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HORIZON 2021

The Annual HR Conclave

August 21, 2021

Hosted by
Industry Interaction Committee
PANELISTS - Morning Session

PANEL MEMBERS

Mr. Anurag Sahay, Head HR, Nestle Goa
Mr. Behram Sabawala, Chief People Officer, Tata Cliq
Mr. Dharm Rakshit, Head HR, Hero
Ms. Pratyusha Sharma, AVP- Human Resources, Cognizant
Ms. Priya Pandit, Head – Talent Acquisition, L’OREAL
Ms. Uma Shankar, AVP & Head – OD & Leadership Development, Infosys
Mr. Vinay Agrawal, Vice President – HR, Tech Mahindra
Mr. Vivek Rathi, Head HR – Corporate Functions – MEA, Marico
PANELISTS - Afternoon Session

PANEL MEMBERS

Capt. Pranav Prasoon, Head HR, Renault India

Mr. Naveen Patel, Director Talent Acquisition, Affine

Mr. Milind Mutalik, Chief People Officer, Accolite Digital

Ms. Manvi Sushil, Director-HR & CSR, Avery Dennison

Mr. Alexander Rinku, Director HR, Oracle

Mr. Ashwin Jaisinghani, Director People Success, Searce

Ms. Deepa Mishra, HR Business Leader – Sales, Mondelez International
OVID-19 has taught an important lesson to India. With businesses having to reimagine their processes and ways of working, HR department had to change a lot more than any other field. These were the opening notes given by Mr. Behram Sabawala. He built up the flow and created the connection. He focused on the mentoring, coaching and real vs fake networking. He emphasized on the real networking which is needed for everyone.

Mr. Dharm Rakshit depicted the mutual give and take method in any organization between the employees as well as with the authorities. He shared his experience and came to a statement that everybody in the world is connected to each other.

Mr. Uma Shankar emphasized on building our brand in the corporate world. He also advised to build own leadership thoughts, thereby unlocking the synergies in the key leadership roles.

Ms. Priya Pandit shared her insights on the fundamentals like trust and authenticity. Advised to maintain the networking within the batch very well and illustrated her experience on how to transform professional networks into personal bonds.

Ms. Pratyusha Sharma advised to maintain healthy social networks and have a thought always on what is my purpose and goal. She emphasized her point on exchanging human experiences. Mr. Vivek Rathi insighted on the purpose of connecting with people and staying focused on the goals of our life. He concluded with a quote – Give more than what you take.

Mr. Vinay Agrawal showed the ways how to network and only focus on people who are going to be of real value. He insisted on auditing and reviewing the social network regularly and act accordingly. Mr. Anurag Sahay concluded with the opportunities for personal growth like the egocentric, socio-centric, open social network, and told the importance of ROI of investment of time to build relations with respect to expectations.

The session concluded with panelists answering many queries from the students adding many different viewpoints to the topic.

In the Horizon’21 - The Annual HR Conclave afternoon session, the leaders shared their insights and experiences with the larger audience of DMS, IIT Delhi, to take budding managers a step closer to the corporate world by discussing the topic “Fostering Rebel Talent at Work.” The theme in detail revolved around how throughout corporate careers, employees are to conform—the status quo, the opinions and behaviors of others.

Whether consciously or unconsciously, organizations pressure employees, including leaders, to save their real, authentic, nonconforming selves for outside of work. The leaders explained in detail the answers to questions like ‘How companies are using non-conformity?’, ‘What are the best ways of encouraging ‘constructive non-conformity’?’ and ‘How to break up the adherence to the status quo that is so ingrained in most corporate cultures?’

The opening note was initiated by Panel Chair Ms. Manvi Sushil, who quoted how the future belongs to the rebel and exists in all of us. Describing how living in such turbulent times and fierce competition, reputations are easily tarnished by social media, and the world gets divided more than ever.

Ms. Deepa, Mr. Ashwin, and Mr. Milind took the discussion forward by describing the work that companies are doing to foster rebel talent at the workplace. The environment is provided by practicing activities like “explore yourself,” “express your interest,” etc.

Mr. Alexander shared thoughts about how to have an open perspective to deal with situations. He stressed the “BTC Framework.” The framework in detail talks about how to break, transform and create yourself to unleash potential as a Rebel to make a difference for the organization. Mr. Navin took the conversation ahead by describing how hiring brings such a set of people into the organization. Hiring the right talent and connecting with those who have constantly been innovating and working towards the goals is the main priority of the leaders as well. Capt. Pranav talked about how the word “rebel” is for outperformers. He also gave examples of how controlled creativity is required at times and how even being a rebel, one must have a plan to execute.

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.
ALUMNI ROUNDTABLE 2021

August 21, 2021

Hosted by Alumni Relations Committee
PANEL MEMBERS

Mr. Chetan Kapoor, Partner, Synergy Consulting

Mr. Vipul Arora, Head - Logistics and Distribution - K&B South Asia, Middle East and Sub-Saharan Africa, Kohler Co.

Mr. Tarun Singhal, Lead Data Scientist, SAP

Mr. Ashish Sharma, Product Head - Inventory Management, Amazon India

Mr. Saurabh Rai, Asst. Vice President- Project Management, TIR Delivery & Governance, Citi

Mr. Anuj Jalote, Angel Investor @ One Life Ventures & Founder, CEO, Pokerlauncher.com

Mr. Abhishek Luthra, Sr Manager - Supply Chain Transformation, Coca-Cola

Mr. Ankit Vivek, Senior Associate, KPMG

Mr. Nishant Gupta, Key Account Manager, Tetra Pack
PANELISTS - 2nd Session

PANEL MEMBERS

Mr. Ayush Gupta, Director, KPMG
Mr. Anujay Mathur, Director, Hotstar
Mr. Kushagra Singhania, Co-founder, Dimensionless Technology
Mr. Sanuj Mittal, Manager, PwC India
Mr. Sunil Seth, Director, KPMG
Alumni Round TABLE is our latest initiative, which aims to provide a platform where alumni from different walks of life can come together and share their experiences, journey, and insights on various topics relevant to MBA. The Alumni Relations Committee conducted the first Alumni Round Table in August 2021, introducing the prominent alumni invited as panellists. Mr. Chetan Kapoor acted as the moderator for the 2 hours session. As a gesture of gratitude for their invaluable time and indispensable guidance, the Alumni Relations Committee partnered with “Grow Trees” to plant a tree under each participating panellist’s name.

“Art of Managing Time & Criticality of Networking”

Mr. Chetan introduced the topic explaining the importance of getting the holistic picture of various domains, despite one’s interest might lie in one domain. Continuing the introduction Mr. Nishant shed light on how time in MBA would be limited and how important it is to manage the same. He further emphasized dividing time into multiple facets of life and prioritizing it according to our values and profile. Mr. Ankit highlighted the importance of prioritizing activities by creating a to-do list of activities at hand. Mr. Abhishek added that we could utilize the time by keeping Mondays for brainstorming, Fridays for non-academic things and breaking the monotonous routine through sports, friends, or any other activity. Mr. Saurabh contributed his perspective on the topic by stressing on allocating some time to connect with the batch, especially in these times with constraints of remote connectivity.

Mr. Chetan, once again, initiated the conversation by expressing how networking helps in keeping connected, and its value in long run. The stage was taken over by Mr. Vipul, who mentioned how he cherishes his DMS days and friendships even after 11 years since his graduation. He accentuated how MBA automatically helps improve one’s network by connecting senior and juniors alike. Mr. Anuj further stressed on using the MBA years to figure out oneself. He advised the students to try to explore different perspectives of people because the career path that one may have defined might be derived from wrongly preconceived notions. Mr. Ashish acknowledged the fact networking may come naturally to some while not being the case for others. Given this scenario one should focus on the things that one might be better at hinting at the possibilities for reverse networking. Mr. Tarun added that an individual’s strong network enables recommendations for a leadership position that is suitable for him in the long run.

“Getting most out of DMS & Developing Skills to face the World”

Mr. Abhishek started the discussion by mentioning that the panel from 2010 batches had three freshers. They never experienced any difference, whether it was for selection into the committees or taking responsibility in class. It has to be considered as an opportunity to learn from the experiences of batchmates having some prior experience.

Mr. Nishanth took the discussion forward and emphasized on having a positive attitude towards the experience that is MBA. He acknowledged that there are pros and cons of being both a fresher or one with work-ex. Sourabh Sir added that people with work-ex have an advantage over the point that they can relate to their previous experience on what is being taught theoretically and make a practical sense of it.

Mr. Chetan concluded by saying the sense of maturity is fundamental, and no one should be afraid of each other as both have their advantages and disadvantages.

The discussion started with Mr. Vipul mentioning the key things to be kept in mind while at DMS: “learn everything, expand the horizon, and eventually, DMS would help increase one’s knowledge, overall personality, and confidence”. One can gain a lot of exposure through participation in various case competitions, formal and informal interaction with faculties, and preparation for summers and finals, helping one increase one’s competency in the coming years. Mr. Abhishek put upskilling in three buckets: “1. Build essential skills like data visualization and emailing skills 2. In the 2-5 years horizon, subject expertise is looked and increase skills on subject expertise 3. For the next 5-25 years, networking skills would be most fruitful.”

Mr. Nishanth further added that it is the time to figure out an intersection on what one likes and what he/she is good at. Mr. Tarun said that it is crucial that students don’t choose what others are doing but the one he/she wants.

The event was concluded with a game on Kahoot, which had questions related to general knowledge about DMS and the session. The plaudits were taken home by Mr. Abhishek Luthra from the panel followed by students, Yash Shah and Rakhi Sinha.
T he theme for the event was "Building a Career in Consulting and Strategy." Mr Sunil Seth acted as the moderator for the session.  

Mr Sunil gave a glimpse of the various questions that people have in their minds while choosing Consulting & Strategy as a career choice. He talked about the multiple ways students can start a career in consulting and strategy, what leadership in an organization looks like, and how the students can leverage the opportunity to learn from panellists' experience on how they prepared and positioned their careers.

"Building a Career in Consulting and Strategy"

Continuing the introduction, Mr. Sanuj shed light on consulting, the difference between consulting and industry firms, and the advantages of consulting firms. He further emphasized that three skills are required: domain knowledge, sectoral knowledge, and soft skills.

Mr Kushagra mentioned that his day starts with many internal meetings where his team discusses the strategy for the given day and week, assigns each person's task, and monitors the same. He highlighted that we would make mistakes, but what is essential is learning from them. He emphasized that we should be clear about our end goals and break them into manageable chunks.

Mr Ayush started with the concept of a consulting firm, why a consulting firm is hired, and why anyone wants to be in a consulting firm. He emphasized that apart from providing expertise at lower costs and lower risks involved in consulting firms, it also involves a key factor of trust, which is essential to solving business problems. Thus, a Consulting firm is fundamentally all about trust, which would be the primary point to consider when someone starts a Consulting firm.

He then stated that the current time is the best for anyone to join Consulting, as consulting firms are actively searching for more talents. He even highlighted the strength of the students of DMS, which is their natural inclination towards Data and Technology, which is a capitalizing asset to kickstart a career in the field of Consulting. He emphasized sectoral knowledge focussing on what a company in that sector is doing and why it should be vital in joining a domain-specific team. He also introduced us to the current trend of Digital consulting, which focuses on marrying Business and technology.

Mr. Sunil first made us reflect on what we want from our career in consulting. Are we thinking of it as a sprint or a marathon? Is it one’s exit opportunity or a career?

For a short-term goal, Mr Sunil advised us to have our pivots in a more controlled environment. And as a career, try and always keep working on building your brand. Find a domain and make it your niche and create an executive presence in that. Moreover, as this will become one’s lifestyle choice, he advised the students to balance health and family.

Furthermore, consulting helps cut the noise from life and helps create a leader's mindset if done the right way. And one should always try to have a multiplier effect regarding what one owes to the organization and what one brings in with their network and colleagues.

Furthermore, he summarised his insights with three-pointer.

Networking and getting maximum exposure should be the focus. This skill-set exposes one to opportunities and places and gives a person different points of view about a scenario.

Communication has two angles. One is Communicating Outwards. He advised the students to structure their thoughts, emphasize what matters, positively influence people, and move the conversation toward one's vital areas. The other is Listening Inwards. This skill-set is also crucial as it helps one navigate the space better.

He further advised students to be lifelong learners, become domain experts to get the job done, always present a fresher way of thinking and equip themselves to manage all your stakeholders.

He pointed out the change in the consulting industry that there is a shift in dealing with a firm as the focus is not just telling the firm what to do but also helping them reach the goal.

One should be at par with standard case problems, as it is the bare minimum, but students should also check other boxes. Work comes based on the trust that somebody places in a person, and one should build that. He advised the students that if the work drives them, they should look for that edge, and if it does not, they should refrain from comparisons with others and pace their career and life accordingly. He quoted, "Take your meta and use your meta to shape your careers."
The Annual Strategy & Consulting Conclave

October 24, 2021

Hosted by
Industry Interaction Committee
PANEL MEMBERS

Mr. Ankit Bhargava, CEO, Foxberry Technologies
Mr. Arif Patel, Regional VP-S&M, Hyatt
Mr. Azeez Narain, Head BDE & Strategy, Ginger
Mr. Jai Daga, VP Technology, Sony Pictures Networks
Mr. Jaideep Dang, MD - Hotels & Hospitality, JLL
Mr. Kaushik Mitra, VP & CFO, Pepsico
Mr. Ravi Teja, MD & CEO, Robosoft Technologies
Ms. Shikha Upadhyay, Head – Strategic Partnerships, Make My Trip
Mr. Varun Aggarwal, Vice Prsident, EXL
Mr. Varun Dhamija, Chief Strategy Officer, The Times Group
AFTERNOON SESSION

PANEL MEMBERS

Mr. Adamya Sharma, Partner, Felix Advisory Foxberry
Mr. Anil Sachdev, President, TQMI
Mr. Arindam Mukhopadhyay, VP & Global Head of Consulting CoE, Gartner
Mr. Anupam Dutta, Partner, PWC
Mr. Bobby Nimbalkar, Executive VP, AP Globale
Mr. Kingshuk Banerjee, Senior VP, Hitachi
Mr. Saurabh Singh, Senior VP, Polestar
Mr. Shravan Karpuram, CEO, Shieldify Solutions
COVID-19 has taught an important lesson to India. With businesses having to reimagine their processes and ways of working, strategy leaders, had to change their trends more than any other field. These were the opening notes given by Mr. Behram Sabawala. He built up the flow and created the connection. He focused on the dynamic nature of the company’s strategy and its dependence.

Mr. Kaushik Mitra: Move out of the victim phase quickly, it happens to all of us. "This is not happening; I am not responsible for it are typical signs. CFO perspective: when things change you need to bring dynamism in the resource plan, the role of a CFO. Ms. Shikha Upadhyay: When the fishermen are not out fishing, they are fixing the net. Building leadership muscle and communicating it clearly to all stakeholders (employees, partners, etc.) is crucial to the success.

Mr. Azeez Narain: A crisis is also an opportunity, so positivity is extremely important and so is passion. When you look at things passionately you will sail through the toughest of challenges. Mr. Jaideep Dang: Plan for the bad times in good times, that’s where your company’s philosophy stands out. Mr. Ravi Teja Bommi Reddipalli: When you are amid the crisis you need to see where the opportunities are going to open up and how you would need to react with agility. Mr. Arif Patel: Agility is of extreme importance in such times. While matrix organizations support global presence it is important to allow local organizations to take charge and do what is important in the local market. Collaboration is another key area. Mr. Varun Agarwal: Data and analytics are key support to solving today’s challenges both in and outside of crisis situations.

Mr. Jai Daga: Think of Digitization vs Digitalization, they are two different things. Digitalization is given think how your company will address the future as it is changing. Mr. Ankit Bhargava: Organizations working with the government can become major suppliers and supporters of solutions during crises like pandemics. Solving these local issues also opens up global markets. The shelf-life of communication is an important lesson from COVID.

“Managing the Unexpected: Flipping the odds in Company’s favor”

COVID-19 has taught an important lesson to India. With businesses having to reimagine their processes and ways of working, Consulting leaders had to change their trends more than any other field. These were the opening notes given by Mr. Anil.

Anil sir said that consulting has grown, and type of consulting has changed over the last few years due to the following reasons: much younger employees in consulting now even in higher designations. Earlier clients expected solution and adaptive solution with direction. Issue faced because of covid is that now consultants can’t visit the site and the technological use in consulting will only increase. Bobby sir talked about digital consulting and shift towards more use of technology. He talked about new start-up’s bringing in AI based consulting. Very interesting stage. He talked about how there’s going to be higher need as client is pushing for even better results.

Adamah sir talked not only about why but also how, the way consulting is conducted has also changed. Consulting is becoming a big sector due to higher FDI. By the end of 2022, there would be more than 10,000 consulting firms in India.

Anupam sir how organisations survived in this remote environment which is going to be a great accelerator. 1. Organisations are forced to do things differently because of covid disruptions. 2. Adoption of technology, particularly AI. Cyber, forensic, analytical, ERP, etc are going to be the key driving factors.

Arin sir talked about the larger picture. The driving force would be 1. Insane amount of uncertainty and how to make business more resilient. 2. Along with pandemic, consumer behaviour has changed in terms of consumption of product and of service. How to retain customers differently. 3. How work gets done. Kingshuk sir says that future is great. India is growing in terms of impact but also the complexity of industries, which will lead to growth of consulting. We are on a growth path but also need to keep an eye on specialised expertise. A. Content B. Creativity C. Collaboration.

Shravan sir says that he’s a consultant by accident. He enjoys helping small organisations which couldn’t have afforded big consultants’ firms. Youngsters shouldn’t try getting into consulting right after b-school because the core knowledge isn’t there as that will hold them throughout the journey. Saurabh sir talks about the Indian market, customer and client expectations being different in India. In India it takes time to become a trusted advisor. How the American and Indian markets are totally different due to the regulatory framework.
SAKSHAM 2021

The Annual CSR Conclave

October 9, 2020

Hosted by NIVAH
PANEL MEMBERS

Mr. Saurabh Singh, President – ICICI Foundation, ICICI
Mr. Armandeep Singh Narang, Vice President – Corporate Communication and CSR, Indraprastha Gas Limited
Mr. Shamboling Khot, Sr. Manager – CSR, IIFL Samasta Finance Limited
Mr. Abhejit Agarwal, Deputy Vice President – Sustainability & CSR, Axis Bank
Mr. Amit Shekhar, Assistant Vice President – CSR, HDFC Bank
Mr. P. Rama Kishore, General Manager – CSR, Indian Oil Corporation Limited
Mr. Eram Eqbal, CSR & Sustainability Executive, Marico Limited
NIVAH, the social sector arm of IIT Delhi's Department of Management Studies, strives to sensitise MBA students by generating awareness about the societal challenges in order to develop future leaders. One such endeavour in this direction is the Annual CSR Conclave - Saksham. The goal is to provide a platform to the students to interact with the business world and grasp the importance of building a valued environment in businesses rather than simply a responsibility-sharing model.

Team NIVAH held Saksham 2021 virtually on October 9th this year. The theme for this year’s panel discussion was "Innovation in Corporate Social Responsibility across a broad range of disciplines". The panel discussion was moderated by Prof. Vivek G Nair who was the session chair for the event.

During the discussion, Mr. Saurabh Singh laid emphasis on how collaboration between various stakeholders is important for innovation in CSR activities. He focused on the need for corporates to understand the social and economic structures of the country so as to act as a catalyst in the growth by bringing the Government and NGOs together. He mentioned that post liberalisation, the divide between the rich and poor have grown. If the concept of CSR had not been introduced, the angst against the corporates would have increased.

Taking the discussion forward, Mr. P Rama Kishore highlighted the importance of aligning the domain expertise of various NGOs and the resources of organizations in order to create a larger impact in the society. He emphasized that Innovation lies in Partnership; a great partnership will lead to better schemes aimed at betterment of underprivileged people. The main purpose of CSR should be to bring innovation and managerial skills together in order to create a society-centric approach.

Mr. Amit Shekhar brought light to the paradigm shift that has happened within organizations. He mentioned that CSR activities were merely perceived from a compliance point of view initially but organizations have become more sensitive with time. Once organizations started venturing into the field and experienced the reality, a great mindset change happened. Organizations have become more empathetic towards the prevalent issues and started working towards bringing an effective change in the society.

Mr. Shamboling Khot discussed about the way the concept of CSR has evolved in India. Initially, the CSR activities were happening in a philanthropic way but nowadays, organizations follow a strategic approach while implementing CSR activities. He mentioned that NGOs were not able to create a larger impact initially due to scalability issues but CSR has improved the situation by bringing managerial skills, technology and innovation into picture.

Ms. Eram Eqbal emphasized the importance of possessing a strong passion for CSR activities and willingness to work on field as CSR projects can’t be realized sitting in the comfort of office space. CSR activities in corporates are now getting more structured as proper objectives are defined and observable indicators are attached to the outputs to measure the Social Return on Investment of the impact of these CSR programs. She mentioned that volunteering activities undertaken by organizations go a long way in generating community sensitivity among the young generation.

Mr. Amandeep Singh pointed out that professionals with the intent and ability to innovate by adhering to the system set by the government are required in the CSR domain. He threw light upon the fact that inclusion and diversity in terms of background of people working in CSR domain can drive innovation in this field at a faster rate. MBA students can bring about a strategic perspective if they choose to work in CSR. He concluded by advising that corporates should not use CSR as means of brand promotion as that is completely unethical. Instead, they should work hand in hand with the government bodies and NGOs to identify the stakeholders and drive the innovation.

Speaking on similar lines, Mr. Abhejtit Agarwal mentioned that the greatest innovation in CSR has been the collaborations between the private and public sectors which has happened in recent years. He stated that the new CSR rules and regulations have given rise to a completely new ecosystem where NGOs and companies are evolving and becoming more mindful of their surroundings. He asserted that the government policies should be more inclusive to cover various issues in CSR and should give enough liberty to corporates to test their theories in the domain to expedite innovation in CSR.

DMS, IIT Delhi would like to express its gratitude to all of the panellists for devoting their time to such an important discussion. DMS, IIT Delhi, is constantly looking forward to having such meaningful industrial collaborations with the goal of sowing seeds of social responsibility and the determination to contribute selflessly to society.
MANTRA
2021
The Annual Media and Marketing Conclave
October 30, 2021
Hosted By
Media and PR Cell
PANEL MEMBERS

Mr. Charandeep Singh Chawla, Head - Marketing & CRM, TVS Credit
Mr. Lalit Makhijani, Chief Marketing Officer, Godrej Properties
Mr. Rahul Mishra, Head of Marketing, Shemaroo Entertainment
Mr. Sumeet Sethi, Associate Director Marketing, Optum
Mr. Malhar Barai, Head-Marketing, Tech Mahindra
Mr. Satinder S Juneja, Head Corporate Marketing, L&T Infotech Ltd
Mr. Anand Taparia, Associate Marketing Director, Colgate Palmolive
Ms. Nidhi Yadav, Associate Director, Marketing, Deloitte Consulting
Ms. Ashima Kakar Chandra, Head Of Marketing, NLB Services
The annual media and marketing conclave Mantar-2021 was conducted virtually on 30th October 2021. Mantra is an initiative by the Media & PR Cell of DMS IIT Delhi, which is intended to provide the budding marketers of the department a platform to get to know the latest marketing trends from the industry leaders themselves. Mantra-2021 had nine prominent marketing leaders from various industries addressing the students on “Inbound marketing: Driving the evolution of marketing mix”.

Adapting to the evolution of marketing over the years has become highly challenging because of the rapid advancement of technology and marketing strategies. Even the four Ps approach, which used to influence the marketing activities, has been altered as digital marketing services have surpassed traditional marketing services. Organizations now use inbound marketing to attract potential customers, develop relationships, and generate leads instead of 'renting attention.’

The 4 P’s encompasses what used to be the fundamental aspects of marketing but fall short when considered against today’s environment, which is characterized by hyper-personalization and customer-centricity. Hence, the four Ps might have to change for a company to establish itself in the market and remain relevant in the digital age.

Will this pull-based marketing strategy be enough to sustain customer satisfaction in the long term? Although inbound marketing might be a wise decision for a company, should a company also focus on the marketing mix that has been the foundation of marketing? These were a few of the questions the session tried to answer.

The event began with the moderator- Mr. Charandeep Singh, Head of Marketing – TVS Credit giving a short introduction on the topic by defining what Inbound Marketing is and busting a few myths associated with it. He added that “Inbound marketing does not exist in silos. It is just one part of a larger picture.” This was then followed by Ms. Nidhi Yadav, Associate Director Marketing-Deloitte giving insights on how the production of 2.6 quintillions of data daily is reducing the attention span of consumers and therefore inbound marketing comes to the rescue.

The importance of content marketing and coming up with a story to meet the customers on a hyper-personal level was emphasized by Mr. Lalit Makhijani, CMO-Godrej Properties, and Mr. Rahul Mishra, Head of Marketing- Shemaroo.

Application of KPIs like the speed of response, open rates of emails, and LinkedIn CTR to measure the effectiveness of this newly evolved campaign strategy was laid down to students by Mr. Malhar Barai, Head of Marketing-Tech Mahindra. The application of technology on Inbound Marketing was highlighted with the help of the latest not just a Cadbury ad campaign was highlighted by Ms. Ashima Kakar Chandra, Head of Marketing-NLB Services.

The discussion further progressed towards the real-life limitation of Inbound Marketing and the optimization of a marketing campaign by combining both Inbound as well as outbound strategies with Mr. Anand Taparia, Associate Marketing Director-Colgate mentioning a few instances from his experience in the FMCG sector and beautifully formulating the whole discussion as “Interest X Context = Intent”. Mr. Satinder S Juneja, Head Corporate Marketing- L&T Infotech further enriched the discussion by stating how tracking consumer behavior will be beneficial for this type of campaign. Lastly, students were given a few insights on the changes in the healthcare sector and how campaigns are now customized to an individual to create interventions and outreach by Mr. Sumeet Sethi, Associate Director Marketing- Optum.

The students of DMS, IIT Delhi extend their heartfelt gratitude to all the panelists for taking out their precious time & giving us an opportunity to learn about Inbound marketing and how it is driving the evolution of the marketing mix.

“Inbound marketing: Driving the evolution of marketing mix”.
MBA Batch
2021-23

THE NEW COMMITTEES OF
DMS IIT Delhi
What motivated you to start the committee?

A group of students came together to help the other students facing difficulties in the Summer Internship Placement Process. The initiative was started on a voluntary basis where the students would sit together on an open house discussion and try to solve each other’s problems concerning the SIPs. The group shared the learnings that they had from their SIP selection processes. The MBA 2020-22 Batch took the initiative. As the first-year session started, the students could not get proper guidance on how to prepare for the SIPs, and when the SIPs started, they crumbled. The students struggled to prepare an effective CV, behave, and conduct themselves during the processes, and neither could they answer basic behavioral questions. They did not know what the expectations of a recruiter from an MBA are. People were essentially learning by failing in their interviews and then analyzing their performance. It was taking a toll on the reputation of the institute as well. Understanding that issues and difficulties faced by the batch need a permanent solution as similar challenges will be faced by the upcoming batches, the voluntary group took shape a formal committee.

What is the objective of PPC?

The primary objective of PPC is to support students in their placement preparation and acquaint them with the various processes involved. The committee aspires to equip the students with the required technical and behavioural skills to ace their placement process through multiple mock sessions and access to valuable data and resources, thereby making them industry-ready.

How did DMS Administration respond to the idea?

The administration was very receptive to the idea of PPC and willing to help in every way they could. When Batch Coordinator Sanjay Dhir Sir and Head of Department Seema Sharma ma’am were approached, they encouraged the students to prepare a formal draft and submit it. Also, Shuchi Sinha Ma’am, who was appointed as the Faculty Coordinator, was extremely supportive and enthusiastic and ensured the smooth set-up of the committee. She actively spread the word about PPC, and many esteemed alumni of our college also were willing to pitch in for the initiative. Such a wholeheartedly zealous response from the administration and alumni, in turn, motivated the committee even more.

What has been the journey of PPC till now?

The need for such a committee was realised by Batch ‘22 during their SIPs. The idea of PPC was conceived in January and it came to fruition in the form of a formal committee in July 2021. During this time, the members made a structured plan to organise various activities that needed to be undertaken for the same. Till date, PPC has organised various activities like CV mentoring, mock GDs, and PIs for the first-year students for their SIP process. PPC POCs were assigned to the first-year batch in a 1:10 ratio to guide them through their SIP journey.

In the future, PPC plans to carry out the same activities and start many new initiatives which will further help the students in their placement preparation.
Entrepreneurship Culture at DMS, IIT Delhi and the story of Sashakt

Being an entrepreneur requires one to embrace ambiguity and be comfortable with being pushed regularly. Especially when it comes to building the business from the scratch, choosing this path requires undying faith, perseverance, and laser focus. But most creative minds who aspire to be budding entrepreneurs lack the knowledge of transforming their idea into reality. Before starting up, questions like “How do we select cofounders?”, “How do we do market research?”, “How to register a startup?”, “Whether the idea is practical?” and “How to execute it?” will ponder around in their minds.

Professor Seema Sharma, the HOD of DMS at IIT Delhi, has been a strong proponent of the institute's entrepreneurship culture. She supported the batch of 2020-22 in the inception of Sashakt - the Entrepreneurship Committee (E-Committee) of DMS, IIT Delhi. Sashakt team aims to establish a startup ecosystem by providing mentorship, incubation, and guidance for budding entrepreneurs.

DMS has a history of producing many successful entrepreneurs in 24 years of its existence. All the esteemed alumni who built successful startups are guiding the E-committee in developing a robust entrepreneurial culture at DMS. The founding members of the committee have prior experience of working as core members in startups. They leveraged their knowledge and expertise in the establishment of Sashakt.

After being asked about their motivation behind Sashakt, one of the founding members stated “The committee works on the thought process that hefty capital is not a prerequisite for building a successful startup.

Execution of the idea is what differentiates a startup from its competition” The E-committee provides live projects by fetching companies to help the students gain experience of working in a startup environment. The committee assists the startups with market research and connects them with mentors in their domain and organizes fireside chat (Webinar series) with leaders to eliminate the myths related to startups and motivate them to pursue their ideas.

The E-committee brings new perspective to the question- “Is it possible to run a startup during the hectic schedule of an MBA program?”. The committee believes that these two years are the best time to make mistakes and learn from them. Even if you fail, the experience will always help in future ventures. The students of DMS will receive guidance from the E-committee mentors and faculty about implementing their idea. The committee believes there is already a change in the MBA class of 2021-23, with more and more people wanting to explore the path of becoming an entrepreneur.
MBA Batch
2021-23

DMS, IIT Delhi welcomed its new batch of MBA students in August 2021.

The CRs, Committees and Clubs inducted the new junior teams after a selection process.
CULTURAL COMMITTEE

Keerthana T
Kriti Sagar
Monika Mardi
Palash Manoj Khandelwal
Poonam Dayaram Yadav
Prajapati Bhavik
Mahendrabhai
Ria
Sahitha Shadmaki
Shubham Atmaram Markad
Tavleen Kaur
Udit Anubhav Kisku

ALUMNI Relations Committee

Ajay Krishna A
Aman Kumar Sharma
Amitabh Shankar
Archita Sethia
Gaurav Dhawan
Kasturi Vineel Chandra
Manasa G
Nupur Kumari
Rahul Khobragadhe
Rohit Ghorai
Shaik Sadique
Sumeet Kumar
Swati Patel
Tanvi

Junior Committees 2021-22

Atmaram Markad
Tavleen Kaur
Udit Anubhav Kisku
INDUSTRY INTERACTION COMMITTEE

Arnav Maurya
Arnav Tripathi
Chakkera Sai Trinadh Reddy
Kaustubh Agarwal
Man Mohan
Manasi Shakya
Priyam Sehgal
Rakhi Sinha
Rashmi Ramesh Rangari
Shivam Aggarwal
Shivangi Shrivastava
Udhav Arora

Aaditya Kumar
Amit Ashok Bhujang
Aniket Sahoo
Gangineni N Poojitha
Kota Naga Surya Hanuma
Pradeep Kumar
M G Dheeshan
Pallinti Krishna Chaitanya
Priya Chauhan
Riya Toteja
Shubham Kumar
Sneha Banerjee
Yashpal Singh

MEDIA & PR CELL
JUNIOR COMMITTEES 2021-22

INTERNATIONAL RELATIONS COMMITTEE

Aditi Garg
Anushka Maheshwari
Arshdeep Kaur
Kamble Akash Kalidas
M Jyothi
Mriganav Das
Reetika Singh
Sachin
Shilpa G Das
S V Gopal Krishna
Umare Rahul Bandu

NIVAH

Deepak Kumar Srivastava
Harshali Harshad Deshmukh
Garima Kumari
Pulkit Goyal
Rakesh Bhushan Nayak
Sreenivas V
Vaibhav Sharma
Yashkumar Maheshbhai
Sanariya
SPORTS COMMITTEE
Akash Gaur
Ankit Kumar Singhal
Ayush Jaiswal
Neha Songira
Nitin Devnani
Shreya Smriti Toppo
Tapan Bikash Naik
Vinay Kumar

TECHNICAL COMMITTEE
Mihir Shekhar Singh
Nandini Sidana
Sanan Agarwal

SASHAKT, ENTREPRENEURSHIP COMMITTEE
Arun K S
Ayushi Gupta
Gaurish Kumar Shaw
Komal Dhanda
Nonsavath Sandeep
Raja Sekhar Katta
Rajat Kumar S
Rishabh Anurag
Sakshya Bhatia
Sneha Prakash
Sujata Dutta
Vipassna Gautam
Yash Shah
JUNIOR CLUBS 2021-22

AD-MARQUE

Ch Ravi Chandra
Choppa Ajay Krishna
Gaurish Kumar Shaw
Kota Naga Surya Hanuma
Pradeep Kumar
Nandini Sidana
Shilpa G Das
Sneha Prakash
Sumeet Kumar

CONSULERE

Abhinav Anand Dambhare
Chakkera Sai Trinadh Reddy
Poonam Dayaram Yadav
Priyam Sehgal
Rashmi R Rangari
Rishabh Bhatia
Sahitha Shadmaki
Shivam Aggarwal
Shubham Kumar
JUNIOR CLUBS 2021-22

FINAZARDS

Aaditya Kumar
G Shranith Krishna Rao
Pallinti Krishna Chaitanya
Rajasekhar Katta
Sagi Venkata Ramana Murthy Raju
Shubham Atmaram Markad
Swati
Upasana Taneja
Vinay Kumar

Akash Gaur
Ankit Kumar Singhal
Arun KS
Kirish Jhamtani
N Mohanraj
Pulkit Goyal
Raksha Tandon
Rishabh Anurag

OPCENTUATE

JUNIOR CRs 2021-22

M Nishar Anjum – Section A
Raksha Tandon – Section B
HUMANS OF DMS

Getting to know your batchmates
Teacher Excellence Award

“The influence of a teacher extends beyond the classroom, well into the future”

— F. Sionil Jose

On the occasion of Teacher’s Day, two of the professors of our department, Professor Sanjay Dhir and Professor Eri Ikeda, were honored by Teaching Excellence Awards by Professor V. Ramgopal Rao, Director, IITD. Teaching Excellence Awards are announced for the teachers who inspire and shape the thoughts of the students with a continued commitment to teaching.

As part of this chronicle, we were fortunate to get an opportunity to interview Professor Eri Ikeda to understand more about her teaching style. These are some of the highlights of the interview:

What is your teaching philosophy and style?

“What role does discipline play in teaching and what is your approach?”

“I think discipline is required most for the preparation of the classes. Teaching is much more than delivering classes itself and a lot more time and effort are to be put in a structured manner before each class. I have been trying to build a database for my teaching that contains all the required materials, notes, etc., which are continuously and constantly updated.”
Teacher Excellence Award

What are the pros and cons of teaching students in the online medium over offline classes?

“From my experiences (3.5 semesters of online teaching so far), I feel the pros and cons of online teaching are as follows:
Pros: Discussions can be more structured and are easier to navigate in online than offline classes (e.g., one student speaks at one time). The classes and students seem to be more focused and less distracted relative to offline classes.
Cons: The majority of students generally turn off their video which makes it hard to know their immediate response to the content of my teaching and to gauge their level of understanding. Also, I feel that offline classes allow more direct and casual interactions to get to know more about the students.”

How do you motivate your students to become active learners in your classroom?

“I found it is one of the most challenging aspects of online teaching. I am aware of different methods and techniques to attract more attention, especially making the class more interactive, but implementing it is easier said than done. I feel, ultimately, what is required is to make the subject very interesting to stimulate their interest, rather than forcing the students to do some work (also because the MBA/Ph.D. is at a higher study level). As we all know, if one has started to show an interest in something, learning will pick up rapidly and be enhanced naturally.”

From whom do you draw inspiration, and how do you motivate yourself?

“My Ph.D. supervisor, Dr. Howard Nicholas (International Institute of Social Studies, Erasmus University Rotterdam), is my source of inspiration. Being my mentor and the longest receiver of the best teacher award at the institute, I have learned a lot from him and always admire his way of interacting with students. One day I wish I could become like him; this is what motives me.”

We wholeheartedly thank Professor Eri Ikeda for sparing some time amidst her busy schedule for us and for answering the questions honestly. We once again congratulate both the professors and thank them for never seizing to inspire us.
ART/SKETCHES

Vikas Bahuguna

Rakhi Sinha
ART/SKETCHES

Shilpa G Das

Archita Sethia

Shipra Dinker

Garima Kumari

Nupur Kumari
मैं गुलाल हूँ,
कभी नील कभी लाल हूँ।
हथेली से निकल पड़ा,
आसमान में रंग बेमिसाल हूँ।
मैं रंग केसरी लाल हूँ,
हाँ मैं गुलाल हूँ।
होली में, प्रीत में,
और राम नाम के गीत में,
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मैं रूंग केसरी लाल हूँ,
हाँ मैं गुलाल हूँ।
Ready to talk?
No life should be left arbitrary or aloft like a cottonseed from our gardens.
If it crosses your path anywhere under this cosmic canopy of the universe, try and talk.
Talk about how old they were when they first held a flower in their hands;
hoping it to colour them in its fragrance forever and watch them sigh.
Ask them about the time they first laid eyes on the world from the top of a mountain;
wanting the wind to let them fly above it just once, and watch their hair light up with the breeze.
Pester them about how many finger countings of a countdown did it take for them to muster up the courage to talk to someone they adored and watch their cheeks flush with love.
Talk about the time they woke up from a really good dream and managed to remember it, just enough to smile at it, and watch them smile again.
Just talk to see them, know them and then talk some more.
Because what even are we if we don't even talk about what dreams we saw last night!

By Swati Patel

I’ve been chasing a piece of paper right in the middle of a storm.
And the closer I get, the faster the wind blows.
Very vaguely, a story was etched on it,
“I am here”, it had said.
The story, ecstatic, grew on me.
The piece of paper, magnetic, pulled me into a trance.
In a soundproof asylum, across an endless passageway, amidst the deafening blue,
I carried rhetorical memoirs, dramatising each doing, to rewrite that piece of paper.
As if celestial, unattainable, desirable.
As if mighty, proud, guilty.
But the farther I was from tangibility, the devoted that I had been,
The closer I got to the single most broken corner of my piece of paper,
A leap of faith, had I taken,
Had the storm, the day, the story been merciful,
I would have held, discreetly, a piece of paper,
Written about a world of madness in it,
Relished in comfort, thankful of the union,
And etched a very reasonable illusion on it,
“I’ll stay here, irrevocably, unconditionally”, it must have said.

By Cheshtha Kapoor
PUZZLES & BRAIN TEASERS

HOW IS THIS POSSIBLE?

29 - 1 = 30

Turn me on my side and I am everything. Cut me in half and I am nothing. What am I?

WHO DID IT?

A MAN WAS KIDNAPPED FROM HIS OFFICE
THE SUSPECTS ARE CHRIS, JULIE, JASON AND TIMOTHY.
THE NUMBERS 6, 4, 9, 10 & 11 ARE WRITTEN ON HIS CALENDAR

If you have a 7-minute hourglass and an 11-minute hourglass, how can you boil an egg in exactly 15 minutes?

Hint:
- How is this possible: Use Roman Numbers
- It is number 8
- Who did it: Numbers are representing Months
- Use one hourglass to measure other