



Department of Management Studies
IIT Delhi

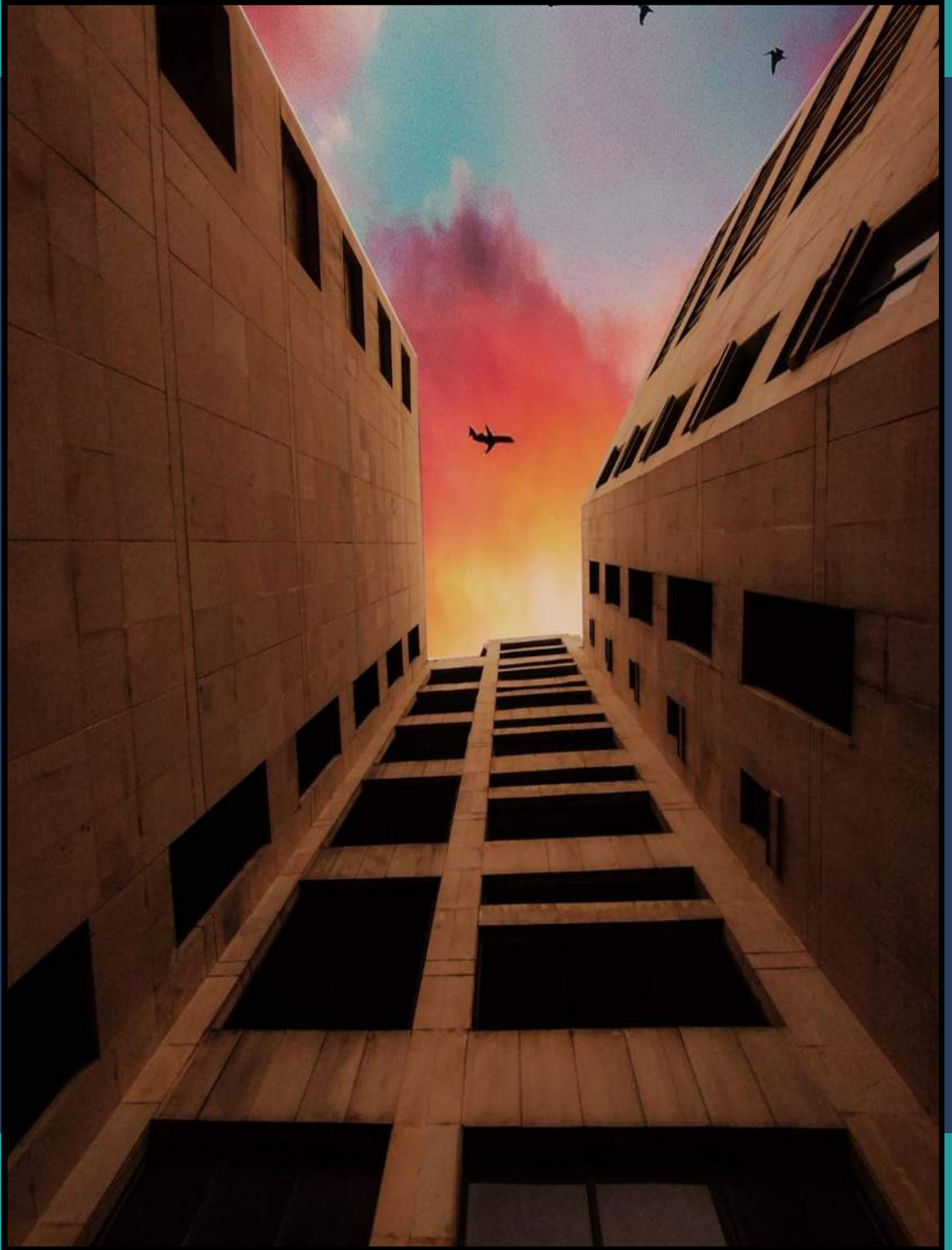


CHRONICLE

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A sneak-peak into the odd semester of
DMS, IIT Delhi

Brought to you by
Media and Public Relations Cell



This edition of Chronicle brings to you...

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From Champion of Knowledge: Prof. Biswajita Parida shares insights and experiences...



In academia's dynamic realm, Prof. Biswajita Parida, an esteemed Assistant Professor in Marketing at IIT Delhi, brings rich academic prowess. A distinguished fellow of IIM A, her expertise lies in Consumer Behavior, Advertising, and Branding. Through her research, she explores Advertising scheduling, Children and Advertisement, and Meaning-making in the context of Branding.

Beyond research, Prof. Parida dedicates herself to pedagogical pursuits, covering Integrated Marketing Communication, Product and Brand Management, Consumer Behavior Evolution, and the nexus between Technology and Marketing.

In the academic tapestry, Prof. Parida stands as a beacon, guiding students through marketing complexities with wisdom and innovation. The Department of Management Studies at IIT Delhi proudly cherishes her substantial contribution to our academic community's intellectual fabric.

In an exclusive interview, recently honored with the Teaching Excellence Award, Prof. Biswajita Parida shares insights into her pedagogical philosophy. Passionate about cultivating a dynamic learning environment, she emphasizes the fusion of theory and real-world applications. Her commitment to student growth and innovative teaching methodologies distinguishes her as a beacon of inspiration in academia.

Interviewed by Shubham Kumar Gupta

Shubham – Good evening, ma'am. First of all, I would like to congratulate you for winning the prestigious Teaching Excellence Award. We are really honored to get this opportunity to talk to you.

Prof Biswajita – Thank you for your wishes and good evening.

Shubham – So, I would like to start with some general question and then we'll deep dive into marketing

Prof Biswajita – Okay



Shubham – What significance does this acknowledgment hold for you?

Prof Biswajita – This is difficult to express. I mean, of course, in every teacher's life, recognition for his or her teaching is a big thing and we are all passionate about teaching. This just recognizes that we are true to our passion. This is what it means to me.

Shubham – Thank you for your insightful response, ma'am. I'm curious to learn more about the teaching philosophies or principles that have played a pivotal role in your success in the classroom. Could you please share a few examples to elaborate on this?

Prof Biswajita – Certainly. My approach to teaching is strongly shaped by my alma mater, IIM Ahmedabad, where a case study method is followed. Each class involves a case discussion, led by world-class faculty. Having been exposed to exceptional professors, their teaching style has greatly influenced my own. I strive to do justice, even if it's just one percent, to the invaluable lessons they imparted. I express profound gratitude to them.

During our learning journey, there was a dedicated course on teaching, providing insights into classroom conduct, board planning, and case discussion preparation. This experience has been immensely beneficial, shaping my teaching practices.

Shubham – Discussing your spiritual dimension, could you share how you believe this aspect has influenced your approach to teaching?

Prof Biswajita – Certainly, I embrace spirituality, although I don't adhere to specific rituals. As a certified yoga teacher, my profound faith in yoga reflects in my regular practice, contributing significantly to my inner peace and enhanced ability to manage stress and anxiety. Now, regarding your inquiry on how spirituality influences our teaching approaches. I would like to believe that I handle questions well, I better understand where the questions are coming from. At the same time, I encourage my students to ask questions. Also, I feel spirituality helps a teacher to handle the class better in general.

Shubham – May I pose a couple more inquiries? Firstly, in the era of digital transformation, how do you envision the evolution of traditional marketing strategies? Additionally, could you elaborate on the role that emerging technologies play in shaping the future landscape of marketing management?



Prof Biswajita - The answer of this question can go on for years. Traditional marketing concepts remain unchanged at their core, providing a stable foundation over the years. However, with the advent of digital technologies, additional layers and nuances have been introduced. The rapid evolution, including digital marketing, social media, AI, and the emerging metaverse, requires ongoing adaptation. To prepare students for these shifts, I consistently incorporate relevant contemporary case studies and newer concepts into my teaching approach.

Shubham - Looking ahead, I am interested in learning about the challenges you face while teaching marketing management to a diverse group of students with varied backgrounds. Additionally, I would like to understand how you effectively address and overcome these challenges.

Prof Biswajita - In our B school, we embrace diversity, witnessing a significant shift in gender ratios over the years. The questions we receive highlight the richness of batch diversity, emphasizing variations in consumer behavior across regions. Notably, distinctions arise between our full-time MBA and executive MBA batches. Executive MBA students focus on organizational practices, team challenges, and employee relations, while full-time MBA students, including freshers, delve into product and service development. Their discussions differ in priorities, with the former concentrating on people skills and challenges.

Shubham - One final inquiry: Could you kindly share the considerations and deliberations that inform your choice of instructional materials, whether they be case studies or videos, for use in your teaching?

Prof Biswajita - With each batch, we update the material. This recognition also extends to the TAs, whose vital support makes classes possible. While curating materials, we anticipate questions through pre-class brainstorming. Presenting videos poses uncertain impacts, especially given the diverse age groups, batch composition (freshers vs. experienced individuals), and gender ratio.

The content varies because individuals have different perceptions based on their life stages. While some materials may be controversial, we acknowledge that our audience consists of adults prepared to engage in discussions on certain concepts. The duration and nature of the material are tailored to specific batches. Before each course begins, we gather batch data and demographics to curate content accordingly. The TAs play a significant role in the extensive process, and my role mainly involves filtering the content.

Alumni Relations Committee

Pre-Convocation & Alumni Day



Every year, the Alumni Relations Committee orchestrates the Pre-Convocation event, a momentous occasion meticulously crafted to pay homage to the graduating class and facilitate a joyous reunion of esteemed alumni. This gathering is a poignant testament to the enduring and profound bond between the institution and its former scholars. The event, held on the auspicious date of August 11, 2023, unfolded as a splendid opportunity for alumni to rekindle connections with the dynamic and evolving student community.

The day's atmosphere was imbued with warmth and inclusivity, creating a conducive platform for exchanging experiences and sagacity. Alums spanning various graduating years generously shared their valuable insights and personal journeys with the current students, fostering a cross-generational dialogue that enriched the educational tapestry of the institution. The festivities reached their pinnacle with a mesmerizing cultural program that artfully showcased the kaleidoscope of talents and traditions inherent within our academic community.

Culminating in a delectable dinner, the event transcended mere ceremonial acknowledgment. It metamorphosed into a vibrant celebration that not only acknowledged and lauded the achievements of the alumni but also sowed the seeds of meaningful connections. Therefore, the Pre-Convocation and Alumni Day of 2023 became an indelible chapter in the collective memory of all those involved. The day was not merely a commemoration but a catalyst for enduring relationships and a reservoir of shared experiences.

Beyond the surface-level festivities, the event served as a bridge connecting the institution's past, present, and future. It embodied the spirit of continuity and growth, illustrating how each graduating class contributes to the ever-evolving narrative of the academic legacy.



In essence, the Pre-Convocation and Alumni Day of 2023 transcended the conventional boundaries of a ceremonial event.

Bodhi Alumni Wisdom Series

Topic : Wealth Tech



The Alumni Relations Committee (ARC) assumes a critical role in enhancing the educational journey within our institution through the orchestration of the annual Bodhi - The Alumni Wisdom Series. This event serves as a vital platform, establishing a connection between current students and accomplished alumni, creating an avenue for the exchange of profound insights. It operates as a beacon of practical wisdom, providing students with a unique opportunity to extract firsthand knowledge about real-life challenges and emerging trends in various industries directly from the experiences of distinguished professionals.

A noteworthy session within the Bodhi - The Alumni Wisdom Series showcased the distinguished Mr. Ankit Garg, an alumnus of the class of 2012, currently holding the position of CEO at WealthyNivesh.in. His presentation proved to be a captivating blend of profound insight and illumination, offering a comprehensive exploration into the nuanced intricacies of financial investments and the dynamic evolution of technology within the finance sector.

Mr. Garg's discourse went beyond the conventional, providing a deep dive into the multifaceted aspects of financial

landscapes and technological advancements. His ability to unravel the complexities of these subjects not only showcased his expertise but also presented a valuable learning opportunity for the attending students by shedding light on the intricacies of financial investments, Mr. Garg empowered the students with a practical understanding, demystifying the complexities that often shroud this domain.

The interactive nature of Mr. Garg's session played a pivotal role in elevating the overall learning experience. Students actively engaged in the discourse, not merely as passive recipients but as active participants in a meaningful dialogue. The session facilitated a conducive environment for students to pose thought-provoking questions, encouraging a deeper exploration of the topics at hand. Through this interactive exchange, students were not only able to deepen their comprehension of financial investments and technology in the finance sector but also gained a profound sense of empowerment.

This empowerment stems from the valuable insights gained during the session, equipping students with a practical toolkit to navigate the intricate realms of finance and technology confidently. By actively participating in meaningful discussions, students enhanced their critical thinking skills and acquired a holistic understanding that extends beyond theoretical concepts. Mr. Ankit Garg's session, therefore, not only enriched the educational experience but also left a lasting impact, shaping the students into informed and empowered individuals poised to tackle the challenges of the modern professional landscape.

Bodhi Alumni Wisdom Series

Topic : Digital transformation, strategic thinking, and entrepreneurship



Beyond the singular and impactful session with Mr. Ankit Garg, the resonating influence of the Bodhi series extended through compelling discussions featuring two esteemed alumni, namely Mr. Gaurav Kalani (class of 2004) and Mr. Madhur Arora (class of 2007). These insightful conversations delved into pivotal topics encompassing digital transformation, strategic thinking, and entrepreneurship, offering students a rich tapestry of perspectives from experienced professionals.

A particularly noteworthy facet of these discussions was the 'Ask Me Anything' session, a unique platform that granted students an exceptional opportunity to delve into various aspects of the alumni's professional journeys. The spectrum of inquiries spanned from navigating challenges during an MBA program to the strategic analysis of industries vulnerable to digital disruption. This format not only provided students with unprecedented access to the wealth of experiences held by these alumni but also fostered an environment conducive to open dialogue and uninhibited curiosity.

The active participation of students in these discussions went beyond the acquisition of knowledge; it served as a crucible for the refinement of critical

thinking skills. The multifaceted challenges presented and dissected during these sessions prepared students adeptly for the complexities inherent in the contemporary professional landscape. The students were not mere recipients of information but active contributors to meaningful conversations, allowing them to develop a nuanced understanding of the discussed topics.



The success of these events, however, extends beyond the intellectual exchange. It is tangible in the camaraderie fostered and the inspiration instilled among the attendees. These interactions cultivated a spirit of mentorship, creating a dynamic environment that promotes continuous learning and personal growth within the student community. The gratitude expressed towards our alumni for their enlightening contributions is not just a formality but a sincere acknowledgment of the profound impact these sessions have on shaping the educational journey of our students.

As we reflect on the success of these initiatives, there is an eagerness and anticipation for the continuity of such sessions. These gatherings seamlessly bridge the gap between theoretical academic knowledge and its practical application, providing students with a holistic educational experience.

The Round Table

Topic : Breaking Barriers and Achieving Equity: Expanding the Horizon of Women's Inclusion

A round table discussion serves as a dynamic and collaborative platform where alumni come together to delve into specific topics of significance. In this interactive forum, participants share their insights, experiences, and valuable knowledge through an open dialogue format. The aim is to foster in-depth discussions that allow for a profound exploration of key issues, encouraging collective problem-solving among the alumni community. This setting provides a valuable space for thought-provoking individuals to exchange ideas and inspire meaningful conversations with students.

In March 2023, the Alumni Relations Committee orchestrated a highly impactful roundtable event, focusing on the theme "Breaking Barriers and Achieving Equity: Expanding the Horizon of Women's Inclusion." This thoughtfully curated event featured seven esteemed alumni who played pivotal roles in their respective fields. During the event, students had the opportunity to engage in enlightening discussions with these revered alumni, gaining valuable industry insights into new practices and initiatives related to equity and inclusion.

The panel, comprised of accomplished individuals, delved into the significance of concerted efforts in driving organizational growth through initiatives aimed at

breaking down barriers and promoting equity. The discussions extended beyond surface-level considerations, allowing for an exploration of the root causes of various issues related to inclusion. This comprehensive approach laid the groundwork for actionable steps and strategies toward creating positive change within both professional and societal realms.

The round table format facilitated a unique exchange of perspectives, with alumni sharing their diverse experiences and lessons learned. The event not only showcased the achievements of these alumni but also highlighted their commitment to making a meaningful impact on the broader community. By providing students with direct access to these accomplished individuals, the roundtable event served as a bridge between academic learning and real-world insights.

Through open and candid dialogue, the participants addressed the challenges faced by women in various industries and discussed innovative solutions to promote inclusivity. The event did not merely stop at identifying issues; it served as a platform for generating actionable ideas and strategies to overcome barriers hindering the full realization of women's potential in professional spheres.

In conclusion, the Alumni Relations Committee's meticulously organized roundtable event in March 2023 proved to be a catalyst for meaningful conversations and actionable insights. By focusing on the theme of breaking barriers and achieving equity, the event not only brought attention to crucial issues but also paved the way for collaborative efforts and tangible steps toward positive change. The engagement between esteemed alumni and students underscored the value of such forums in bridging the gap between academic knowledge and practical wisdom.



The Chapter Meet

The pinnacle of our alumni engagement efforts, the Alumni Chapter Meet, stands as a cherished tradition—a momentous occasion where graduates come together to fondly reminisce about their academic journey. This gathering serves as a meaningful opportunity for our esteemed alumni to rekindle their connections with faculty members, fostering a sense of camaraderie and shared experiences.



Organized by the Alumni Relations Committee, the Alumni Chapter Meet is meticulously designed to ensure an unforgettable day for our alumni community. This flagship event, held in both Mumbai and Bengaluru, brought members of the DMS family together under one roof, creating a heartwarming atmosphere.

The event commenced with a warm welcome extended to the esteemed alumni, shining a spotlight on the recent achievements and accomplishments of the DMS community. Professor Dr. Harish Chaudhary, our beloved faculty coordinator, graced the occasion with his presence, sharing his experiences, anecdotes, and witty insights, further enriching the gathering. The event also provided an opportunity to honor the mentors who played an invaluable role in the Acharya Student Mentorship Program for the batch

of 2023, celebrating their significant contributions.

The evening unfolded as a perfect blend of nostalgia and talent showcase, featuring captivating cultural performances that left everyone in awe. The inclusion of fun games added an extra element of enjoyment to the event. However, the heart of the evening lay in the engaging discussions among the alumni, who shared countless memories and pledged to strengthen and nurture their connections, building a tighter-knit community.

Beyond the surface of nostalgia, this Alumni Chapter Meet served as a testament to the enduring bonds and shared experiences that define our DMS family. The event was not merely a gathering; it was a reaffirmation of the connections formed during the academic journey and a commitment to preserving and strengthening these ties in the years to come. The Alumni Chapter Meet encapsulated the spirit of unity and community that continues to thrive within the DMS family, reflecting the lasting impact of our graduates on both their alma mater and each other.



Industry Interaction Committee

Fireside Chat

Topic : The strategy behind transforming a startup into a full-fledged company



Mr. Prabhush Nirbhay serves as the founder and director of Flipcarbon Integrated Solutions Pvt. Ltd and Jharkhand Angels, a Bharat-focused Angel Network. Graduating with a postgraduate degree in HR from Xavier Institute of Social Service, Ranchi, in 2002, he distinguished himself by topping his batch. Boasting two decades of experience across various HR domains within blue-chip companies, Mr. Nirbhay has established a solid track record in formulating, designing, and executing strategic transformation processes that cultivate high performance, engagement culture, and hasten growth.

The ethos of a business school revolves around imparting knowledge on steering a prosperous business, aligning with the aspirational goal of students to establish their enterprises. DMS, IIT Delhi, and its students are no exceptions to this paradigm. The authenticity of this seemingly cleverly crafted artistic declaration becomes apparent when students choose their theme of interest for the session.

In a departure from conventional "You talk, I listen" sessions, IIC introduced innovative ideas for this session. Students were encouraged to choose their topics of interest, creating a more intimate setting,

enabling the audience to bask in the warmth of Mr. Prabhush Nirbhay's wisdom, aptly named "FireSide." Mr. Nirbhay's extraordinary wisdom was showcased as he answered the hosts' questions, avoiding generic responses.

During the session, Mr. Nirbhay underscored the significance of traditional business approaches over convenient ones, emphasizing the triumph of bootstrapping in entrepreneurship. He advocated for companies starting small, growing organically, and making profits for investors as embodying the entrepreneurial spirit. Financial self-sufficiency, resilience, and maintaining optimal work hours to prevent burnout were highlighted as pivotal factors for building a thriving business. He cited examples like Idea Forge, Hanuman, and Ziffy Health as companies operating authentically within the entrepreneurial spirit.

Mr. Nirbhay stressed the importance of identifying and addressing tangible real-life challenges in entrepreneurial pursuits, stating that prioritizing problem-solving precedes the pursuit of profits. According to him, having a genuine problem to solve is essential because, without customers, profitability is unattainable. Success, in his view, hinges on addressing real issues to establish a robust customer base.

In conclusion, the conclave illuminated key facets of the entrepreneurial journey, encompassing financial resilience, strategic planning, and a commitment to solving genuine problems in education. The convergence of these principles serves as a roadmap for success in the dynamic landscape of entrepreneurship.

Horizon 2023

Annual HR Conclave

Topic : Revolutionizing HR: Pioneering Strategies for Elevated Employee Engagement & Building Employer Brand



In the fast-paced and ever-changing landscape of contemporary business, the role of Human Resources (HR) has transcended traditional administrative functions. It now stands as a pivotal force in driving employee engagement and cultivating a compelling employer brand, critical elements for attracting and retaining top-tier talent. Horizon, the annual HR Conclave of the Department of Management Studies (DMS) at IIT Delhi, seeks to unite industry experts and thought leaders to exchange innovative strategies and best practices. The objective is to assist organizations in navigating the dynamic HR landscape, fostering workplace cultures that promote engagement, and fortifying their employer brand, ultimately leading to success in the fiercely competitive talent market.

The panel, featuring Mr. Debasis Satapathy, CGM-HR at NBCC; Ms. Mita Brahma, HR Head at NIIT; and Dr. Yogesh Mishra, Vice President at Thomas Assessments Pvt Ltd, delved into various facets of HR in the digital age. Moderated by Professor Kanika T. Bhal, a distinguished professor at DMS, IIT Delhi, the discussion commenced by addressing the challenges faced by HR in today's dynamic environment. Key challenges highlighted included the ongoing debate over offline and online work, the distinctive mindset of Gen Z

Dr. Yogesh Mishra, a prominent voice in the field, emphasized the shifting dynamics of employee loyalty. He underscored that employees no longer tether their careers to a single organization, emphasizing the importance of individuals who embody brand ambassadorship.

Mr. Debasis Satapathy elucidated the concept of employee engagement by drawing parallels to the Mahabharata, illustrating that engaged employees are not only loyal but also psychologically committed to the organization. He emphasized the need to measure employee engagement, citing various methods, including Gallup Benchmark questions.

Ms. Mita Brahma from NIIT outlined the organization's "People First" vision, emphasizing the importance of creating an environment benefiting both employees and the organization. In the context of remote work, she highlighted the need to bridge the gap between physical and virtual connections and the role of technology in HR for more granular and customized approaches to employee engagement.

During the Q&A session, Dr. Mishra emphasized the importance of qualities such as attitude, flexibility, and risk-taking for prospective employees. Dr. Satapathy introduced the concept of reverse mentoring, citing the Mahabharat, as a means to bridge the generation gap and stimulate collaboration. Ms. Brahma stressed the significance of an organization's online persona in the digital age.

The discussion underscored the imperative for HR professionals to adapt to the digital age, prioritize employee well-being, and harness technology to foster a more inclusive and engaged workforce.

Strategia 2023

Annual Strategy and Consulting Conclave – Session 1

Topic : Managing the unexpected: building resilient strategy amidst disruptions & complexities



In the constantly changing landscape of business, skillfully maneuvering through unforeseen challenges takes on heightened importance. Acknowledging the critical nature of this ability, the central focus of this year's Strategia '23 strategy panel discussion is *"Managing the unexpected: building resilient strategy amidst disruptions & complexities."* The panel, consisting of leaders representing a variety of organizations, delved into essential inquiries. These include the impact of strategic collaborations on fostering innovation and thriving amid disruptions, the effective use of emerging technologies to anticipate and adjust to market volatility, and the fostering of adaptability and innovation within teams for agile responses to unexpected challenges.

Mr. Jaspal Singh Riyat, Director of Corp Business Development & Strategy at Microsoft, took on the role of moderator for the panel discussion. Mr. Nitin Aggarwal, representing ZS Associates, emphasized the importance of curiosity and a continual learning mindset in addressing disruptions. He cited Microsoft's investment in OpenAI as an example of forward-thinking actions to capitalize on potential disruptions. Mr. Adamyia Sharma from Felix Advisory encouraged a positive mindset, urging students to view threats as opportunities

and explained that the definition of long term has evolved to not more than five years today. Ms. Preeti Khatri, Managing Director of Accenture, shared insights on the learning philosophy for B-schools, advising students to stay abreast of current trends and experiment with AI tools. She stressed the importance of networking and encouraged a playful approach to learning. Ms. Reecha Goel from IBM Consulting underscored effective communication with stakeholders during disruptions, citing IBM's success in implementing tech-driven solutions through clear communication with farmers.

Ms. Roli Shukla, AVP – Process, Strategy, and Change Management at Damco Solutions, highlighted the importance of strategic thinking in both short-term and long-term perspectives. She emphasized the need for organizational transparency, innovation, and adaptation. Ms. Shukla touched on safety policies and the significance of a secure center of excellence, advocating for fast decision-making driven by data and systems. Ms. Shilpa Mehta, Director at PWC, advocated a proactive approach to change and evolution, emphasizing the importance of learning from mistakes through a cross-functional and non-siloed approach. In summary, the panel discussion provided a comprehensive exploration of strategies for building resilience in the face of unexpected disruptions and complexities.



Strategia 2023

Annual Strategy and Consulting Conclave – Session 2

Topic : Agile consulting strategies in the digital age: navigating the changing client behavior, AI innovations in a competitive environment



In a world constantly in flux, our ability to swiftly adapt, respond promptly, and engage in perpetual learning stands as the key to survival. The consulting landscape has undergone a profound transformation in the digital age, necessitating continuous evolution and innovation from even the most established businesses and minds. Successful consulting has always been about adapting to the ever-changing needs of clients.

The Strategia'23 panel discussion aims to explore crucial questions in this context. How can AI enhance consulting expertise without replacing it? How do consultants strike a balance between tradition and technology to gain a competitive edge? What challenges do consultants face in fostering agility within their professional roles?

Moderated by Mr. Vikrant Bhargava, Chief Digital Officer at Inmorphis, the panel discussion featured insightful contributions from industry leaders. Mr. Abhijeet Gogoi, Principal at Zinnov, elaborated on the strategic implementation of AI within his organization, emphasizing the need for AI automation, human intervention,

and error-minimization platforms. Ms. Rachna Jindal, Senior Director-Consulting at Cognizant, shared her experience with Agile consulting, prioritizing customer-centricity, KPIs, and strategic focus on key aspects of business operations.

During the enlightening panel discussion, Mr. Amit Kumar, esteemed Senior Director at Gartner, offered a comprehensive exploration of the role played by Generative AI as a complementary accelerator. Continuing the discourse, Mr. Nikunj Dang, the distinguished Managing Director at Accenture, brought attention to Accenture's substantial investment in Generative AI (Gen AI). He passionately highlighted the strategic significance of cross-cultural considerations in the realm of business, shedding light on the nuances that can significantly impact decision-making processes.

In summation, the panel discussion, led by these thought leaders, not only delved into the multifaceted intersection of AI and consulting but also illuminated the challenges and opportunities prevalent in the ever-evolving business landscape. The amalgamation of diverse perspectives presented a holistic view, enriching the discourse on the transformative potential of AI in contemporary business scenarios.



Sashakt Entrepreneurship Committee

What's your Story? & Nirmaan Series



The Sashakt Entrepreneurship Committee has been orchestrating impactful events designed to ignite the entrepreneurial spark in aspiring business minds. In a recent endeavor, the committee played host to three distinguished guests, namely Sam Baisla, Nipun Jain, and Sandeep Kochhar.

As a part of "What's your Story?" series, Sam Baisla, the luminary Founder and CEO of Brand Samosa, unfolded the narrative of his remarkable journey, underscoring the virtues of resilience and inspiration. Baisla challenged conventional paradigms in education, passionately advocating for the primacy of practical life skills over the rote acquisition of bookish knowledge.

Nipun Jain, serving as the Associate Director of Business Strategy at Razorpay Rize, shared his compelling transformation from being a top-performing student in Economics to the founder of Natty Niños. His business acumen shone through as he detailed achieving a 30% year-over-year growth for Natty Niños, attributing this success to a focus on customer satisfaction and the organic reach facilitated by word-of-mouth marketing.

Furthermore, Jain engaged the audience in a thoughtful exploration of the nuanced decision-making process between pursuing entrepreneurship and opting for a conventional corporate career.

Sandeep Kochhar, the esteemed CEO of BlewMinds and a recognized influencer on LinkedIn, added a layer of transformative storytelling to the event through his contribution to the "Nirmaan Series." His discourse delved deep into the unexplored territories of the mind and soul, resonating profoundly with the audience. Kochhar underscored the pivotal role of emotions and feelings, elucidating ways to identify symbolic representations of emotions as depicted in art. Additionally, he shed light on the significance of communication skills in shaping an individual's career trajectory.

Collectively, these impactful events stand as an invaluable and multifaceted resource for aspiring entrepreneurs, furnishing them with a treasure trove of unique insights distilled from the wealth of experiences belonging to influential figures such as Sam Baisla, Nipun Jain, and Sandeep Kochhar. The committee orchestrating these events showcases an unwavering dedication to cultivating and nurturing the entrepreneurial spirit.



Udyamita '23

Topic : The Rise of Influencer Economy



Sashakt's Udyamita'23, a remarkable showcase of entrepreneurial prowess, proved to be a resounding success, leaving a lasting impact on all those involved. This event, a pivotal component of Building India Inc. (BII), aimed to cultivate Indian innovation and foster entrepreneurial spirit.

One of the highlights of Udyamita'23 was the dynamic panel discussion centered around the rise of the influencer economy. Guiding this engaging conversation with expertise and finesse was the esteemed moderator, Dr. P. Vigneswara Ilavarasan. His skilled steering set the stage for an enlightening discourse, enriching the audience's understanding of the intricacies of this emerging field.

The star-studded panel itself featured influential personalities like Gaurav Chaudhary, Neha Nagar, Jay Kapoor, and Prafull Billore. Their captivating stories and profound insights into the world of influencers left the attendees inspired and motivated to dream big. Their diverse backgrounds and experiences provided a comprehensive view of the influencer economy, touching upon various facets from content creation to brand collaborations.

Such a remarkable event could not have reached such heights without the unwavering support of key individuals. Heartfelt gratitude is extended to Dr. Gourav Dwivedi and Dr. Juhi Raghuvanshi, the pillars of support, whose encouragement resonated throughout the entire event. Their dedication and enthusiasm were instrumental in creating an atmosphere of inspiration and innovation.

The significance of Udyamita'23 was further elevated by the presence of a diverse group of attendees. Business leaders, professors, and students came together, adding a multitude of perspectives to the conclave. Their collective presence not only enhanced the overall experience but also emphasized the importance of entrepreneurship as a driving force for India's growth.

As the curtain falls on Udyamita'23, the resounding success achieved sets the stage for future endeavors. Attendees left the event with newfound insights and ideas, eagerly looking forward to implementing the valuable lessons learned. The Sashakt Entrepreneurship Committee is determined to continue its mission of nurturing entrepreneurial spirit by organizing more exciting and insightful events in the future.

Udyamita'23 has undeniably left an indelible mark on the entrepreneurial landscape, serving as a stepping stone for aspiring innovators and reinforcing the belief in the power of entrepreneurship to drive India forward.

AAGAMAN

Topic : Startup Expo



In a remarkable display of entrepreneurial spirit, Sashakt, an organization dedicated to fostering innovation and supporting start-ups, hosted the inaugural event AAGAMAN Start-up Expo. Held in a vibrant and dynamic atmosphere, the expo served as a platform for 12 dynamic start-ups to showcase their groundbreaking ideas, igniting a sense of innovation, joy, and excitement in everyone present.

The event attracted a diverse audience, including entrepreneurs, investors, industry leaders, and government officials. It served as a melting pot of creativity, bringing together individuals from different backgrounds and expertise to exchange ideas and explore potential collaborations. The presence of esteemed figures added a touch of prestige and credibility to the event.

Among the prominent guests were Hon'ble member of Rajya Sabha, Mr. Anil Agrawal, renowned Angel Investors, Venture Capitalists, and industry leaders such as Sandeep Aggarwal, Raghav Verma, Dr. Vaibhav Kapoor, and Pranjal Kamra. Their participation provided a unique

opportunity for start-ups to pitch their ideas directly to influential individuals who had expertise in navigating the entrepreneurial landscape.

Dr. Vaibhav Kapoor, a respected figure in the industry, inaugurated the event, setting the stage for an exciting and productive day ahead. His presence inspired the participants and emphasized the importance of innovation and collaboration in driving the growth of the start-up ecosystem.

The event reached its climax with a captivating discussion on "New Age Media," led by Mr. Anil Agrawal and other distinguished guests. The discussion delved into the evolving landscape of media and the immense opportunities and challenges it presented to entrepreneurs. The insights shared during this discussion were enlightening and thought-provoking, leaving the attendees inspired and motivated to explore new horizons in the field.

With its vibrant atmosphere, insightful discussions, and impressive lineup of guests, the AAGAMAN Start-up Expo created an environment where innovation thrived, ideas flourished, and potential partnerships were forged. The event served as a testament to the energy and potential of the start-up ecosystem, leaving all participants inspired and eager to contribute to the ever-evolving world of entrepreneurship.

Product Management Workshop



Sashakt, the Entrepreneurship Committee at DMS, IIT Delhi, recently organized a highly successful Product Management Workshop specifically designed for MBA students. The event proved to be an incredible combination of education, interaction, and inspiration, providing participants with a transformative learning experience and equipping them with valuable insights into product innovation and strategic management.

The committee would like to extend a heartfelt thank you to Mr. Achintya Kumar from Henry Harvin, an industry expert with over 15 years of experience in Product Management. His expertise and guidance played a pivotal role in ensuring the workshop's success and imparting practical knowledge to the participants.

Throughout the workshop, a wide range of topics were covered, focusing on the essentials of Product Management. Participants gained a comprehensive understanding of customer-centric strategies, delved deep into the intricacies of creating and managing successful products, and explored the entire product lifecycle from ideation to launch and

growth. The session was not limited to theory; participants were encouraged to engage in interactive discussions and practical exercises to reinforce their learning.

One of the highlights of the workshop was the thorough exploration of crucial aspects such as Guesstimate, Pricing, and Go-To-Market (GTM) strategies. These topics provided participants with a holistic view of the overall product management process, enabling them to develop a well-rounded and strategic approach to product development and market entry.

The success of this Product Management Workshop has further fueled Sashakt's commitment to foster an environment of continuous learning and growth. The positive reception and feedback from participants have greatly encouraged the committee to organize more such events in the future. Sashakt aims to provide students with opportunities to enhance their skills, expand their knowledge, and connect with industry experts.

By delivering a workshop that combines theoretical concepts with practical applications, Sashakt has succeeded in empowering MBA students with the necessary skills and insights to excel in the field of Product Management. As the committee looks ahead, it is energized by the impact it can make by facilitating more workshops and events that contribute to the holistic development of entrepreneurial talent within the DMS, IIT Delhi community.

Media and Public Relations Cell

Disha '23

Topic : Marketing in the Digital World



The "Disha" event, meticulously curated by the Media and PR cell, unfolded with the distinguished presence of Mrs. Shipli Kapoor, the Chief Marketing Officer at Airtel Payment Bank, as the esteemed guest speaker. Centered around the theme of "Marketing in the Digital World," Mrs. Kapoor delved into a comprehensive exploration of the profound shifts brought about by the escalating internet penetration.

During her engaging discourse, Mrs. Kapoor underscored the transformative impact of the digital era on customer experience, behaviors, and expectations. The session was a compelling journey through the evolution of marketing strategies, illuminating the art of crafting enduring brands in an ever-evolving landscape. Emphasizing the narrative power of human

stories, she accentuated how brands can establish deep connections with their audience by weaving authentic narratives that resonate in the digital realm.

One of the pivotal insights shared during the event pertained to the indispensable role of data science in deciphering and leveraging customer insights. Mrs. Kapoor elucidated how data, when harnessed strategically, becomes a potent tool for understanding consumer preferences, trends, and patterns. The extraction of meaningful data, she argued, serves as the bedrock for informed decision-making in the realm of contemporary marketing.

"Disha" emerged as a beacon of enlightenment for the attendees, offering them a roadmap to navigate the intricate pathways of the dynamic digital landscape. The event not only dissected the current marketing trends but also equipped participants with actionable strategies to adapt and thrive in the face of constant digital evolution. Mrs. Kapoor's insightful revelations became a guiding light, illuminating the uncharted territories of digital marketing and steering the audience toward effective and innovative practices.

In essence, "Disha" was not merely an event but a knowledge-sharing symphony where the harmonious blend of Mrs. Kapoor's expertise and the audience's curiosity created a vibrant dialogue on the future of marketing in the digital age. As the curtains fell on the event, participants departed with a renewed understanding of the digital terrain and a toolbox of insights to shape their marketing endeavors in an era defined by perpetual change and technological dynamism.

International Relations Committee



The International Relations Committee of the Department of Management Studies (DMS) at IIT Delhi has been at the forefront of fostering global connections, engaging in a series of enriching interactions with prominent foreign universities. Among these noteworthy events, the *IESEG School of Management* meet stands out as a crucial milestone. With the presence of distinguished representatives, Antonio Giangreco, Mario Baeza, and Brijveen Sabherwal, the committee embarked on an exciting journey towards the Global Field Study. This collaboration symbolizes a commitment to transcend boundaries, embrace cultural diversity, and cultivate a global perspective.

Another significant encounter took place with *HSE University, St. Petersburg*, where Dr. Anna Tyshetskaya, Vice Chancellor, led a distinguished team in fruitful discussions at DMS IIT Delhi. The meeting became a platform for exploring potential collaborations in academia and research. Prof. Vignesh and Prof. Smita, as the Chairs of International Relations at DMS, played pivotal roles in steering the dialogue. This engagement serves as a foundation for future ventures aimed at amplifying knowledge-sharing and international cooperation

The committee's interaction with the Graduate School, *University of Huddersfield*, saw the presence of Prof M Adkins and Prof Abhijit Sharma. Discussions revolved around international collaboration, scientific advancements, and a shared commitment to advancing doctoral programs. Prof. Vignesh and Prof. Smita's leadership continued to guide these explorations.

A distinguished moment unfolded with the visit of Dr. Ralph Adler, Professor of Accounting from the *University of Otago*, for an insightful guest lecture. Dr. Adler's exploration of the dynamic landscape of performance management offered a bridge between academia and real-world impact.

The committee also hosted Dr. Yingqin Zheng and Dr. Priyanka Pandey from *Essex Business School* and *King's Business School*, respectively.

Lastly, participants from *Skolkovo School of Management* embarked on a knowledge journey at IIT Delhi during the Global Shift Expedition. Engaging talks by Prof. P. Vigneswara and Prof. Arpan Kumar Kar showcased the collaborative power between IIT Delhi, industry, entrepreneurs, and government agencies in shaping advanced technological solutions.



Global Field Study (GFS)

The Department of Management Studies at the esteemed Indian Institute of Technology (IIT) Delhi offers a distinctive avenue for students to broaden their horizons through the innovative 'Global Field Study' (GFS) program. The recently concluded GFS 2023 initiative unfolded as a remarkable chapter in the academic journey, presenting students with an invaluable opportunity for international exposure and cross-cultural immersion.

Participating in this program, our students embarked on a transformative experience, engaging with renowned management institutions around the globe. Among the notable institutions visited were the *University of Bradford* in England, the *University of Twente* in the Netherlands, and the *Asian Institute of Technology* in Thailand. These institutions, each distinguished in its own right, provided a dynamic platform for students to delve into diverse perspectives, methodologies, and global business practices.

The *University of Bradford* played host to our students, offering a rich academic environment and fostering collaborative learning. Here, they gained insights into cutting-edge management strategies and



interacted with seasoned professionals, enriching their understanding of global business dynamics.

The *University of Twente*, known for its innovation and technological prowess, became a playground for exploration and learning. Our students had the privilege of immersing themselves in the progressive Dutch approach to management, tapping into a reservoir of knowledge that extends beyond conventional boundaries.

Journeying to Southeast Asia, the *Asian Institute of Technology* provided a distinctive cultural context. Students not only explored management principles but also embraced the vibrant diversity and economic dynamics of the region. The exposure to the dynamic Asian business landscape added a layer of complexity to their understanding, fostering adaptability and a global mindset.



Cultural Affairs Committee

FRESHERS'23



The commencement of the academic year at the Department of Management Studies, IIT Delhi was marked by a spectacular Freshers' Celebration held on the 26th of August, 2023, under the theme "Barbie vs Oppenheimer." The event unfolded in the seminar hall, transforming it into a lively arena for a talent competition that culminated in the coronation of Mr. and Ms. Freshers, adding an extra layer of excitement to the evening.

A dynamic atmosphere pervaded the department as a spirited DJ curated a playlist that kept the energy levels high, encouraging everyone to hit the dance floor. The pulsating beats and infectious enthusiasm combined to create an engaging and vibrant ambiance, fostering a sense of unity and camaraderie among the students.



The talent competition showcased the diverse skills and talents of the incoming students adding a layer of entertainment

and friendly competition to the festivities. The crowning of Mr. and Ms. Freshers not only added a touch of glamour but also served as a memorable highlight of the evening, symbolizing the recognition and celebration of individuality within the DMS IIT Delhi community.



As the night progressed, the celebration transitioned seamlessly into a delightful dinner, providing an opportunity for the students to mingle, forge new connections, and establish the foundation for lasting friendships.



The Freshers' Celebration not only set the stage for a year of academic pursuits but also established a sense of belonging and togetherness, creating a foundation for a thriving and memorable college experience.

Dholida : Navratri Dandiya Night



On October 22, 2023, the Department of Management Studies (DMS) at IIT Delhi was ablaze with the brilliance of tradition and exuberance as it hosted the Navratri Dandiya Night. The campus, bedecked with the vibrant hues of students' attire, resonated with the rhythmic beats of dandiya sticks colliding in harmonious celebration of the Navratri festival.

The dance floor, animated by the lively enthusiasm of the participants, became a canvas for spirited competitions that added an extra layer of excitement to the night. The categories of 'Best Dressed' and 'Best Dancer' spurred a friendly yet fierce competition, showcasing the creativity and dancing prowess of the DMS community. The atmosphere was electric, charged with the joyous energy of Navratri festivities.



To heighten and intensify the festive ambiance, the event strategically incorporated an array of interactive games designed to captivate and involve participants and attendees alike. These engaging games served as delightful interludes, seamlessly weaving moments of joy and camaraderie between the energetic dance sessions, thereby enriching the overall experiential tapestry of the celebration. Moreover, as a culinary cornerstone of the cultural extravaganza, a sumptuous and meticulously curated feast was thoughtfully laid out, skillfully tantalizing the taste buds of all present.



The Navratri Dandiya Night at DMS, IIT Delhi, transcended the boundaries of a mere celebration; it became a memory etched in the hearts of those who attended. The night was not only about dance and competition but also about forging bonds and fostering camaraderie among the students. The echoes of Dholida's joy will reverberate until the next year, serving as a testament to a night well spent in the spirit of Navratri, where tradition, culture, and unity converged to create an unforgettable experience. As the rhythms of dandiya sticks fade away, the memories of this vibrant celebration will endure, encapsulating the essence of a cultural and joyous evening at DMS, IIT Delhi.

Diwali Celebrations



On the 8th of November, 2023, the Department of Management Studies (DMS) at IIT Delhi radiated with the vibrant spirit of Diwali, uniting students and faculty in a joyous celebration of the festival of lights. The commencement of the festivities took on an artistic flair with a Rangoli making competition, where participants showcased their creative prowess by adorning the pathways with intricate and colorful designs. The kaleidoscope of patterns and hues added a visual spectacle to the ambiance, setting the stage for a lively celebration.

The festivities seamlessly transitioned into the auditorium, where an air of anticipation and enthusiasm pervaded the atmosphere. A spirited game of musical chairs unfolded, injecting an element of playful competition that resonated with laughter and fostered a sense of camaraderie among the attendees. The lively interaction during the game served as a dynamic bridge, connecting participants and creating an engaging and inclusive environment for all.

The Diwali celebrations were more than a mere sequence of events; they represented a profound commemoration of unity, cultural exchange, and a deeply entrenched sense of community, constituting the very essence of our department.

Beyond the visual splendor of the colorful decorations and the lively engagement of playful games, the celebrations served as a powerful testament to the richness of diversity in talents and the collective spirit that flourishes within the close-knit DMS community.

This event was not merely a gathering; it was a moment of shared joy and festivity that transcended individual differences, weaving a tapestry of connections and reaffirming the strong bonds that unify us as a department. The Diwali celebrations emerged as a holistic reflection of the dynamic mosaic of personalities, talents, and cultural backgrounds that make up the fabric of DMS.

As the echoes of laughter and the warm glow of lights gradually subsided, the impact of the Diwali celebrations lingered, leaving an indelible mark on the collective memory of the department. It was more than just a festival of lights; it stood as a celebration of togetherness, cultural richness, and the enduring spirit that characterizes the vibrant tapestry of our academic community at DMS, IIT Delhi. This festive occasion served as a poignant reminder of the profound significance of such communal gatherings in fostering a harmonious and vibrant academic environment, reinforcing the sense of belonging and shared experiences that define the unique ethos of DMS.



Placement Preparation Committee

Mock GDs and PIs



The Placement Preparation Committee (PPC) has implemented a comprehensive strategy aimed at augmenting the employability and career readiness of students. This multifaceted approach encompasses various initiatives designed to equip students with essential skills and insights required in the professional realm.

Workshops form a pivotal component of the PPC's strategy, focusing on crucial aspects such as One Pager CV preparation, tackling HR, situational, and behavioral questions. The committee has also taken a proactive step by conducting domain quizzes that cover a spectrum of topics relevant to different disciplines. In a bid to enhance the students' understanding and execution of CVs, a Master CV workshop featuring guidelines and templates was meticulously organized.

Recognizing the distinct needs of first-year and second-year students, the PPC introduced a revamped One-Pager CV format tailored for these cohorts. Furthermore, an Alumni Mock Interview Program was specifically designed to benefit these groups, providing them with a simulated interview experience guided by experienced alumni.

The collaborative environment fostered by the PPC capitalizes on the knowledge and experiences of seniors, creating a supportive network for all students striving for excellence in their internships and future careers. To further aid students, the PPC published key resources, including the Summer Internship Placement Handbook and a document outlining best practices for Group Discussions. Mock group discussions, one-on-one CV refinement sessions, and domain-specific GDs were conducted to refine students' communication and interpersonal skills. The committee also engaged industry experts in workshops, exemplified by the "Acing Product Management Interview" session.

The PPC's commitment to ongoing support is evident through initiatives like the Buddy Program for first-year students and the Alumni Mock Interview Program for second-year students. These initiatives underscore the PPC's dedication to fostering a holistic and sustained approach to career development, ensuring that students are not only well-prepared for immediate opportunities but are also equipped for long-term success in their chosen fields.



Sports Committee

Racket Royale 2023



The vibrant Sports Committee of the Department of Management Studies (DMS) at the Indian Institute of Technology (IIT) Delhi orchestrated a resounding success with the "Racket Royale Event" held on November 4, 2023. This captivating event unfolded as a multi-disciplinary extravaganza featuring competitive tournaments in Badminton, Squash, and Table Tennis, all meticulously tailored for the exclusive participation of DMS students.

Welcoming MBA, Ex-MBA, and PhD students to showcase their sporting prowess, the event drew an enthusiastic and sizable turnout, underscoring the palpable excitement that permeated the atmosphere.

Beyond the competitive fervor, the Racket Royale Event served as a dynamic platform for fostering camaraderie and friendly rivalry among the DMS student community. The organizers, driven by the vision of creating an inclusive and enjoyable experience, curated an event that transcended the boundaries of academic pursuits and delved into the realm of sportsmanship and recreation.

The Badminton, Squash, and Table Tennis tournaments unfolded with intensity and skill, as participants showcased their athletic abilities and strategic acumen.

The event, a testament to the diverse talents within the DMS community, provided a stage for participants to not only compete but also to forge lasting bonds and memories.

As the final serves were made, and the last points scored, the Racket Royale Event left an indelible mark on the collective memory of DMS, IIT Delhi. It stood as a testament to the power of sports in bringing people together, transcending academic boundaries, and creating a vibrant tapestry of shared experiences. In the aftermath of this triumph, the Sports Committee could revel in the knowledge that they had not only organized a successful sporting spectacle but had also contributed to the sense of community and camaraderie that defines the DMS spirit.



Immersive Cricket Extravaganza



The dynamic Sports Committee at the Department of Management Studies (DMS), IIT Delhi, has been instrumental in curating an exhilarating cricket-watching experience for DMS students on campus. By meticulously orchestrating screenings of numerous cricket matches, these events have been transformed into vibrant spectacles where students unite to passionately cheer for Team India. To enhance the overall experience, the committee ensures that refreshments are generously provided to all attendees.

Injecting a unique vibrancy, the committee has introduced engaging activities such as cricket score prediction contests and quizzes that delve into the rich history of the sport. These activities serve not only to entertain but also to enlighten the audience, with triumphant participants walking away with exciting prizes, including coveted cricket jerseys, bats, and delicious



The Sports Committee's commitment to creating an engaging and immersive experience is evident in their meticulous planning and execution. Beyond the excitement of the cricket matches themselves, these events become platforms for building a sense of community and shared spirit among DMS students. The committee's dedication is further showcased through the thoughtful inclusion of activities that not only entertain but also contribute to the participants' knowledge and appreciation of the sport.

As these cricket-watching gatherings continue to draw in enthusiastic participation, the Sports Committee at DMS, IIT Delhi, stands as a beacon of excellence in providing students with more than just a viewing experience – they offer a dynamic and communal celebration of the passion for cricket, weaving together elements of entertainment, education, and patriotism into each event.



तू कर शुरुआत

तू क्यों हताश है
अभी तो बस शुरुआत है

मुझे पता है मुश्किलें बहुत हैं
पर तेरे अंदर भी तो एक लौ कर रही प्रयास है

उतार-चढाव के किस्सों में तू क्यों खोया है
मेहनत पर कर भरोसा, किस्मत पर क्यों सब छोड़ रखा है

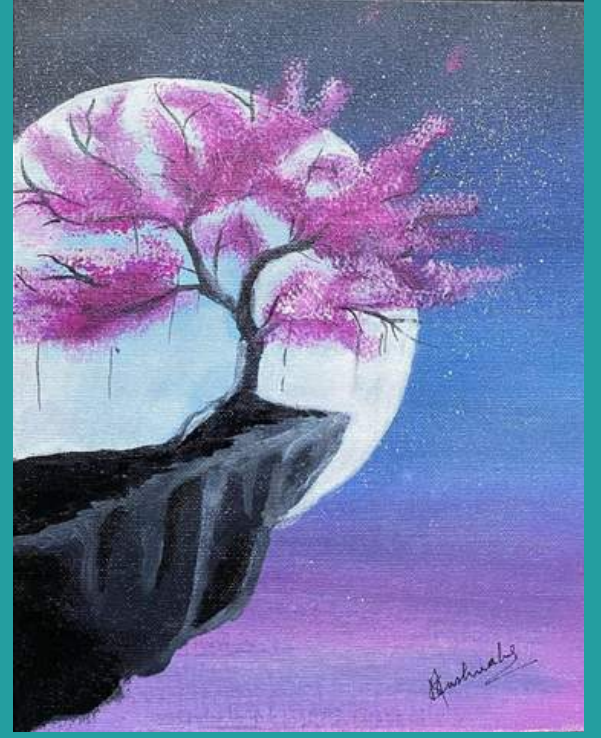
खुद पर कर विश्वास, तो ये वक्रत भी बदल जाएगा
हो द्रढ निश्चय, तो हवा का रुख भी बदल जाएगा

अंधेरी रात के बाद सूरज किर आएगा
चंद्रयान की तरह मेरी मेहनत का परचम भी ज़रूर
लहराएगा

तू क्यों हताश है
अभी तो बस शुरुआत है।

- Harshad Karamchandani

Serenity: Blossom Dreams in Night's Embrace



- Kirti Kushwaha

Labour of Life



- Bhavaraju Phani Krishna Sri Harsha



Delusions

Darkness that lurks visibly under the neon lights
 Only moments of borrowed, fractioned, rationed light
 Of light not even ours
 So it is, we are called the moon.
 The Silence that lurks loudly amongst the perpetual city hum
 Drums tinnitus into the ears
 Incurable, loud, constant.
 The city hums delusions not even ours
 So it is, we are called a song.

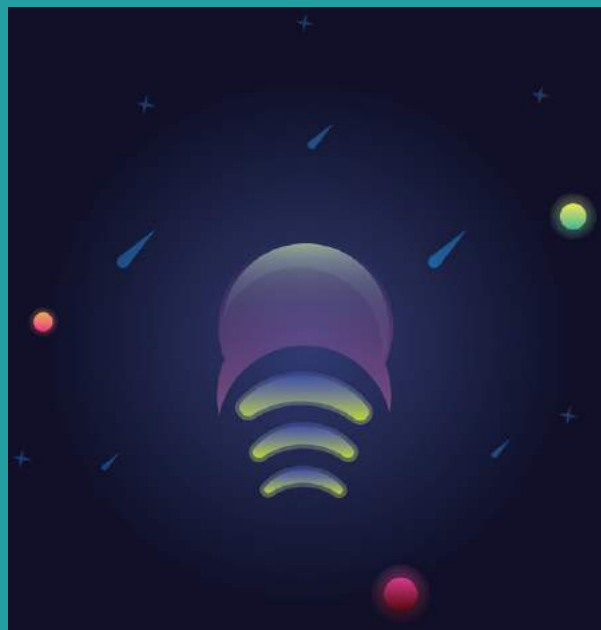
- Saumya Mehra

A Lost Writer

Look at him, engrossed in the pages,
 I wonder what he's writing since ages.
 Tucked in dark, his solitude.
 With paper and pen, he's glued.
 With every word, his eyes shine bright.
 Oh look, behold, what a sight!
 But as soon as the letter ends,
 To gloom is where his mood descends.
 From the windowpane, out he looks,
 The world different from storybooks.
 He looks at flowers in full bloom,
 Trees and wines and narrow flume.
 He sighs a little and blinks his eyes.
 Can't hold that tear, how hard he tries.
 Picks that paper, folds it neat.
 Addressed to some far-off street.
 There goes another letter in vain,
 Answer to which would be disdain.
 And so is how the cycle goes.
 What's this life, that he chose?
 Who's that being, whom he writes?
 Clouds of mystery, mystic nights.
 His smile concealing all his woes,
 Consoling against what he already knows.
 Another letter stocks up the grave,
 He picks a pen, for another wave

- Siddhartha Mashetty

Luminous Fantasy



Crafted with imagination, "Luminous Fantasy" is a digital art that brings to life an otherworldly, glowing creature. Through precise strokes and vibrant hues, this artwork captures the essence of a fantastical realm where imagination meets luminosity. A testament to the fusion of art and thought.

- Shubham Kumar Gupta

90s Girl in 20s World

She's a girl, not ashamed of her reality
 Wouldn't be a man, to get equality
 She's sensitive and yet so strong
 Doesn't need your attention
 But accepting egalitarianism wouldn't harm
 She prefers a salwar, not a hot pant
 No less progressive than any man
 Impartiality she demands,
 and a change of mentality
 How would she be equal,
 if she'd have to change her actuality.

She is not an atheist,
 nor does she want to be.

She prefers the blues, not your rap beats
 She loves to cook and not to party
 A beautiful soul She is, who she wants to be
 Fitting in your superficial world
 She wouldn't change her personality.

She loves romance, but not the dates
 Not swiping a hundred men
 to get out of your stereotypical case
 She falls for a man, and not for boys
 She has her rules and makes her choice.
 Her heart is gold, cannot be played with
 Your money and looks, cannot take it.

She is the 90s girl, living in the 20s world.
 Doesn't mean she can't adapt
 When the time came along,
 she learned to slap.
 To protect her dignity, she went further up
 She is the bomb you were afraid of.
 Wouldn't change, to charm any man
 She is the 90s classic, with 20s confidence.



– Siddhi Seth

Love and Laughter

'Hey, that's why its still my favorite memory.'

Someone said unplanned trip are the best ones, but mine...our trip was not totally unplanned. We kept making plan till the very last evening before the trip. But we did none according to it. It was different that it was first duo trip.

Whatever the thing maybe, the first look of the sea was something worth the moment. The misty fog surrounded us, cold yet comfortable. It wasn't the time for locals to roll out that early in the morning.

We wandered the beach, collecting all treasures from the sea. The glistening shells sparkled in the sun, each a unique beauty.

After playing with rocks and water, we headed to the next destination along the shore itself. As we walk, the gentle breeze cross our faces, the sand beneath our feet were washed away by the waves. The calming sound of the sea, it was just

– Roshan Jerai

Do You Remember That Night?

- Roshan Jerai

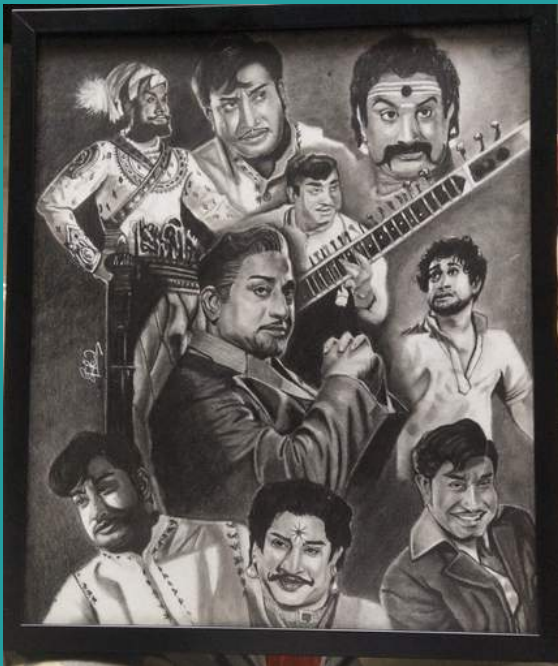
The Night when we held each other in our arms... finding comfort in the warmth of our hearts... We lay on the damp grass. It was cold. We did wore sweaters but yet we were sweaty and hot, maybe because of the badminton we played earlier.

But at that moment nothing else mattered except You and Me.

We both rolled down the hill. It wasn't the first time we did that... yet still the joy, the thrill... whatever it was, it felt so damn good. It was a memorable night. I made sure you didn't hurt your head. I was happy to see you enjoy our time together.

I hope you remember that night on the corner of the palace garden.. because I never forgot it...

Pallavishri M Artworks





Harshad Karamchandani



Rohini



M Ganga Devi Prasad



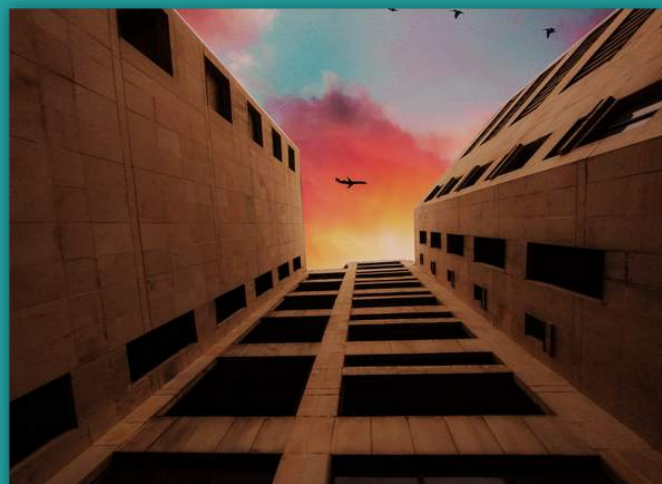
Shromona Chakrabarti



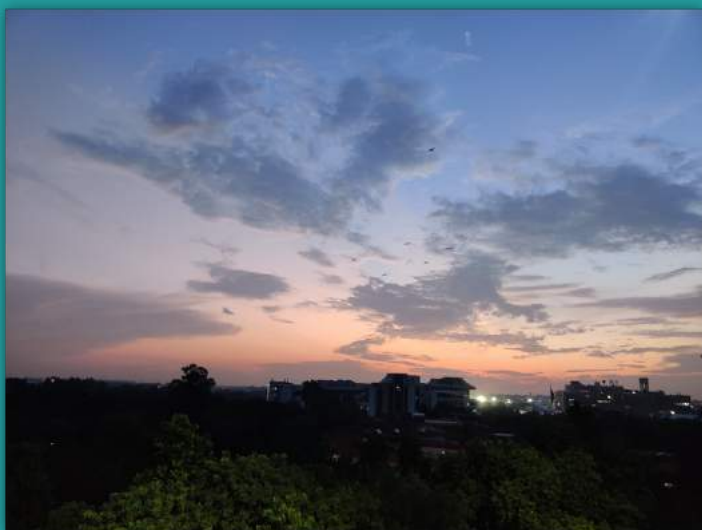
M V Lekhana



Apurva Rajesh Tidke



Roshan Jerai



Ramya Sarwade



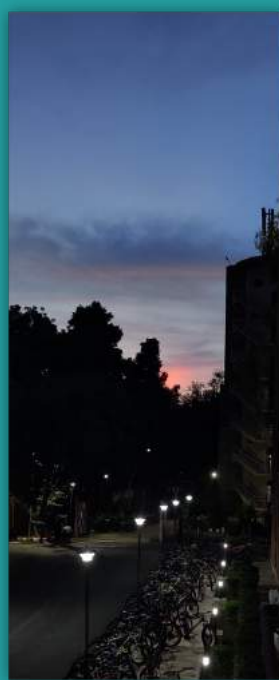
M Ganga Devi Prasad



Soumya Gupta



M V Lekhana



Ramya Sarwade



M V Lekhana



Erabelli Hemanth Rao



Maitreyee R Gautami



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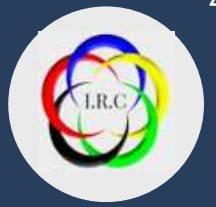


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