, Zoom Insurance Brokers Pvt Ltd and Dr. Shiva Kumar, Head HR, Acquity Analytics & Labs India Pvt Ltd were the participants of the panel that discussed "People Analytics: Are Employees Satisfied?". The discussion threw light on the various aspects of People Analytics- on one hand, where it was a great addition to an organization, on the other the ethical aspect of seeing humans as a number was raised. The students learned about the trends and innovation which are disrupting the industry.

The second day started with a speech by keynote speaker, Mr Parthasarathi Mishra, CHRM, Tata Steel Limited. He said that the pinch of humanity is missing from HR these days, we may talk about analytic and artificial intelligence but it is the human

interaction which runs the business. The session moved on to the panel discussion which was on the topic “How to manage growing contingent workforce?” The discussion concluded that the contingent workforce is required at the lower end of the pyramid where most of the work does not require a high level of skillset. The participants of the panel were Ms Michelle Suradkar, Group CHRO, Mullenlowe Lintas Group, Mr Saumen Chatterjee, Associate Director HR, Dr Reddy’s Laboratories, Mr Bikram Nayak, Head TA, L&T Limited and Ms Kamalika Deka, North Region Head HR, Domino’s. The discussion was moderated by Dr. Vinita Sahay. Overall, it was an enlightening experience for the entire IIM Bodh Gaya fraternity.



Industry X.0 by Mr.Raghav Narsalay

To discuss an action plan for becoming more adept at Industry X.0 and thus embrace it, IIM Bodh Gaya organized an interactive session with Mr.Raghav Narsalay, Managing Director at Accenture Research-Accenture’s thought leadership engine. Recognized globally for his exemplary research in Industry X.0, he discussed the new path to digitally transform business through smart, connected and living technologies, enabling new ecosystems and business models that translate into expanded revenues.

Companies the world over recognize that to drive down costs or forge new revenue streams, digital technologies are imperative. Most, indeed, want to be digital leaders. However, many aren’t getting the value they expect from their digital investments. According to a recent survey of executives, only 13% of companies are exploiting digital technology for greater efficiency as well as better growth.

To help companies understand better what this means for their stock-market value and costs, Accenture evaluated a set of 10 critical technologies and determined the impact that can be achieved by combining them. Their research reveals that combining five digital technologies in particular—autonomous vehicles, augmented & virtual reality, big data, machine learning and mobile computing—could help companies achieve additional savings of over US\$85,000 per employee.

Industry X.0 businesses embrace constant technological change—and profit from it. They move beyond experimenting with IT bundles or SMAC (social, mobile, analytics, cloud) stacks, combining digital technologies to drive both top-line and bottom-line growth. Industry X.0 businesses incorporate Industry 4.0’s core operational efficiencies, but also leverage combinations of advanced digital technologies to continuously create new, hyper-personalized experiences in both the business-to-consumer and business-to-business context.



Data-Driven Decision Management by Mr. Badrish Prakash

The onset of the Information Age is associated with an economy based on Information Technology. The evolution of technology in daily life and the modernization of information have become the driving forces of financial and marketing decisions. And to discuss the role of advanced analytics and risk management in separating the signal from the noise, IIM Bodh Gaya organized an interactive session with Mr. Badrish Prakash, Senior Director at Tiger Analytics. In his current role, he is engaged in solving complex business problems using advanced analytics, and demystifying machine learning and Artificial Intelligence for finance processes.

“Every Facebook like, every LinkedIn message and every transaction of money are data generating activities.” said Mr. Prakash. “And without advanced analytics, it would be like sitting on an oil-field but digging through a spade.” He stressed the importance of hands-on leadership and aspects of developing and deploying analytical models, frameworks, and solutions.

The building block to become a Data-Driven Decision Manager is not just understanding the data and statistics, but also to ask the right questions. “What study? What sample? What was the hypothesis? Was there a control group? To make sound business decisions, identify the risk, measure it, monitor the risk and then mitigate it by establishing effective controls.”

Mr. Prakash ended the meeting with a few lines from *Alice in Wonderland*. When Alice didn't know what she wanted but asked a Chesire Cat which road to take, the cat replied, “If you do not know what you want, then it doesn't matter which road you take.”

“Please do not set up your career goals because it is cool or because everybody is doing it. Do it because it is right for you and your dreams. Critical to driving success with your career, is knowing where to go and not getting frustrated with the internal challenges”, he said, which drew a rapturous applause.



Toastmasters

Developing excellent communication skills is absolutely essential to be an effective leader. A leader must be able to share knowledge and ideas to transmit a sense of urgency and motivation to others. So it was with great enthusiasm that the students of the institute welcomed the Toastmasters Club of Patna on 26th of August.

The whole meeting was navigated by Dr. Chetna Verma with the theme of 'Hope Is Eternal'. She had the audience spellbound with her inspiring and powerful speech, injecting fresh energy into her audience.

The meeting was attended by Advocate Sartaj Ali Khan, Senior Lawyer, Public Prosecutor, Mr. Ali S Raja, Commandant Indian Coast Guard and Dr. M.K Raja Khan, Director of HCN Institute for Professional Training.

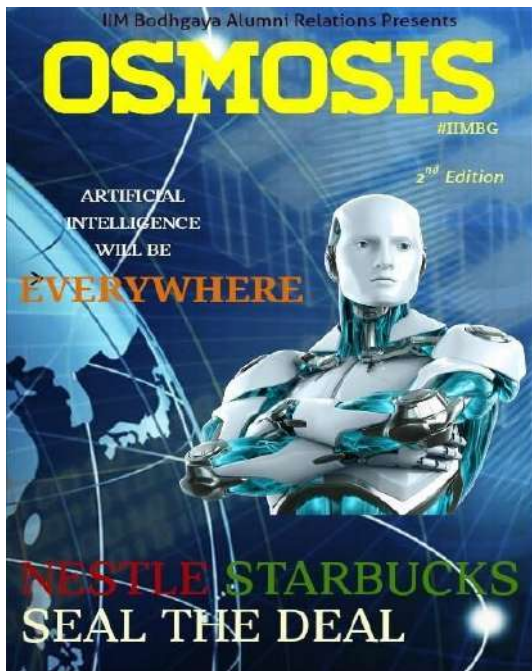
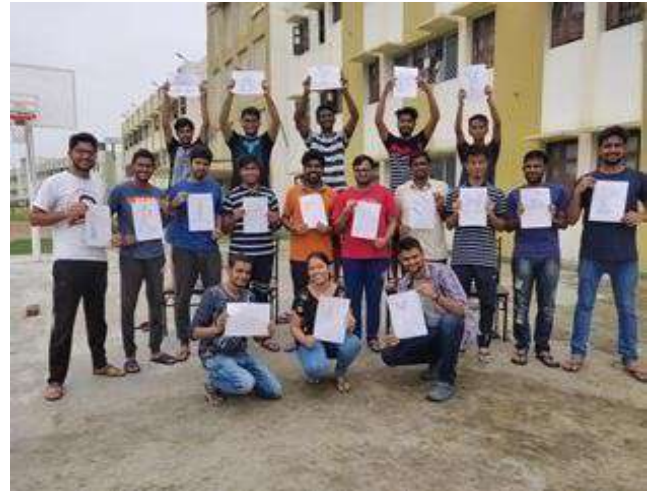
“Leadership shouldn’t be a desire. It is your responsibility.” said Dr. Khan evoking major applause. “If you are connected to your responsibility, you will always make the right decision.” He spoke to the audience about the importance of knowing one’s roles and responsibilities in life and in the society, and letting the inner voice guide us to the right decisions in life.

Mr. Raja spoke about the different qualities in a person which make them a leader. “Reasoning and organizing ability, the heart of the person, social effectiveness and dynamic relationship qualities are the four factors we divide leadership into”, he said. He stressed about the importance of stamina, not just of the body but also of the mind. “Today’s economy is fast paced. The speed of decision making is equally important as the decision itself”.

The Inter-College Table Topic session was smoothly conducted by Mohd. Tanweeruddin and well appreciated by the audience. Piyush Tripathi from IIM Bodh Gaya was declared the winner of the event.



We are living on borrowed time, chasing our individual goals and shirking our responsibilities as the future citizens of the country. On the 5th of August, the bond between humanity and nature was honoured and Friendship Day was celebrated by the IIM Bodh Gaya family. Friendship bracelets were tied around trees and saplings were planted, with a solemn promise of taking care of our planet. The Cultural Committee organized entertaining events bearing the themes of love and friendship. The celebrations took place in an atmosphere of warmth and love, with an aim to enhance the importance of a clean environment in our institute.



The Alumni Relations of IIM Bodh Gaya launched the bi-weekly magazine 'OSMOSIS' on 15 August. With an objective to encapsulate the business events around the world, reports from different sectors highlighting the achievements and accomplishments of leaders in the industry were included in the issue. The magazine is dedicated to uplift the reader's knowledge about business, trade and commerce by publishing solution-oriented messages on Banking & Finance, Start-Ups, and the Aviation Industry.

To mark the 72nd Independence Day, Catalyst- the Public Policy Club conducted a quiz based on general awareness on 15th of August. Questions were asked from Indian and International Politics and Business in the competition. There were joint winners from the PGP 03 and 04 batch.



The Communication Club has organized several events under Influence and Deliberation. The Club recognises the importance of communication skills in the business world. And the theme based public speaking events provide a platform through which the students can enhance their communication, leadership and debate skills with active participation.



One of the most beloved Gods, Lord Ganesha is considered by many as a symbol of good fortune, wisdom, and luck. Ganesh Chaturthi, also known as Vinayaka Chaturthi was celebrated this year on 13th of September and in the festivities which lasted several days, the entire IIM Bodh Gaya fraternity celebrated with much fervour, joy and in great spirits. We look forward to welcome Him again next year.

At IIM Bodh Gaya, Pragati- the CSR Club salutes the spirit of all the volunteers, the army and all other individuals who have supported and contributed towards helping our countrymen in Kerala.



This Onam was special to us all as it gave us hope to start afresh and build again after the devastating floods in Kerala. And we at IIM Bodh Gaya wish everyone a very Happy Onam.

The Independence Day celebrations were adorned by a beautiful rendition of patriotic songs by students from the Niranjana Public Welfare School. Run by Mr.Devendra Singh, President of Rotary Club Bodh Gaya, the students were from families below the poverty line who cannot afford education. Their uniforms and books are taken care of by the Niranjana Public Welfare Trust. Apart from the school, Mr. Singh also runs an orphanage, organic farms and a hospital.



Students performed songs commemorating the fallen heroes of India's freedom fight. The songs had a profoundly positive and unifying impact on the patriotic mood of the college.



Bearing in mind the words of Madam Director, the Independence Day celebrations included a splendid Nukkad-Natak performance by students of our college. Coming from various corners of the country and having experienced and read about the ill-effects of corruption, unemployment and dowry, the team presented the highly entertaining 'Yahi System Hai' on the stage of a makeshift theatre to an audience consisting of children from the locality, Madam Director and the entire IIM Bodh Gaya fraternity.



The Cultural Committee and the Sports Club organized 'Prayaas'- the Volleyball Tournament. An intense bidding war was followed by a series of matches where Team Sumit, emerged as the victorious team with Raktim, Ninad, Navneet, Anupam, Shiva, Priyanshu and Vipul Sehgal in the team roster. Team Loknath came in first runners-up.



On the occasion of National Sport's Day, the Cultural and Sports Committees organized competitions across a variety of sports. The Cricket match was won by the PGP 03 batch.



The Volleyball match was won by the PGP 04 batch after a hard fought match lasting three sets. The Futsal Tournament which was played under floodlights, ran late into the night and was followed by the Poker Tournament in the Hostel Common Room.



Pragiti- The CSR Club collaborated with the District Administration of Gaya to perform Quality Assessment on the facilities and logistics in the pilgrimage sites during Pitrapaksha. Gaya, which is a Holy place for offering Pinds is visited by approximately 4 lakh pilgrims for Pind Daan. The CSR Club reported to the District Magistrate with daily reports and have made a documentary of the 18 day event. The members of this club created a detailed map of the various Pind Daan pilgrimage sites to ease the difficulties faced by travellers who have travelled from afar for the first time.



FinIQ- The Finance Club organized FINEMA: a competition which merged the worlds of both finance and cinema. "The Big Short" & the 2008 Financial Crisis were the topics of the quiz, which also included questions on academic & general knowledge in the field of finance and economics. There were joint winners from the PGP 03 and 04 batches.

MaSq- The Marketing Club organized a competition wherein the members were asked to watch an Asian Paints advertisement and analyse why and how they chose that particular advert to change their brand perception.

They have also organized a one of a kind competition on dare2compete.com where there will be an online quiz followed by a case study. The winning team will be awarded a 6 day trip to Bhutan/Nagaland.



The Enlightening IIM

By Anchit Kumar

It was supposed to be another mundane day when my phone beeped. There was a mail in my inbox from IIM Bodh Gaya regarding the admission offer. And I swear this moment, this little moment was the one I was working hard for. Two years of preparation, thousands of mock tests, many sleepless nights, all now seemed worthwhile. I will be the first one from my entire family to pursue an MBA from an IIM, this thought started playing on the loop in my mind. I was happy and at the same time a little skeptic about the curriculum and environment of IIM Bodh Gaya. Finally, after much discussion and consultation with my parents and friends, I was now standing in the land of Buddha, my destination being "The Enlightening IIM".

I hired a cab straight from the airport which took hardly 20 minutes to reach the campus. I unloaded my stuff and entered the gate. There was a blanket of silence everywhere. I came across a friend with whom I interacted on our WhatsApp group. I asked him, "Yaha itna sannata kyun hai bhai?" (Why there is so much silence here? He smiled and replied, "Rest for a day, from tomorrow onward you will be craving for silence". And his words came true. Induction program started with a series of guest lectures delivered by eminent personalities across various domains. It witnessed the enthusiasm and zest among the new students as well as seniors who took out time from their schedule to make us comfortable and confident before we embark on this journey. Late night interactions with seniors, finding people roaming around at 3 am now became a common sight. This place has got some nightlife in it, I told myself. This was my first hostel experience and I didn't expect it to be so convivial. Trust me when I say, this place might have some flaws but none for me.

The years will pass by, this journey will end. But I intend to keep the memories with me forever, ready to board the nostalgic train whenever I look back at these days.

Just a few weeks and I am already addicted to this milieu. And yes one can find the complete diversity here. People have come here from distant places carrying their own set of values, culture, and persona. And how can I not include my favorite part- the weather. Hovering clouds, drizzling showers and perfect mates, I could not wish for more.

Of course being an IIM it is evident that the curriculum would be rigorous, some days would be tiring but I have always believed that "Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired and success achieved"

The years will pass by, this journey will end. But I intend to keep the memories with me forever."

A month inside an IIM

By Tanmay Kalyani

One month, I've lived inside an IIM.

It still feels like yesterday when I stepped onto the campus of IIM BG. I'd planned the whole enchilada beforehand of what I wanted to do once I join it. I wanted to do everything from joining clubs and committees to do the impossible-read your curriculum from the beginning and not just the night before. Still struggling with the latter one.

So there I was, after hours and hours of hard work, countless GD practices, numerous interviews, finally standing with a few in the millions who worked just as hard as I did. Their intellect at times shocks me, I wonder how somebody this young can analyze something with so much depth.

On my second day, we were given a team task by seniors that stretched through the night. The fun we had, the things we did, all those memories will stay with me forever. We had many group tasks since, mostly given by professors, every time with a different team. That made the assignment a whole lot more exciting. We are not only supposed to complete the assignment but are also implicitly asked to synchronize with the teammates having different views and perceptions. That way, I learned about the nuances of different cultures, states, religions that wouldn't have been possible if I weren't given the chance to have interactions with them.

In between our rigorous schedule, we always manage time to discuss different topics like politics, social issues etc. Few people here even know about the tiniest of the details in politics and when they use those details to properly analyze the current political environment, you are just compelled to stand there surprised and motivated to know more about it and its varied implications on various industries.

We have a tradition of playing sports at the end of the day. You lose all your stress in those few minutes, sometimes extending to an hour or two, of gameplay and you again come back to action. And getting a chance to play in the final match of 'Prayaas' was simply exhilarating.

To summarize, I am living with the brightest of the minds in India, who are surprisingly good at sports too. I've played table tennis at 3 in the night because I couldn't sleep. I've played volleyball for hours after a 10-hour long class. I've studied the whole night to give quiz/midterms in the morning. I cherish and relish every moment. As it goes, an MBA is not just about learning new things but also about making memories.

"I learned about the nuances of different cultures, states and religions that wouldn't have been possible if I weren't given the chance to have interactions with them."

Old Spice Rebranding

By Anchit Kumar

For every company there eventually comes the day when its shiny luster has worn off its branding, and the company starts to wonder if the brand is doing more harm than good. As a company grows, its brand also changes and stands for something different than in it did in the beginning. Brands evolve to reach new audiences with a challenge to introduce a position that connects with them. As a company ages, the initial identity can become a liability and hold a company back from reaching its full potential. There can be many other reasons that compel a company to rebrand their identities such as customer evolution, mergers, bad reputation or it simply needs a makeover to keep up with the changing market and modernization. The most classic example of a successful rebranding is Old Spice. Old Spice had long been the leader in men's deodorant. On the counters since 1938, Old Spice had long been associated with the confident and elderly gentlemen. Their earliest ads positioned their products as a minor luxury for America's elderly population. That approach was initially a success. It helped Old Spice sell significant quantities of aftershave and other products. By the time the 70's were about to begin, the brand shifted to appeal to the new young man. From then until Old Spice's acquisition by P&G in 1990, their marketing aged with that final batch. They now became known for a middle-aged, middle-class sort of product, purchased by the sort of men who no longer held an interest in adopting new shopping habits and with the entry of Axe into the market with a creative campaign, the brand began to lose share. In 2009 Old Spice had lost significant market share in the men's body wash market. The competition was growing with Unilever planning a major launch in 2010. Despite marketing efforts, Old Spice continued to struggle behind, being viewed as an old-fashioned and lacking a masculine brand image. Another difficulty was the fact that men's body wash was seen as an option rather than a necessity. To be successful, P&G knew they had to re-orient the line to appeal to a new, younger population. In order to reinvent the brand to appeal to a younger demographic, Procter & Gamble called on Landor to help. Landor started working closely with agencies Wieden+Kennedy and Citizen Relations on Old Spice's repositioning. They started by preparing a Manbook which enunciated the principles behind the Old Spice brand for the internal P&G team. It established Old Spice's unique voice and inspired new ways to engage consumers. The identity developed in the Manbook was implied to packaging, advertisements, and in-store displays, bringing Old Spice's celebration of men to every touchpoint.

Their main objective was to increase sales by encouraging consumers to become personally involved in the brand, especially through social media interaction and a rebranded image where men would feel manlier by using Old Spice. In February 2010, "The Man Your Man Could Smell Like" campaign was launched, which was an instant viral and quickly became a cultural phenomenon, generating significant word-of-mouth sensation online and off-line as well as getting referenced by many celebrity fans. Isaiah Mustafa, an NFL player and actor, played the towel-clad, manly, humorous new face of Old Spice. It appealed to the female demographic imparting an impression that "anything is possible when your man smells like Old Spice and not a lady".

Audiences loved it, watching it over and over, sharing it with their friends. In 48 hours, Old Spice garnered nearly 11 million video views and gained about 29,000 new Facebook fans and 58,000 new Twitter followers. Within one week, the number of views crossed 40 million counts. Rather than targeting adult men, they started going after teenagers who were yet to declare a loyalty. They handed out free samples of their “High Endurance” sub-brand to kids in 90% of the 5th-grade health classes in America.

Also, they focused on the sports crowd, suggesting a correlation between their products and athletic prowess. Moreover, they extended their product lines to include a wide range of washes and sprays. Old Spice extensively used TV, Facebook, Twitter, YouTube and other multi-channel interactions to get people talking in order to invite them to invest in their brand. Old Spice got consumers to include the brand into their own personal identity – “I am a man. I use Old Spice to make me feel manly”. They created an emotional attachment to the brand with a vision to fill consumers’ need for self-actualization and identity.

They employed a pull strategy rather than the traditional push strategy which got consumers interested in the brand without directly advertising at them. Old Spice created 200 humorous Old Spice ads without using the brand name itself and went further in letting the audience influence every video and sharing their responses, every video advertisement certainly felt like Old Spice went out of its way to film a commercial just for that one fan. 100 million YouTube views, an Emmy, a Cannes Lion award, and 1.2 billion earned media impressions later, this became a new favorite marketing campaign that got everyone talking about.

Old Spice quickly solidified its position as a category leader. It became the number one brand of body wash for men with its revenue rocketing by double digits every year since the new positioning went to market. Dying and emerging brands should learn from the rebranding strategy employed by old spice to revivify its image. Brands need to first address the question– why should the consumer buy their product? They need to focus on pull marketing as opposed to push marketing. People tend to value brands that understand them and make their lives better in some way – enlighten or empower them, entertain them or give them something useful. Good advertising is about vision and building credence. Successful campaigns incorporate an integrated marketing approach. The best companies know that rebranding isn’t simply a small change in its logo, vision or structure. But rather, rebranding is about distinctly defining the company culture and then adjusting the brand name and logo to reflect that image. Obviously, this means it can’t be done just in a day; it requires loads of research, perseverance and hard work but in the end, these efforts can make the brand even stronger than before. The Old Spice rebranding strategy has set the bar for how other companies and agencies can approach viral advertising and repositioning, by focusing on the fans first. Old Spice has struck a perfect balance of content and advertising that other companies can, too.

SMELL LIKE A MAN, MAN.

The Door Is Always Open

By Andrew Burke Buhphang

As I step out from this mansion of
contentment;
The farewell cries slowly fade;
Pondering in my own solitude confinement;
I'm going to miss this homely shade.

The hard fought battles we both won and
lost;

I leave you all behind;
This new found glory at a cost;
Never rust the chain that bind.

I will return, no time so soon;
Count the stars, suns and moon;
To the home known as heaven;
For the door is always open.

To Me

By Shubham Motiwale

A new day, a new dawn
My journey has begun.
The night mood is gone
Let's welcome the morning sun.

New beginnings, new starts
A new race to run.
Story of dreaming hearts,
The chosen few out of a million.

This new game is mysterious,
And life you get only one.
Now is the time to get serious
And show the world that you've won.





Newsletter Team
Indian Institute of Management Bodh Gaya