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The Annual Operations Conclave

January 09, 2022

Hosted by Industry Interaction Committee
PANELISTS - Morning Session

PANEL MEMBERS

Ms. Akanksha Shrivatsava, Head Strategy Sourcing, Godrej
Mr. Anand Rao Moram, Senior Director, Delhivery
Mr. Birajeev Singh, VP-Supply Chain & Procurement, OLA
Mr. Dhawal Moghe, Head – Supply Chain Distribution, McDonald
Mr. Kamlesh Kumar, Director – Supply Chain operation, Swiggy
Mr. Nihar Medh, Senior VP - SCM, Cipla
Ms. Parul Arya, Global Supply Manager, Tesla Inc.
Mr. Sudhir Aggarwal, Chief Procurement Officer, Adani
Mr. Samir Chaturvedi, Head of Supply Chain, Haldiram’s
Mr. Subhankar Chatterji, Chief Supply Chain Officer, Schindler
PANELISTS - Afternoon Session

PANEL MEMBERS

Mr. Akshat Harbola, Business Operations & Supply Head, Spotify
Mr. Amit Narula, Head Operation Engineering, S&P Global
Ms. Chetan Kalyan, VP Engineering, Meesho
Mr. Kaushik Gohain, Senior Vice President Global Operations, Xceedance
Mr. Mohit Sharma, Senior Vice President, Virtusa
Mr. Ragav Murthy, SVP, Global Operations Analytics, Citi
Mr. Rahul Jindal, Director | Product & Sales Operations Leader, Google
Mr. Rakesh Narang, Director S&C Operations, Xerox
Mr. Sanjay Kukreja, Global Head of Technology, eClerx
Ms. Sullekha Sen, Vice President, American Express
COVID-19 has taught an important lesson to India. With businesses having to reimagine their processes and ways of working in operations & had to change a lot more than any other field. These were the opening notes given by Mr. Sudhir Kumar Agarwal. He built up the flow and created the connection by stating, "An economy that puts back what it takes out,

"Supply Chain 4.0: Circular Economy & Green Supply Chain Management"

that is sustainable by design." The objective of a circular economy is to extract the advantage of an industry's materials, energy, and wastes. The circular economy associates the supply and demand of supply chain industries to improve resource efficiency. Mr. Anand Rao Moram: India’s energy requirements are expected to surpass that of any other country in the next two decades, thanks to the rapid and steady growth of Indian industries, be it manufacturing, IT, or chemical, thereby having a profound proportionate effect on pollution and global warming. Mr. Birajeev Singh: Depicted the mutual give and take method in any organization between the employees and the authorities. Mr. Kamlesh Kumar: He emphasized building our brand in the corporate world. He stated the difference between real and virtual personalities. Ms. Parul Arya: Circular economy is a model that aims for continuous reuse of the materials, which minimizes the use of inputs, reduces waste, and decreases the carbon footprint, making the supply chain green. Ms. Akanksha Shrivatsava: From procurement & manufacturing - to packaging, logistics, and distribution, every step of the supply chain offers the chance to reduce waste and pollution. Mr. Dhawal Moghe: An analysis on the supply chain industry has been conducted focusing on 6Rs such as Recover, Reuse, Remanufacture, Recycle, Redesign, Reduce. Mr. Samir Kumar Chaturvedi: Developing a circular economy has important practical significance in improving resource development and utilization rate. Mr. Subhankar Chatterjee: With the definition of the connotation of circular economy and green supply chain and further comparison of the distinction between green supply chain and traditional supply chain. Mr. Nihar Medh: In recent years, organizations have started focusing on sustainable and green practices to address environmental, social, and economic concerns that form an approach.

"Industry 4.0: Invigorating Customer Centricity & Accelerating Digitalization"

"You have got to start with the customer experience and work back toward the technology, not the other way around." Industry 4.0 is upon us, bringing us to recognition of customer-centricity and accelerating digitalization. These were the opening notes given by Mr. Rahul Jindal.

He built up the flow and created the connection. He focused on the dynamic nature of its strategy and its dependence on digitalization. Mr. Mohit Sharma: Explained about the 1st industry revolution that took place 100 years back, which led to the second revolution in the assembly line inventions and then led to the third revolution in the 1970s involving computers and electronics.

Mr. Samjay Kukreja: Started by referring to Industry 4.0 as Digital 2.0 and emphasized the drivers of the next decade like cyber security and Augmented Reality.

Mr. Amit Narula: Biggest Impact of digitalization can be identified on the reshaping business models. Stated that A technology platform can improve customer Centricity. Mr. Rakesh Narang: Cost optimization has become a management discipline and is the best possible value creation with the lowest possible cost.

Mr. Akshat Harbola: He insisted on the significant impact of digitalization on product developments and services. He emphasized the importance of personalizing the products to the customers, which is of utmost importance in today’s world. Mr. Raghav Murthy: Inferred the importance of the mindset and soft skills required in the operation department of an organization.

Ms. Sullekha Sen: Data and analytics are a key support to solving today’s challenges both in and outside of crisis situations. Mr. Kaushik Gohain: Think of Digitization vs. Digitalization; they are two different things. Digitalization is a given think of how your company will address the future as it changes.

Mr. Chetan Kalyan: Organizations working with the government can become major suppliers and supporters of solutions during crises like pandemics. Solving these local issues also opens global markets.

The student of DMS, IIT Delhi, extend their heartfelt gratitude to all the panelists for taking their time out and sharing their valuable views during the discussions.
SSA 2021-22

The students of the Batch 2021-23 volunteered for different NGOs across the country in the months of December 2021 as part of the Social Sector Attachment (SSA) program organized by NIVAH - the social sector arm of DMS, IIT Delhi.

Experiences of the volunteers from DMS across some of the NGOs are captured in this edition.
About the NGO:

On 4th Oct 2010, Uddeshya was founded by highly motivated students of K.I.E.T to provide a helping hand to deprived individuals. Uddeshya envisions a society where everyone lives with basic necessities and helps students of the institute into people who understand that happiness lies in sharing and living for others.

Uddeshya strives to motivate the youth to take up the mantle of change by empowering them and engaging them to tackle and address multifaceted subjects including Public Policy, Civic Rights and Duties, Sustainable Development, Education, HIV/AIDS, Substance Abuse Awareness, Electoral Integrity, Peer Pressure, Bullying, Child Abuse, et cetera. With the help of volunteers spread across various chapters, Uddeshya actively works for and with the youth, aiming to provide a platform for potential change-makers to implement their ideas and work as community leaders to address various issues.

Role of the Volunteers:

Students at DMS, IIT Delhi undergoing SSA activity with Uddeshya executed different roles, ensuring different goals of the organization were met. The students are involved in understanding and studying how different Sustainable Development Goals are impacting the lives of people in India. The students also created awareness of the Sustainable Development Goals by making a presentation and conducting a webinar for the same to DMS students. Overall, they learned the importance of the youth in the field of Social Activity and how youthful energy is to be used to uplift social well-being by engaging them to tackle and address multifaced subjects.
Student Testimonials

One of the coolest internships I have ever done. Thank you, Uddeshya team, for such an opportunity to make me utilize my time well. Learning wise, I learned new things about how Sustainable Development Goals affect India's lives. I hope the next batch gets such an opportunity again.

Pallinti Krishna Chaitanya

Excellent internship. It's a place where tasks were stated in advance in order to properly arrange them. It was a relaxing drug with a simple learning curve. I enjoyed our engagement conversations since they were always friendly and helpful. Thank you so much for organizing and providing us with such a wonderful opportunity to work with such a great company.

Sreenivas V

The internship was exciting, and I got to know so many new things because of it. The whole program was also very well planned, the tasks were explained clearly, and the team always helped whenever asked for and was very understanding. Thanks a lot for the opportunity; the experience was terrific.

Rakhi Sinha

It was a nice experience. We all have the chance to learn something new about socially significant issues. This would undoubtedly have a significant impact on our personality. Thank you for the same, Nivah team.

Rajat Kumar S

The internship was thrilling, and I learned a lot of new things as a result of it. It was a fantastic opportunity to learn more about sustainable development and gain a better understanding of it.

The entire programme was well-planned, and the tasks were properly described. In addition, the Uddeshya crew was really helpful throughout the procedure.

Thank you for this opportunity, Nivah team.

Sakshya Bhatia
About the NGO:

Bookwallah, a U.S. based non-profit organization, brings hope, happiness, and inspiration to children who have experienced hardship and trauma early in their lives. We believe these children’s lives can be healed and transformed through the power and magic of storybooks. Bookwallah believes that every child deserves the hope of a happy story. We bring the magic of storybooks and enchanting safe havens to orphans and children of trauma where their sense of possibility, hope, and imagination come to life. Volunteer storytellers from the community really have the power to heal and transform children who never experienced a normal childhood.

Role of the Volunteers:

Students at DMS, IIT Delhi undergoing SSA activity with Bookwallah executed different roles ensuring different goals of the organization are met. Some of the roles undergone by them are the following:

1. Graphic Designers - Help Bookwallah's message come across with cool e-cards
2. Story Tellers - Narrate stories to the kids or give motivational guest lectures.
3. Marketing Volunteers - Execute marketing campaigns
4. Human Resources Volunteers - Help in recruiting volunteers

bookwallah “Alone we can do so little; together we can do so much.” – Helen Keller

Our interns from IIT Delhi have made a terrific contribution during their tenure. What makes their efforts remarkable is the dedication they put into it. We are grateful for how meticulously they have contributed to our marketing team. Thank you!
Works Done by the Students:

**Library of Hope**

We are thrilled to invite you to the launch of our new library.

**Amcha Ghar**

**Library of Hope**

**Amcha Ghar**

**India**

19th December 2021

10:30 AM IST

**Chicago**

18th December 2021

11:00 PM CST

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**International Human Solidarity Day**

20 December 2021

**Merry Christmas**

**Happy New Year! 2022**
About the NGO:

Vimukti Sanstha in Jaipur was started in 2004 by Ms. Lavlina Sogani. It provides free education to more than 600 underprivileged girls aged between 5 to 17 years from the slums of Jaipur, Rajasthan. It also offers free books, uniforms, meals, and a subsidized transport facility to all the students. The school is currently from class KG to class XII. The organization's mission is to combat and overcome the vulnerability of underprivileged young girls by providing literacy and education to make them self-reliant and self-employed citizens. 95% of the students at Vimukti are from socially backward classes, including minority communities.

Vimukti Sanstha is supported by Edu-GIRLS, an organization that also supports girls from early childhood to college and on to successful careers. Mr. Anand Seth is the Founder and the Chairman of Edu-GIRLS. He is also an esteemed alumnus of IIT Delhi.

Role of the Volunteers:

Students at DMS, IIT Delhi undergoing SSA activity with Vimukti executed different roles, ensuring specific goals of the organization are met. The students provided continuing education to the ‘Vimukti girls’ during the internship using technological aids. They also gave special assistance to the weak students of the Vimukti Sanstha and made sure those children got additional help and support. Vimukti has asked students to assist them with MINDSPARK Implementation (MI), Remedial Classes (RC), Personality Development Program (PDP), and Speaking Skills (SS). These tasks were assigned to different groups of students based on their areas of expertise and interest. For all these activities, a roster schedule was created, and mentors from the NGO were assigned to each team member, who worked so well with them and helped them at every step where they got stuck.
Some of the volunteers were asked to conduct **Digital learning** classes. They taught Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Google Sheet, Google Slide, and Google document. These classes were conducted on the Zoom platform, and quizzes were conducted on google forms. After every class, they sent an observation report to the principal of the school regarding challenges faced during teaching so that school management could rectify these problems.

Some volunteers were asked to conduct **Remedial classes** for Class 9 and 10th students. In these classes, the subjects were Science, Mathematics, and English. During these classes, the main focus area was to conduct very interactive and concept-based courses so that the volunteers could try to fill the knowledge gaps that the students had. They used different objects, hand gestures, and YouTube videos based lectures, which helped the students visualize various concepts, mainly mensuration, areas, and volumes of various shapes.
Students in the Personality Development Program (PDP) were assigned to different grades from sixth to eleventh grade. They were in charge of the students' Personal Development classes. The epidemic has affected people in a variety of ways. While students from wealthy backgrounds quickly migrated to various EdTech apps and video channel websites such as YouTube or numerous websites such as Unacademy, students from poorer strata of society lost any study support they could get through NGOs due to various lockout mechanisms put in place. To solve this problem, they took classes, which taught them how to boost their confidence to study correctly or work hard on whatever they had missed due to the lockdown and how to deal with the challenges that lay ahead and overcome them.

Overall, the internship at Vimukti was a memorable experience for all the students who collaborated with the organization. The students took pride in providing their help to the children and carrying out their educational needs despite the pandemic situation. The Zeal with which the organization thrives to support girl education gave all the students a moment of pride and satisfaction!!
About the NGO:
Marpu Foundation has been working towards bringing change in society since its inception, founded by the Kadiri Raghu V in 2016. Since then, they have been working towards bringing change in the community by solving the issue from the root cause.

'MARPU,' which means 'change,' is a movement led by young changemakers working hard to make a difference in people's lives. They are working for a flawless influence on the people by bringing together all the rising generations to encourage those eager to step out and make a difference in society. They work together to eliminate many societal concerns one step at a time. Look around ourself, many individuals, including ourselves, want to help others but we are hesitant to do so owing to a lack of support. They provide complete support to all executors who carry out a vision for a better world and a better society.'

Role of the Volunteers:

The task which was assigned to the students were Individual and as well as some group tasks. Roles given to the students were Youth Volunteer team, Partner Executive, Content Writing, and SEO Manager. As a youth volunteer, the student would be actively engaging with the social tasks given by the organization, which include both on-field local visits and virtual work. As a partnership executive, the student would be working as our representative to seek collaboration with institutions as per the organization's requirements. As a content writer, the student would be writing content as per the organization's requirement, including writing blogs, website content writing, etc. As an SEO Manager, the student would be working with the website development and assisting in search engine optimization.
About the NGO:
Beyond Meds Foundation is an initiative by the youth that promotes mental welfare and contributes towards mental health awareness. It is a registered Non-Government Organization (NGO) under the Companies Act, 2013 & also in Niti Aayog. Beyond Meds Foundation is run constructively by a team of over 200 youngsters across the country with a shared objective at hand. The objectives of the NGO are:
1. Mental Health Awareness
2. Psychological Welfare
3. Social Welfare

Role of volunteers:
Our students worked in various organization fields to help boost their social media presence and data collection. The roles were divided into the following:
1. Public Relations: Interns had to search about different articles on mental health, NGOs, or social work, find the authors of the respective articles, and gather information about them.
2. Marketing: Interns had to compile a list of marketing strategies that were most effective in popular social media handles like LinkedIn, Facebook, and Instagram.
3. Content writing: Interns were required to write a message that included vital information about the NGO and their social media handles and the internship application form and share it with relevant campus groups.
4. Data Mining: Interns had to create an integrated excel sheet with companies' data with whom Beyond Meds can contact as an organization for Corporate Social Responsibility.

Testimonial:
Raksha Tandon: "The experience was amazing as we had the opportunity to work with a diverse set of people bringing individuality to the group. I also got to know about the various other NGOs that were working, and the entire journey was enriching."
About the NGO:

Asha Deep Foundation is a Non-Profit Organisation working for the betterment of the community for the past 39 years. Since its inception in 1983 by Fr. A.R. Rajamoney, the foundation has placed immense emphasis on serving society and impacting as many lives as possible. It has always aimed at the holistic development of the community people, equally important to all demographics.

The foundation runs numerous projects, focusing on Education, Health, Skills, Training, and Placements. ADF is trying to focus on the lower section of the society who cannot access a basic level of resources for existence. ADF has over 25 projects running, from mother and child care till the end of the life cycle. All people of the community, including women, children, senior citizens, are physically challenged, and the projects benefit orphans and destitute.

Testimonial:

Sujata Dutta: It was a great experience working with the NGO. All the members I got to connect with were beneficial and humble. They took time from their busy schedule and described all their tasks under the specified project I chose to work upon. They helped me prepare and improvise the half-yearly report for the specified project in every step of my work. I want to express my heartfelt gratitude to them and thank my classmates of the Nivah committee for giving us the opportunity and helping us throughout.
HUMANS OF DMS

Getting to know your Professors & Batchmates
HUMANS OF DMS

“JOURNEY FROM JAPAN TO INDIA”
As part of this chronicle, we had the opportunity to learn more about our Professor, Eri Ikeda. The following are the answers to the questions asked:

**Can you please give us a brief overview of your life and education?**

“My education journey is not as straight as those who know what they want to do/become in an early stage of their life. I have studied and learned different subjects in social science before deciding to focus on economics as the primary discipline.

I hail from a small rural village in the Northernmost of Japan and completed compulsory and high school education in/near my hometown. Then, I shifted to Tokyo metropolitan area to complete my bachelor's degree in Law, but I found more interest in political science. After working several years, I have moved to the Netherlands for obtaining the MA and Ph.D. degrees in development studies, specializing first in the environment and sustainable development to pursue my dream in working at the United Nations back then, later in development economics with a realization that economics is a fundamental subject to be understood in unpacking and understanding the current system in which we are living.”

**Who is your source of inspiration and motivation in life?**

“This question is difficult to answer. Many people inspire me, whether a spiritual guru, a great thinker, or collecting garbage for us. I want to do well and stay healthy for my family too. For the academic side, my supervisor Dr. Howard Nicholas inspires me to be a better teacher and researcher, as he is a role model for me.”

**What was your first experience outside of Japan like, and what challenges did you face?**

“I do not remember precisely the first experience here. Still, I have a good memory during the stay at the faculty guest house. I spent the first several months after joining the IITD, and during the final interview, I enjoyed meeting and interacting with new colleagues/people who work in different disciplines. Challenges are undoubtedly many, especially in adapting to a new modus operandi. Some examples are the dominance of informal communication (millions of phone calls), the language barrier (Hindi), and the Indian standard time. I have learned and gotten used to many customs by now and am hoping to pick up Hindi more this year. “When in Rome, do as the Romans do,” as the saying goes – our ancestors are wise”

**Had you ever imagined yourself teaching in India or becoming a professor?**

“Life brings something unexpected and exciting. For the first question, now I come to think of it, I wonder why teaching in India did not occur earlier, but I would say that it is more to do with the job market. I hardly came across any recruitment ads by Indian
universities/other research institutions in India. For the second question, finishing the Ph.D. opened the door to becoming a professor, so it was more of the outcome of a path that I took. But what my father used to tell me must have been in the back of my head. Becoming a teacher or a public servant would be a good career option because these two jobs are considered to be dedicating yourself to a more significant cause and giving you life-long job security.”

What motivated you to become a teacher, and why did you choose India?

“Since my academic background is development studies, I have been looking for an opportunity to live in the fastest-growing country. India is one of those countries without a doubt. Some Japanese people said that India is undergoing a similar period of Shōwa, especially in the 1950s and 60s, when Japan experienced an economic miracle, so I felt I should take a chance. Luckily, back then, my friend happened to have shared a website link on “Call for faculty applications - Special drive for foreign passport holders” at the DMS.”

What was your first experience or thought after arriving in India?

“Lots of energy and many people around. It is a similar feeling whenever I have traveled to other East Asian countries. It comes from somewhat of the mixture of people’s energy, blowing hot air, smell that I am not accustomed to, continuous beep sound from all over the places, cows, and dogs wandering in the main street, etc., which gave me a big smile and made me feel hope and excitement for something yet to come.”

What are the significant differences you noticed between Japan and India?

“The significant difference I have noticed is whether the work/study is process-oriented or output/outcome-oriented.

Japanese work style is the former, spending a long-time planning, coordination, and reporting, while Indian one is the latter, focusing more on getting things done. Therefore, the allocation of time is very different. Regarding the education methodology, it is difficult to comment as I am more exposed to online teaching here, which is new globally.”

What are your favorite things about India, and why?

“It is difficult for me to decide what I like the most as I like many things in India. One thing that struck me is diversity. Being a foreigner seems to be just an addition to the diversity that already exists in India; my experience appears to be not much different from that of my colleagues who come from other states here on many occasions. I feel fairness in this sense (although I may not be fully aware of my circumstances). I like chai (addicted), books by Indian authors, cotton clothes, egg curry, organized chaos, to name a few or more.”

What are your future plans in the field of education?

“I would love to continue teaching and improving it to convey the key ideas better, as long as there will be a venue and opportunity for this, also considering a personal circumstance. I would also like to bridge Japan and India, exposing Japan to India more and vice versa through different channels, such as promoting student exchange, etc., by creating more interactions for future generations.”

What is your advice to your students?

“Follow your heart and be independent. We tend to follow a seemingly right path. It could be a path that everyone is taking, and/or our parents/society expect us to accept, or something else. There is no right or wrong answer to this, and any decision one takes always comes with a responsibility and a specific outcome. You may push your boundary little by little and start taking charge of your life independently. All the best!”
HUMANS OF DMS

Get a glimpse of the MBA journey from the lens of the Batch Representatives
Raksha is your girl next door, always ready to talk, and likes to dance occasionally. Reach out to her for conversations around any topic, ranging from Harry Potter to Freakonomics. An electronics and communication engineer, She began her MBA immediately after graduation, as she had a strong desire to work in the corporate sector. The desire to start this journey is to meet new people, build connections, and develop skills to achieve her ultimate career goals.

She believes MBA is all about managing and working in teams, and what better than having the entire batch as your team? She thinks the job of CR is very similar to that of a project manager, communicating, assisting, conflict resolution, and getting goals accomplished with constant feedback giving the first-hand experience.

A class representative (CR) serves as a liaison between the class and the college administration. In summary, she needs to deal with different points of view, come to a consensus, present it to management, and negotiate with them for the class. At the same time, the management’s rules or notices must be accepted by the pupils.

She described her journey as It all started with a bang as a slew of new duties landed in her lap. Management and personal responsibilities had become a vital part of her life, from maintaining attendance and studies to having heated case group discussions to juggling between friends and groups, disappointing some of them, and making some permanent bonds as her first semester passed.

She believed that theory and classes had helped her immensely; marketing honed her negotiation abilities, which were crucial in getting people to listen to her. Statistics and economics helped her understand that the demand for assignment deadline extensions is unlimited for everyone’s greed. On the other hand, Human Resource Management gave her the most vital life skill: dealing with individuals who have strong opinions and find common ground.

The journey has been beautiful with ups and downs, which helped her get past the super supportive batch and “We are always there for you” seniors. She is anxiously looking forward to welcoming her juniors and being a senior who could tell them, “It’s all about Teamwork and Time Management; you’ll sail by.”
This ingenuous person belongs to a small city named Katihar of Bihar. Nishar is a Mining Engineer from the Indian Institute of Technology (Indian School of Mines) Dhanbad, who is enthusiastic about football, helping people through his NGO, and playing guitar. Being an Army brat, his love for traveling was natural to be developed inside a person. Coming from a technical background, he was not familiar with the business world until he switched from Hindalco Industries Ltd to Adani Group. There he got a glimpse of how a business runs. The exposure he got in Adani inspired him to truly grasp the knowledge and expertise of honestly handling a business.

After three years of successful operations plus corporate experience, he decided to pursue his motivation and joined the Department of Management Studies, IIT Delhi, to pursue his MBA. Nishar has always been empathetic towards anyone who got in touch with him throughout his life and always tried to impact everyone’s life positively. After hearing the responsibilities of a Class Representative, he saw an opportunity to make a difference in everyone else’s life and decided to take it. He also describes the position of CR as the most coveted position in a B-School. As per him, CR is the face of the batch and acts as a bridge for faculties, committees, and clubs. As a CR, he will also need to represent the college to the upcoming batch of MBA next year through the Admissions Committee, which he is very excited about.

Nishar being the CR describes his MBA experience as quite interactive and enriching. Every day he interacts with many students to help them and learn from them simultaneously. He describes his batchmates as cooperative and understanding. He also took this opportunity to tell us that there are things like physical interaction and effective peer-to-peer learning that the batch misses, but, despite things being online since the beginning of the journey, he believes that the batch has outperformed the expectation that was there from us. Talking about a typical day of a CR, he says that his day starts with managing the class schedule, talking with Professors/TA, passing on the information regarding assignments, deadlines, and other deliverables to the batch, and lastly, responding to all the queries or requests from the batch. Apart from this, his day is involved with the work of the Admissions Committee.

Coming to the challenges he faced being CR of the class, he iterates that every student must be valued equally. No one should feel being left out in class, and he is relentlessly working to ensure that. With everything being online, he must be extra cautious about what he conveys to the students as it can be interpreted in many ways. Even after these challenges, he thoroughly enjoys his responsibilities as a CR because he gets to interact with everyone. Through constructive feedback from his batchmates, he is continuously working upon himself.

While making his closing statement, Nishar thanked his entire batch and the professors of DMS, IIT Delhi, for constantly supporting him through his journey so far. He also commended the effort put forward by the batch of 2023. There were many ups and downs during the trip, and the way the batch came together for everything sets apart this batch. He wishes for a lot of collaboration and team effort in the future with his batchmate.
Fresher’s Night 2021, conducted on 2nd October 2021, witnessed Cultural Affairs Committee organize interactive events for the junior batch. One of the most awaited events of the night was the crowning of Mr. & Ms. DMS among the contestants of the MBA’23 batch. After a series of rounds judged by the predecessors Sanket Patel and Sheyini Kayina, Sakshya Bhatia and Sneha Prakash bagged the respective titles of Mr & Ms. DMS of MBA’23. Have a look at what the winners have to say:
Sakshya Bhatia

How are you feeling after having won Mr. DMS's title?
It's an honor for me to win the title of Mr. Fresher, and the feeling is quite remarkable. It makes me feel proud, happy and delighted. It gives me immense joy that I could grab this opportunity and be found perfect for this title. It was like a dream come true for me. It's one of the best things that happened to me.

According to you, what is that one unique thing in you that helped you bag this title?
I have always been a calm person, and I always try to showcase my personality as who I am. This was why I was able to bag the title of Mr. Fresher since I was able to showcase my inner ability, values, and talent to them. I believe my originality in my answers and my performance in a mono act that I performed helped me throughout the process.

What motivated you to take part in this competition?
I always believe we should never stop learning, and competition is a great setting to learn. The opportunity to improve me and explore new horizons motivated me to participate in this competition, and my family and friends supported me throughout the event.

Sneha Prakash

How was the experience of being interviewed in front of the whole batch?
It will be the biggest lie if I say it was a cakewalk. While in front of a crowd, you have a lot of things in your mind. It would be best if you were responsible with what you say and entertaining at the same time. I think the judges, Sheyini and Sanket, were polite and encouraging throughout the process. Overall, I can say I truly enjoyed being a part of the competition. I learned, laughed, shared my views, and it was an excellent experience for me.

How are you feeling after having won Ms. DMS's title?
It truly feels great! To become Ms. DMS is a once-in-a-lifetime opportunity. I feel proud of myself for participating in this event, but winning the title is what makes it even more astonishing. I also feel humbled by the support I got from my friends.

According to you, what is that one unique thing in you that helped you bag this title?
When I saw the list of Ms. DMS participants, I knew that the competition would be challenging, but I braced myself and took up the challenge. My fellow participants did a great job, be it Priyam and Garima’s confidence, Kriti and Reetika’s lively personalities. I was a little nervous and a little excited, but I think my friends supported me a lot throughout the competition. And whenever I was in doubt, I just tried to be myself and went with the flow. I can indeed say I was just “Me” throughout the process, and fortunately, that worked.
HUMANS OF DMS

ART/SKETCHES
ART/SKETCHES

Rakhi Sinha

Maitreyi Shaklya
HUMANS OF DMS

POETRY/SHORT STORY
Jasmine
He came every now and then
with his lovely beautiful wife
So full of energy, so full of life
The home would be filled with his jokes and laughter
We would reminisce about all of it a long time after
Every time while leaving he'd take her hand claiming she's clumsy
And though she scolded him,
a telltale blush would reveal her excuses were flimsy
Each time on their way back, he'd run to the jasmine tree
Shaking it's branches, a few flowers would come free
Tucking them into her hair, he'd say they look beautiful
When she'd fail to hide her smile, he considered his efforts fruitful
When told he was too old for this, he'd say age is all in the mind
Even though I'm 70, he'd say, there's still new experiences to find
A couple years down the lane, he was but a shadow of his former self
She was his life indeed we saw; without her, he wasn't himself
His disjointed laughter and disconnected sentences tugged at our heart
Time had been cruel indeed, Alzheimer's had played an evil part
On his way back that day he began, like the countless times before
The jasmine tree on the way felt to us like an eyesore
Wishing we could make it disappear, we waited with bated breath
Hoping he wouldn't remember, how harsh could after all be fate
Run towards the tree he did, a few jasmines fell
He looked around, she wasn't there, all wasn't well
He walked away into the evening, confused, lonely and wistful
All that remained lying on the ground was the lone jasmine wishful

By Harshali Harshad Deshmukh
**Sunshine**

Job's getting harder,
Road's getting tougher,
I watch the sunset,
Looming over the past.
Smoke in the lungs,
Fire in my heart,
Pain so close,
Like a friend from past.
The day ends again,
I go to my bed,
Another sleepless night,
Something I can't stand.
Suddenly a tone very familiar,
It chimes my mind,
My lips wear a smile,
After a long while.
It maybe dark outside,
But for me it's sunrise,
A soothing voice blesses me,
To calm the fire inside.
It's my sunshine,
At the darkest hour,
To save me from the burden,
That's unbearable now.
My pain becomes a ghost,
She knows me the most,
My heart skips a beat,
I know I owe her a lot.
Sleepless nights turn into,
Conversations I'll never forget,
For few hours there,
I live in the moment.
I wish I could do something,
That tells her how much she means,
But what good is a torch,
Against the sun she is.

**Lone Wolf**

The Forest Had A Sound
For Ages It Made Round
'The Wolf Is The Pack
The Pack Is The Wolf'.
Then Came One Of A Kind
A Bit Strange At Mind.
The Wolf Was Loyal
And Loved His Pack
But Would Find Solace Alone
And Often Stayed Back.
Kept Running Across Forest
If He Missed A Prey,
Kept Smashing Rocks
If Had A Bad Day.
Then The Wolf Went To A Lake And The Lake Said
Stay Near Me I Will Help You Clear Your Head
Days and Weeks Passed And The Wolf Grew Calm
Never Had He Felt So Loved And Warm Until He Realized
Animals Seized To Come At Wake
And Darker Became The Water Of Lake
It Struck Him, His Demons Had Finally Acted
Not Long As It Runs Till Poison Reacted
He Ran To The Forest And Hid For Long
Finally Found Courage To Face His Wrong
From A Distance He Saw
The Lake Healed And Was Back In It's Glory
Smirked At His Luck As He Knew
He Can’t Be Part Of That Story
Keeps Running To The Forest Even To This Day
Not Wanting To Toxicate Any Place The Same Way.

By Yashkumar Sanariya
HUMANS OF DMS

SECRET SANTA 2021
Glimpses of
SECRET SANTA 2021

[Images of people holding gifts andSecret Santa text]
Glimpses of
SECRET SANTA 2021
FACTS

THE PHOEBUS CARTEL
On December 23, 1924, a team of renowned international businessmen met in Geneva, and this gathering would transform the lighting industry for decades that followed. The meeting comprised of four representatives from the leading manufacturers of lightbulbs:

- Philips (Netherlands)
- Compagnie des Lampes (France)
- General Electric (United States)
- Osram (Germany)

Fuelled by their desire to maximise sales and put profits above all else, the Cartel, made up of the biggest bulb manufacturers, decided to impose limits to the lifespan of bulbs - reducing them to 1,000 hours, compared to 1,500 to 2,000 hours previously. This decision will forever remain the first worldwide implementation of planned obsolescence. This lasted till 1930 which was planned to last for 20 years.

The Centennial lightbulb exists as a relic of the pre-Phoebus incandescent lightbulb. It has been burning on a near-continuous basis since 1901. While the Centennial lightbulb's emitted light is now dim, critics of planned obsolescence see its continued use as a testament to the quality of consumer goods unblemished by the advent of planned obsolescence. The hand-blown bulb was made by the Shelby Electric Company in Ohio in the late 1890s and donated to Livermore's fire department in 1901. Originally a 30-watt bulb, it has been operating at about 4 watts since 2010. It's left on 24 hours a day at Fire Station #6 "to provide night illumination of the fire engines," according to Guinness.