Goonj

Edition December 2020

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Virtual is Reality

N. L. Dalmia Institute of Management Studies and Research

CONTENT

EDITORIAL

As Hooke's Law goes, the more we squash a spring, the more potential energy it stores and on release, it launches upwards with a much higher force and effect. This turned out to be a fitting example for the human race in 2020.

While the first half of 2020, tested our patience and unity, the second half became a testament to our perseverance and capability to bounce back.

This edition of Goonj aims to celebrate this spirit of the human race, its creativity and its will to revive any lost situation.

The focus for this edition is on the disruption caused by technological advancements, the internet and the innovative utilisation of these resources by industries and individuals to repair the damage done by Covid 19.

Specially curated articles from eminent Industry experts, our alumnus and esteemed faculty members sharing their thoughts on the seamless amalgamation of Virtual and Real-world while forecasting its effect on the coming future, enlighten the readers.

This edition brings in a new segment, Creators Corner, which showcases the abilities of our students to monetize their creativity and art through social media and lead the way towards personal branding and entrepreneurship.

Another addition to Goonj this edition is Insider Insights, the brainchild of our team, with the motto of bringing in experienced industry professionals, academic stalwarts and alumni's for candid conversations and interviews with our students and enlighten us with their knowledge.

We, as a team would like to extend our gratitude towards the institute and CEO Prof. Seema Saini to provide us with Goonj as a representative platform, and our Faculty-In-Charge, Prof. Dr Baisakhi Mitra for her constant encouragement and guidance throughout. Lastly, we would like to thank our peers who put the soul in the magazine in the form of their valued articles and creatives.

Stay Safe & Stay Healthy. Good wishes to all!

Aayushi Rathi
Editor in Chief
PGDM-Marketing
2020-2022

CEO'S MESSAGE
Prof. Seema Saini

N L Dalmia Institute of Management Studies and Research is extensively making use of technology for seamless and safe experience for its incoming students, existing students and staff.

The Institute is using various technical platforms like Zoom and Google Meet to conduct classes. One of the most important attributes of classroom learning is interaction with faculty and fellow students. This spirit of classroom learning is kept alive by well-trained faculties who ensure that the online sessions are as engaging as classroom ones.

The use of technology in the learning process is not new to N L Dalmia Institute of Management Studies and Research. This institute has been an avid user and advocate of technology and has been training its students to gain proficiency in latest softwares used in many companies like - Tableau, SAS, SPSS, R and many more.

N L Dalmia Institute of Management Studies and Research creates industry leaders with contemporary and cutting-edge courses and workshops that few institutes in the country can boast of.

Students at N L Dalmia Institute of Management Studies and Research receive practical training and hands-on experience in Equity Research, Valuations, Technical analysis, Data Visualization, use of NeuroScience in consumer behaviour, and working on Bloomberg terminals to name a few.

Students have to prove their mettle in the strategy simulation program - MarkStrat - thereby ensuring readiness for any industry.

> **"** N L Dalmia Institute of Management Studies and Research creates industry leaders with contemporary and cutting-edge courses and workshops that few institutes in the country can boast of."

DIRECTOR'S MESSAGE
Prof. Vijay Ramachandran

It is a long held tenet in marketing that Perception Is Reality. So it is with virtual being the new reality. Even before the pandemic forced people into virtual meetings, virtual work, and virtual learning, many companies had moved their work online and remote. What else were outsourcing companies doing ? Their operations, customer support, software development, and in many cases, their AI development were all virtual operations, handled only through online and remote interactions.

All that has happened is that the slow-to-change companies have been forced into virtual by the pandemic. There are special skills to be learned to manage work and learning remotely, and the companies that embraced it earlier have a head start, competitively. Byju's and the hundreds of online and remote learning companies have known this for at least a decade now, but the classroom model of schools and colleges are just beginning to adapt.

Focusing on education - there are several questions of optimization to be resolved. For example, what's the

ideal class duration for remote before the learner switches off ? What's the ideal class size? How do we provide practical learning ? In a classroom, the teacher gets feedback from body language, yawns, attentive gazes, questions, and nods of understanding - how is that possible virtually? The smart educator is one who seeks answers to these questions, and redesigns curricula and teaching/learning methods to ensure the best delivery.

The smart learner? Well, how have you all adapted to the new normal? Some will do it better than others, but that has always been the case offline as well. The ones who adapt, like in Darwin's theory of evolution, will succeed. The others will go the way of the dinosaurs. As has always been, adapt or perish.

> "
> The smart educator is one who seeks answers to these questions, and redesigns curricula and teaching/learning methods to ensure the best delivery.

FACULTY MESSAGE
Dr. Jyoti Nair, Head, PGDM

At the outset, kudos to Team Goonj for selecting such an apt theme for this edition of Goonj – 'Virtual is Reality'. Nothing could be truer!

Advances in Technology has brought the concept of 'Virtual Reality from laboratories to the real world. The opportunities and applicability of this concept is immense. Education, Health care, Tourism, Hospitality, Entertainment, Training and recruitment, Gaming, Designing are few of the areas where VR is expected to make a huge impact.

The potential combination of Virtual Reality with Artificial Intelligence will do wonders. Simulating products, services, events, places will enhance the consumer buying experience as never before. It will be a matter of time before Virtual Reality would enter classrooms for experiential learning. Some Universities have already started using VR tools for engaging students.

The pandemic has in fact opened the doors to alternate and improved teaching learning methods. F2F classes got replaced by online blended teaching - learning methods have found acceptance

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> As we get ready to bring about the new 2021 after a challenging 2020 which has made us stronger, more adaptive, more resilient, things can only be better.

classes which may continue to remain even after the pandemic as blended teaching - learning methods have found acceptance amongst the academic community. With VR, the 'Online Classes' may be replaced by 'Virtual Classes' As we get ready to bring about the new 2021 after a challenging 2020 which has made us stronger, more adaptive, more resilient, things can only be better. I wish all my students a great year ahead.

FACULTY MESSAGE

Prof. Tarun Agarwal , Finance Department

Pandemic has fundamentally shifted the ways in which we live today, do business, and it will continue to do so for the foreseeable future too. The effect has been more in the nature of being highly disruptive. It has sparked the need to rethink current practices and embrace innovation, with many digital programs being transformed. Without an iota of doubt, the crisis has created a significant shift in terms of consumer behavior, impacting how we consume products, interact with other people, learn and shop.

The entire educational system pan continents had to migrate to virtual mode in a span of a few weeks and it has become the new normal/reality. This is definitely going to make a shift towards remote work and interactions will continue to drive demand networking to levels never imagined. The common denominator across fields today is reliable connectivity. Virtual movement is being visualised as a great enabler of innovation and will allow businesses to access critical benefits, now more than ever. Technology has redefined connectivity and has made possible immersive reality experiences once only imagined in science fiction movies. It has connected millions/billions/trillions of devices to the internet securely and

almost instantaneously. Artificial Intelligence, embedded on smart devices (cameras, drones, robots etc.) have exponentially brought an unprecedented level of intelligence to the whole system.

The aftermath of the pandemic is certainly going to create opportunities for many, especially startups to innovate, leverage technologies full potential. Shifts are and shall be visible with dramatic transformation in areas like, telemedicine, tactile internet, video-based collaboration tools, online education, immersive shopping and gaming, among others. Virtual being the reality now will continue to help bring disruptive innovations to life for the benefit of global business ecosystems and communities. Work and learning virtually is here to stay, as collaboration tools become pervasive across enterprises.

> "
> Technology has redefined connectivity and has made possible immersive reality experiences once only imagined in science fiction movies.

FACULTY MESSAGE

Dr. Joyeeta Chatterjee, Marketing Department

Marketing batch of 2020-22 has a diverse background which has helped the classroom to bring in different perspectives. They have been working hard to develop their industry exposure through company research projects, industry visits and guest lectures. Our students have also competed in numerous inter-university competitions winning several awards.

The Institute provides a contemporary program aimed at developing our students into leaders ready to take the industry by their stride. We ensure that our students of Marketing understand the present-day sales and marketing realities; at the same time, they are also sensitized with Indian economic and societal inevitabilities. The institute has also introduced new subjects such as Digital Marketing, Rural Marketing, Marketing Analytics, Marketing Metrics and Audit. MarkX, the first online Marketing Magazine of the institute was launched on 26th September 2018.

With these accreditation and associations, NLDIMSR has not only met standards of excellence but also made a commitment towards enduring improvement to ensure that the institution will continue to deliver quality education to its students.

> " The Institute provides a contemporary program aimed at developing our students into leaders ready to take the industry by their stride. We ensure that our students of Marketing understand the present-day sales and marketing

As per the changing environment we are adapting ourselves to the online teaching methods. Due to the pandemic, virtual is becoming the reality and thus in spite of that constraint, we at NLDIMSR are determined to impart knowledge through online medium and making the student engagement and interaction as interesting as possible.

HR course is designed to build -

(i). The critical thinking and managerial abilities.

(ii). The awareness of the socio-economic situation.

(iii). The nature with socially required ethics and attitudes.

We ensure that our HR students understand the changing HR dynamics and roles and along with that, they also identify the increasing need to manage people virtually. The institute has come up with new courses such as HR Analytics, Executive Coaching, Simulation on Talent Acquisition, High-Performance Leadership development

which makes our students empowered with the skills which gives them a cutting edge in the current world. Our Alumni are shining with their achievements in the corporate world.

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FACULTY MESSAGE
Prof. Rupesh Siyodia, General Management

Human Being is a Social Animal; and this is the key reason why human race is considered to be the most evolved race. But Covid-19 has affected us humans to such an extent that it has compelled us to change the way of doing things, whether it is business, education or social life.

Due to Corona virus spread, life threatening environment is persisting all around the world, which is coercing undeniable regulations, stringent safety rules, stock out situations and restricted working hours.

The threat from Corona virus has transformed the traditional job culture and this is where the virtual world is becoming reality. The platform companies are fostering remote working, flexible working hours and delocalized work to make earning a living easier for individuals. The social responsibilities can be well performed with flexible or limited hours of working.

At N L Dalmia Institute of Management Studies and Research, we have employed platform companies to continue with our academic as well as admin activities. The activities such as admissions, lectures, student interactions, competitions,

companies to continue with our academic as well as admin activities. The activities such as admissions, lectures, student interactions, competitions, conferences and meetings are executed online.

Considering the current scenario, The General management courses are designed and delivered to impart and acquaint with the esoteric organizational principles and mechanisms.

As we are entering in the new year, after a demanding 2020, which has compelled us to embrace the new era of functioning and socializing, I wish you all a great year ahead!

> "
> The threat from Corona virus has transformed the traditional job culture and this is where the virtual world is becoming reality.

Kritika Rathi

Specialization:
Marketing
2020-22

Rounak Kothari

Specialization:
Finance
2020-22

We participated in a National Level Case Study Competition wherein we secured 2nd position by planning a CSR design for Crowdera. The competition was organized by Crowdera and YUGMA. Through the competition, we learned the following concepts:

1- Re-looking at the landscape of the CSR markets to innovate and bring in newer products and services that would change the landscape of CSR in India.

2- Use of technology and digitization to create transparency, ease of donating and higher social impact.

3- Create a platform for recognizing and encouraging the heroes of social causes across categories.

**Shweta Pednekar**

Specialization:
Marketing
2020-22

Prasad Gharat

Specialization:
Human resource
2020-22

Our team won the case study competition "Case-o-thon" held on 5th September 2020 organised by E-Cell Committee of NLDIMSR.

The topic given for the case study was "Ban on TikTok-Can Chingari win the Battle Royale?"

This competition helped us understand the complications and flow of a case study and tested our knowledge about various domains such as marketing, finance, consumer behaviour and strategy making.
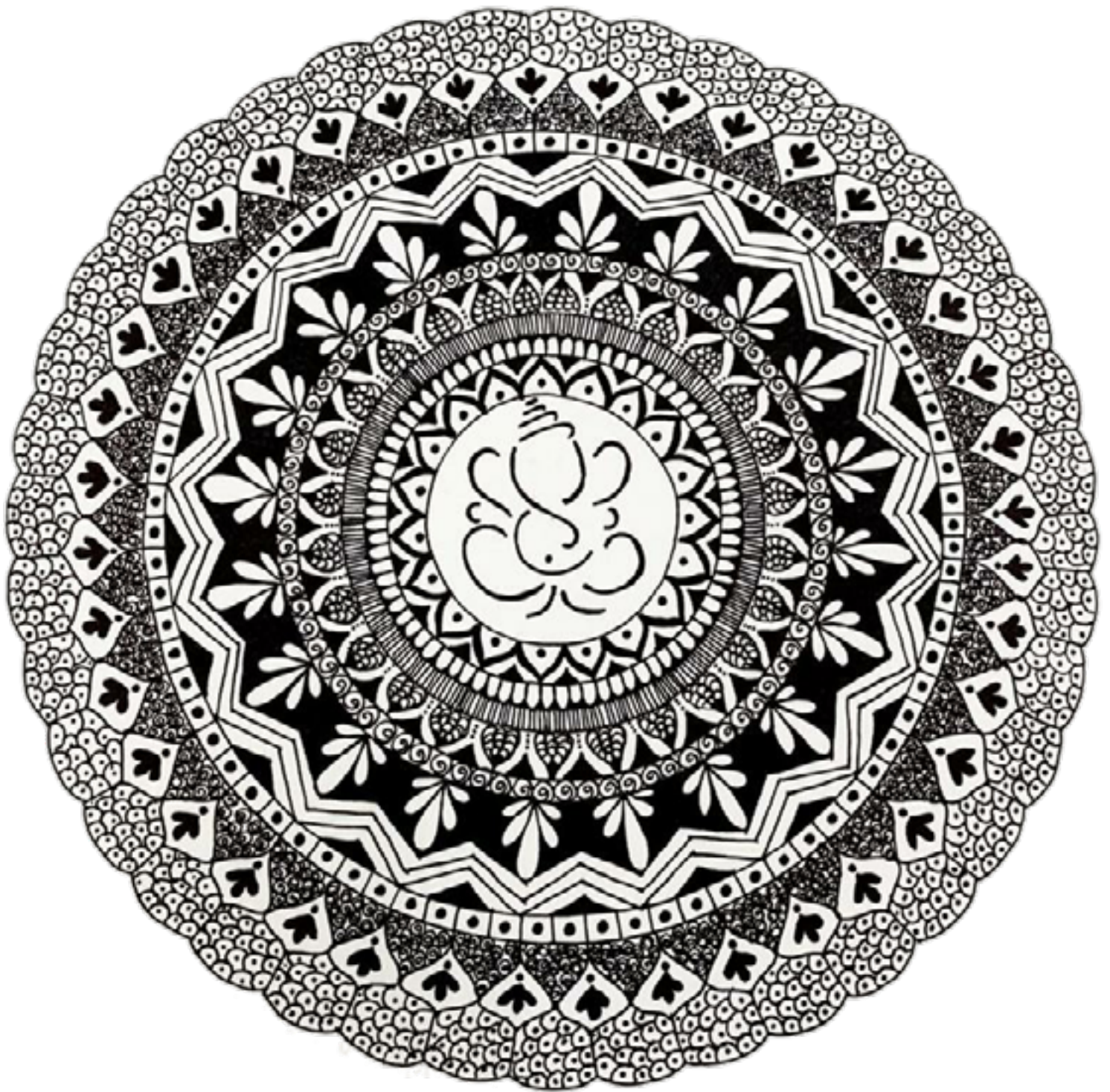
CANVAS STORIES

Name : Rujuta Kulkarni
Year : 2020-2022
Specialization : PGDM Finance

Future Work From Home Trends

Prof. Sourav Choudhury

VIRTUAL REALITY IS HERE TO STAY...

Prior to the pandemic WFH was a constructive thought however it was not much of a reality and practice. With the advent of COVID19 restrictions the workplace took a U-turn from office to home almost instantaneously across the industry.

To cite a paradigm. The teleconsultations have been growing at an average of over 100 per cent week-on-week in India too. Also, there is almost 50 per cent increase in the number of doctors joining app-based consultation like Practo. Telemedicine can enhance healthcare for India's population which is predominantly rural.

Key trends driving use of technology in healthcare include Digital India Mission enabling wider technology adoption by masses, deeper penetration of smartphones and mobile apps, ubiquitous last mile connectivity and cheaper data plans.

The workforce in finance, insurance and IT may work bulk of their time from home and still be effective. Automation and digitalization made it possible. The use of these resources has fast-tracked during the pandemic. Microsoft chief operating officer Satya Nadella noted in April 2020 that "We've seen 2 years' worth of digital transformation in 2 months."

There are two significant moves identified with this change to WFH. One is to decide the role of office as a workplace.

Office is a place that builds organization culture and provides a feeling of inclusion. It is becoming important for and organization to look at everything from the structure of the office to the convenience and the work environment.

At the same time looking at the possibilities of remote training & development, coaching, mentoring and supervision.

Office now should provide a meaning to its existence and should not be just a place or a building used for commercial, professional, or bureaucratic work.

Tomorrow's workforce must get used to the necessities of automation, digitization, and different technology. It is in every sector from Banking to, IT to Telecom and beyond. It is even in areas not related to distant work. For instance, large retailers are progressively robotizing checkout. Employees need to upskill themselves to adopt to the changes.

In 2018, the World Economic Forum assessed that the greater part of workers would require critical reskilling or upskilling by 2022.

The benefits of reskilling the current staff is proven, instead of releasing them and afterward finding new individuals, commonly costs less and brings benefits that exceed the expenses.

Putting resources into workers can likewise cultivate reliability, consumer loyalty, and positive brand insight.

Work force capability enhancement was a need of every organization. Every manager and supervisor would agree that there are skill gaps among their employees that may be existing or may be there soon.

Effective reskilling begins with understanding what abilities are required, both at the present time and soon, offering customized training to meet these skill requirements and assessing their effectivity is critical. It requires vision from the top that instils an ethos of long-term learning.

With more and more digitization and data generation the upskilling of workforce with Data science, Machine learning, AI, AR & VR, Digital marketing and such other ever evolving skills have become the way of life.

The pandemic is a global economic and human tragedy and its far from over. However with the vaccine in sight it's prudent to say that the new normal will be there very soon and that it could be better in more ways than what we can expect.

Reference:

1.Reports from-McKinsey & Company, BCG & Bain & Company

CANVAS STORIES

Name : Anirudh Sharma
Year : 2020-2022
Specialization : PGDM Finance

FACULTY ARTICLES

Entertainment: Has the reality changed with virtual reality

Prof. Ronak Sanghvi

First quarter of 2020 was promising with blockbuster Tanhaji in theatres and Sooryavanshi's trailer raising the expectation for business and audience alike. With big budget movies like 83 and Salman Khan starrer Radhe in the wings, 2020 was all set for another rocking year. Not only Bollywood, Hollywood too was all set to with its latest Bond franchise for summer release. With pandemic hitting one and all, movie business was one of the worst hit industries even though theatres have opened with limited capacity. Sushant Singh Rajput's incident and what followed didn't do any good to the glitter of Bollywood either. But what's the road ahead? If we go back to the past pandemic in 1920, the post pandemic era in Hollywood saw a spike in movie releases as all stalled projects were in a rush to en-cash the huge investments. Indian film industry wasn't that big in the pre-independence era, so it will be first for many however, expect a big clash of movies at box-office once the flag of pandemic is lowered. 'Cinema' be it regional, national or international will be back in business with full throttle.

OTT platforms didn't leave the audience completely entertainment starved during pandemic. Likes of Mirzapur 2, Scam 1992, Panchayat, Special-Ops and Paatal-lok made a big impact and audiences got fresh heroes and meme material. International series Money-Heist too gave a strong fillip to Netflix content library for Indian audience. Nature of content demanded solo viewing rather than family viewing and a big chunk of the audience did miss out. OTT by no means is a substitute to movies both in terms of commercial and holistic entertainment gratification but nevertheless a good option especially for the young adults' segment who had more time at their disposal owing to online education. Post pandemic OTT will attract more content makers primarily for no box-office pressure, creative freedom and flexible length which has a big impact on the finances attached to it. Covid-19 could be a blessing in disguise for OTT content makers as they figured out that this platform is pandemic-proof and doesn't require a big star-cast to succeed. Another major area of entertainment in India is Cricket. India-South Africa ODI series cancelled in March and IPL with more than 5k crore stake was glaring at uncertainty. BCCI would have considered all permutation and combination to ensure the event takes place considering the pack cricket calendar for all nations.

The T-20 world cup was scheduled in Australia which got rescheduled too. Dhoni- The most successful captain of India announced his retirement during a pandemic which was expected by many. On September 19th of 2020, IPL started in UAE with empty stands and bio-bubble for players. Unusual and uncharacteristic but the cricket was back. Viewership was better than previous years owing to the long pause of cricket of almost 6 months. With India-Australia series in Australia breaking records, India-England series scheduled on home soil and IPL

Another big domain for entertainment in India is Television. Television viewership increased by 15% during lockdown thanks to News, Ramayan and Taarak Mehta Ka Olta Chasma. With shooting for daily soaps starting in the month of June-July of 2020, shows like Anupama, Kundali Bhagya, Kumkum Bhagya, Taarak Mehta etc are back to their pre-covid TRP numbers. Marquee non-fiction shows like Kaun Banega Crore-pati and Bigg Boss gave further impetus to the prime-time viewing in house-holds.

"Covid-19 could be a blessing in disguise for OTT content makers as they figured out that this platform is pandemic-proof and doesn't require a big star-cast to succeed."

Entertainment industry like any other industry was affected, learned and changed a lot in 2020. Cricket and television made a fast come-back while movies are yet to gain steam. Digital could be the biggest beneficiary as lockdown didn't affect them as much as other mediums and it has certainly put the business from nascent stage to growth stage. With internet accessibility increasing along with the quality of screens (mobile, laptop and TV) the words of Netflix CEO Mr. Reed Hastings "Our real competitor is sleep" will become a mantra for the entertainment sector.

Supply Chain Management in New Normal

Prof. Rupesh Siyodia

Lockdown has introduced the new phase of Supply chain; with no historical data to refer, businesses are in dilemma whether the current trends will sustain in the future?

Current scenario very well brings up the fact that companies cannot control the demand; therefore, to cope up the ever changing demand pattern, they have to build a flexible / robust supply chain and production system.

When countries across the globe announced lock down to control the outbreak of Covid-19, it resulted in a bullwhip effect in the supply chain.

Jack Ma once famously said, "I feel like a man sitting on a blind tiger." The current situation is pretty much the same. The demands are unpredictable, products which were treated as secondary – like sanitizers, mask, exercise equipment are sold out very quickly.

Many companies are underperforming during pandemic as their forecasting tools were unable to anticipate the current scenario. The tools were configured for a normal market condition, and were not suitable for the current situation.

In the current scenario external factors play a very important role in demand forecasting and planning, therefore demand planners have to re-evaluate their existing model and inculcate these external factors.

The firms which are in close connection to their suppliers managed to get their requirements fulfilled, this is how the vendor management played a key role in this crisis.

The pandemic has highly impacted the consumer buying behaviour. Prior to pandemic the practice of offline shopping has now moved virtual shopping.

The share of virtual retail is increasing significantly. This is posing additional challenges to the supply chain management.

Therefore, the top priority of the management should be to address the following queries-

• Predict the portion of the online business in total sales

• Whether to focus on opening more retail joints or to robust the backend supply chain of virtual platforms?

• Identifying the behavioural changes that will continue and those that will return to old normal once the pandemic is over.

It's almost a year when pandemic hit the world, now data is available in abundance (due to virtual platforms) right from the point of sale to the consumer buying behaviour. Data driven decision making has enabled the demand planner to take accurate decisions.

Tools like artificial intelligence and machine learning are aiding decision making processes through extracting valuable information out of the big data. Going forward, supply chain transformation will play a key role in enhancing the business performance.

To infuse agility in the supply chain, scalable solutions combined with automation is the key. While going after agility, firms should also consider the cost, as no organisation wants their operational expenses to go up. Human capability plays a very important role here.

> ❝
> Going forward, supply chain transformation will play a key role in enhancing the business performance."

FINANCE CONCLAVE

On 24th October 2020, the Finance Forum of NLDIMSR organized their annual finance conclave via Zoom. The two panels had a vibrant discussion on The Indian Debt Market Conundrum and Impact of Negative Interest Rates on the Economy, respectively.

The event moderator Mr. Ahmed Masalawala commenced the discussions by giving a brief overview of the topics, which the panelists then took forward. Panel one answered a plethora of questions ranging from the growth of the debt market over the years to the important role played by the regulatory authorities. Panel two focused on the positives and the negatives of the falling interest rates and how India could gain from it.

The discussions were followed by a Q&A session.

INTERNATIONAL MARKETING CONCLAVE

OTT: The Future of Marketing

Date: Saturday, 12th September, 2020
Time: 10:00 am onwards | Venue: Online Platform

NLDIMSR is back with its most eminent conference- International Marketing Conclave 2020. Considering COVID-19 outbreak, the conclave was conducted virtually on 12th September. The noteworthy speakers namely Issac John from Discovery Plus, Prof. Dilip Mutum from Malaysia, Tal Shaanan from Israel,Finniey Benjamin from UAE, Ms Sonali Karande Brahma from Pune, Ms. Zuairijah Mou from Bangladesh virtually assimilated their opinions about OTT: The Future of Marketing. Significant Takeaways from the Conclave includes the following:

1) Target audience for advertising over OTT platforms.

2) Effect of multinational companies like Microsoft, Google, Apple over OTT platforms.

3) Various advantages and drawbacks of using OTT platforms for advertising.

4) Future threats and possible causes for disruption of OTT channels.

6) Impact of OTT platforms on television industries

7) The cost of advertising on OTT platforms

HR CONCLAVE

On 09th October 2020, the HR committee of NLDIMSR together with the students of 2019-21 and 2020-2022 batches organized 'Manusandhan' which is a flagship event of the Annual HR Conclave. 'Manusandhan' means connecting minds where industry experts enrich us with meaningful insights from the corporate world through a panel discussion.

The event commenced at 5.00 pm with a varied audience including students, working professionals and alumni. A prayer song was played and the lighting of the lamp was done virtually followed by a brief speech by our college CEO Prof. Seema Saini addressing the audience.

Then, the in-charge of the HR Dept. and the moderator for the event Prof. Caral D'Cunha gave a brief introduction about her views on the theme and invited the panelists to begin the discussion. The event was taken ahead by the keynote speaker Mr. Raju Dodti-the Chief Executive - Special Situations Group at L&T Financial Services. He spoke about the importance of communication with the stakeholders and how L&T is coping up with the current situation.

As the discussion went on, Mr. Vikas Dua threw light on how there was a sudden change in what is expected from the leaders and how the current situation has given HR a front seat in the organizations.

Continuing Mr. Dua's points, the next panelist Mr. Rohit Manucha gave valuable insights on the need for a cultural shift and that Covid-19 has allowed working even more closely together to find an optimal solution.

Then, Ms. Pallavi Pednekar expressed her views from a core HR perspective that wellbeing (emotional, physical and financial) is an aspect that organizations need to be well aware of.

After Ms. Pallavi, the next panelist Mr. Sandeep Chanana spoke about digital transformation and how HR has to cater to a diverse workforce. He also spoke on how the current situation is causing 'zoom fatigue.'

Ms. Preeta Mohanty enlightened us about the shift from 'leader-led movements' to 'leadership less movements.' She also gave her views about how the definition of the right culture is evolving and how FOMO is causing stress.

Fruitful ideas were shared and discussed and the contemporary practices in the organizations were talked upon. There was a Q&A session at the end where students interacted with the panelists and got their queries answered.

The session was concluded by Prof. Caral thanking and expressing gratitude towards the esteemed panelists for weaving the threads of knowledge in the minds of the students on the given theme. Further, a vote of thanks was given by the students. The feedback for the event was very positive and the students found the panel discussion very enriching.

Webinar on Start-up to Scale up

On 29th August, 2020, the E-Cell of N.L. Dalmia Institute of Management Studies and Research conducted a webinar on the topic 'Start-up to Scale up'. The guest speakers for the event were – Mr. Sagar Amlani, a Productivity Explorer, who work with individuals and organizations to build productivity mindset; And Mr. Arijit Bhattacharyya, the founder and CEO of Virtualinfocom, an Angel Investor, a Startup Mentor, a Technologist and a TEDx Speaker. The session was coordinated smoothly by Prof. Vijay Kanchan.

The webinar started with very enlightening insights of Mr. Sagar Amlani on how does LinkedIn, a networking site, impact on building students' career. He made a very attractive start by engaging all the attendees in an activity where, the first person to complete it would get a phone call from him for giving Pro Tips to enhance LinkedIn Profile. The students were then asked to check their profile scores and helped them improve. Further in his webinar, He gave numerous helpful tips to enhance students' profile such as use of relevant hashtags, professional profile picture, writing a proper profile bio, use of quote in bio, and many others. These tips have proven helpful for making better corporate connections.

The webinar on 'Start-up to Scale up' was then taken forward by our next speaker, Mr. Abhijit Bhattacharya. He shared his valuable insights and experiences in the field of entrepreneurship. He started by telling his success story and, the experiences and learnings he got from his journey so far. He then talked about how he had helped many students to bring their prototypes into the market. He also encouraged students to come up with 'out of the box' ideas and a preliminary version of it. The students were then motivated to transform their ideas which are just in their mind to a prototype of the idea for real. He also inspired students to "Read, Read and Read" close and beyond their curriculum.

The webinar was then concluded with a Vote of Thanks.

Shikhar 2020 is the primary event of N. L. Dalmia Institute of Management Studies and Research which is known for being a top-level B-School paper presentation competition and was held on 26th September,2020.

The panel of honourable judges included Economic Advisor of MoRD Dr. N Srinivas Rao, Lead Economist of Acuite Ratings & Research Limited Mr. Karan Mehrishi, Economist of HDFC Bank Ms. Avni Jain.

The topic for the paper presentation competition was "Will 'Make in India' for the World Help the Indian Economy bounce back on its journey to become a Global Powerhouse".

Many institutions participated and submitted their report from which the selected Top 5 presented on the day, amongst which the Top 3 winners selected by the judges are as follows:

1st- Akshay Pai and Pratik Kumar from SCMHRD, Pune.
2nd-Saurabh Pratap Singh and Mitali Jadhav from NMIMS, Banglore.

"Survival & Revival:
Managing and Leading Organizations in Crisis"

Friday, 9 October, 2020 | 9:30 AM (IST) Onwards

UTKARSH
(Paper Presentation)

Taking a glance over the ongoing pandemic, to get an intimation of the catastrophic situations which can occur in the business-world, Utkarsh 2020 unravelled a pertinent theme with respect to the present scenario as well as in the view of future implications-
"Survival and Revival: Managing and Leading the Organisations in Crisis"
A relevant consideration for any organization to sustain, emerge and thrive.

Prominent names in the field of HR were invited to judge the event-
- **Ms. Jayashree Chaudhry,** Chief Talent Officer, Ketchum Sampark Pvt. Ltd., a Certified Management Professional in Human Resources with extensive experience in various domains of HR.
- **Ms. Sangeeta Lund,** Vice President at GoldenSource International, an expert in Talent Management and Engagement Strategies.
- **Mr. Llyoyd Monteiro,** Assistant Vice-President HR at IndiaFirst Life Insurance, a widely experienced professional in people practices.

As the year 2020 ought to be, Utkarsh, this year, was no less unusual with a complete shift to virtual comforts of everyone. The online presence of our esteemed CEO Prof. Seema Saini, faculty members and students was observed. Be it the auspicious lighting of the lamp, powerful words of the CEO or the energetic anchors, the blessing of technology could be felt.

Thereafter, a series of well-researched presentations came forward, which not only added value to everyone's knowledge but also showcased multi-dimensional opinions of the budding talents. Critical questions from the judges were well-directed towards the practicality of the theories proposed and situational cases, which were appreciated by the audiences and further complemented by prompt answers from the participants.
A transparent process was carried out by the judges to decide upon the winners. NLDIMSR was applauded for bagging the 1st prize of Rs 30,000 followed by SIMS, the runner-up, who won Rs 20,000.

The event ended with a vote of thanks by the faculty-in-charge of Utkarsh Committee, Dr. Nitin Sharma. A positive result was achieved through united efforts, as the event ran smoothly and proved to be a great success.

ANVESHAN
(The Research Segment)

N. L. Dalmia
Institute of Management Studies and Research

HR CONCLAVE

"Survival & Revival:
Managing and Leading Organizations in Crisis"

Saturday, 10 October, 2020 | 10:00 AM (IST) Onwards

Dr. Debi Saini
(Keynote Speaker)
(PhD Delhi | GPHR, SHRM-USA)
Emeritus Professor of HRM - IIM Ranchi

Dr. Damini Saini
(Speaker)
(PhD FMS, Delhi)
Assistant Professor (OB/HRM)
Indian Institute of Management Raipur

Dr. Rahul Kamble
(Speaker)
(PhD, TISS)
Assistant Professor (OB/HRM)
Indian Institute of Management Kashipur

Ms. Ameeta Walawalkar
(Speaker)
Head HRM & Administration
SVC Cooperative Bank Ltd

"Anveshan" the research segment, with a keynote speaker and paper presentations by academicians to explore trends, their scope and scale of use to transform HR functions. The purpose of this special research segment this year is to stimulate thoughts on the theme but not limited to the recent developments, approaches, and directions for HRM. Annual HR conclave 2020 commenced on 9th October 2020 and Anveshan- The research paper segment was scheduled on the second day of the conclave i.e. 10th October 2020

The purpose of Anveshan as a special research segment this year was to stimulate thoughts on the theme Survival & Revival: Managing and Leading Organizations through Crisis. The event started with a keynote address on transformational leadership by Dr Debi Saini (Professor Emeritus IIM Ranchi), followed by research on how HR operating model will look like in the future by Mr. Ajay Venkatesh (Associate Director, People & Change Advisory KPMG), followed by Dr Damini Saini (Assistant Professor, IIM Raipur) who covered holistic approach of leadership in current crisis situation, and lastly by Mrs. Ameeta Walawalkar (Head HRM & Administration, SVC Cooperative Bank Ltd) who gave a wholesome view about current requisites, analysing issues, HR to do and refreshing the outlook as a survival kit to deal with the organizational crisis.

Dr. Debi Saini discussed about the relevance and importance of transformational leadership in this hour of crisis and the need to build a sustainable model.

Mr. Ajay Venkatesh shared the consultant's view of what is happening in the industry and what future of HR looks like. He explained in brief how the entire workspace landscape is changing.

Dr. Damini Saini covered the holistic view of leadership and She focused on characteristics of leaders required to cope up with the crisis. The way she covered the skills like acting with urgency, transparent communication, taking responsibility, focus on problem solving and the most important maintain the clam and compassion through the difficult times was enlightening.

And lastly Mrs. Ameeta Walawalkar started with emphasizing on the multi-faceted role of HR. She discussed about the theme by dividing the whole concept in four parts - about current requisites, analysing issues, HR to do and refreshing the outlook.

The event was concluded by the technical summary presented by the faculty in charge Dr. Kanti Mohan. In all, the students and faculty members had an enriching and enlightening experience about the theme. The esteemed speakers enhanced the existing knowledge of the students through their research and area of expertise to enable them to emerge as successful leaders and thrive through any organizational crisis ahead in their career.

Ms. Sunita Bhuyan
Violinist
Chief Mentor
Atos Prayas Foundation

On 21st November, 2020, the N. L. Dalmia Institute of Management Studies and Research conducted a workshop titled, "Sahakriya" by renowned violinist - Ms. Sunita Bhuyan.

Ms. Sunita Bhuyan is an eminent HR professional who trains executives on leadership and change through the medium of music, from CEOs to students in premium management schools across the world.

Her album Bihu strings by Times Music is the only album of folk on the violin. "Sahakriya" workshop helped students to understand Leadership values, change & teamwork through the medium of Music.

Greetings on
Indian Navy Day
We salute the guardians of Indian waters
and their families on this occasion

INDIAN NAVY – 'A WAY OF LIFE'

TALK BY COMMODORE R K SINGH, COMMANDING OFFICER

INDIAN NAVAL SHIP HAMLA

As a part of celebration of Navy Day, N.L. Dalmia Institute of Management Studies and Research organized a talk by COMMODORE R K SINGH, COMMANDING OFFICER

INDIAN NAVAL SHIP HAMLA, on December 01,2020.

The event started with introduction of speakers by CEO Mrs. Seema Saini Ma'am, followed by very helpful insights of Arunima Ma'am on the procedure to join the Indian Navy.

The event was then taken forward by a Question and answers session which provided us with greater insights and holistic knowledge about Indian Navy. Students shared experience towards the end of this wonderful and insightful session with a clearer vision, more focus and a refreshing perspective of not only our formidable Indian Navy but also life as a whole.

A few virtues that were definitely a take back from the session were determination, valour, courage, diligence, perseverance and an unyielding will to serve and protect the nation and its people at all cost.

The session concluded with a Vote of thanks.

Ms. Babita Baruah
Managing Partner,
GTB India

On 8th October 2020, NLDIMSR was privileged to host Ms Babita Baruah (Managing Partner, GTB India) to speak on "Impact of Celebrity Endorsements on Brands". She enlightened the students on various topics catering to the branding and advertising aspect of marketing. Further, she answered and discussed the question, if celebrity endorsements still influence consumer purchase decisions. She also gave invaluable insights on the changing dynamics in consumer behaviour and how the recent turmoils caused due to the celebrity scandals affect the brand image and loyalty of the brand, and the brands coping techniques during the scandals. The students got the opportunity to interact with Ms Baruah by expressing their curiosity through the Q&A session.

Mr. Saurabh Nath
Associate Director, Marketing
Kellogg Company

On 5th November 2020, NLDIMSR was privileged to host virtually Mr Saurabh Nath as guest speaker Associate Director - Marketing, Kellogg Company, India, for speaking on "Marketing of FMCG in the new normal". Mr Nath spoke about the functioning of the FMCG sector while introducing marketing concepts, including consumer insights and brand management, among others. Following this, he discussed the effect of COVID-19 on the world of business. He also gave our students insights into the various types of summer internships projects and how to proceed with them. The session ended with Mr Nath discussing some of his personal stories while also answering the questions of our students.

Mr. Ashwini Bajaj
CEO,"Leveraged Growth"

N.L Dalmia Institute organized an online guest lecture on 19th September 2020 at 6 o'clock via zoom which was delivered by Mr. Ashwini Bajaj.
Mr. Ashwini Bajaj holds multi-professional titles such as CA, CS, CFA, FRM, CAIA, CIPM, CCRA, CIIB, CIRA, and AIM. He is a trainer and also a consultant. His session focused on how students can make the most of an MBA. He imparted us with information on self-improvement skills to be employable.

Ms. Munmun Desai
Deputy Managing Director
Batlivala & Karani Securities

N. L. Dalmia Institute of Management Studies and Research organized a Seminar on Demystifying Debt Mutual Fund delivered by Ms. Munmun Desai on 8th August, 2020.
The session started with Ms. Munmun Desai explaining the basic of Mutual Funds and the importance of diversification. Ma'am explained to us the various options available wherein an individual investor can invest depending on his / her risk appetite i.e. Equity, Debt or Hybrid fund.
In the latter half of session ma'am explained to us why to choose Debt Mutual Funds, which debt fund to choose i.e. (Liquid fund, Ultra Short Bond Fund, Overnight Fund etc) and when to invest in them. Ma'am gave an informative brief on the yield and interest, the risk debt mutual fund carries etc. The entire session gave us a thorough briefing about Debt Mutual Funds and their benefits.
The session ended with an interactive Q&A.

Dr. Neil Sequeira
Vice President- Human Resources
and Administration
Kokilaben Dhirubhai Ambani Hospital

The session began on an interesting note by narrating few stories of how all the people in the country, irrespective of their gender, job and status, are going through so many similar hassles due to COVID-19. The speaker guided students about 6 C's that can be adopted by the HRs to make their employees feel better and also engaged in their work. The 6C's included Calmness, Communication, Collaboration, Community, Cash, and Compassion.Hence following these 6 C's an organisation can work effectively and tackle difficulties even in the pandemic

Mr. Sanjay Chandel
Senior vice president,Human resource
Sterling

"Learning is our personal responsibility", this is what our guest, Mr. Sanjay Chandel
believed in when asked how to encourage employees to take up L&D programs, which he rightly conveyed by saying that the Organisations need to focus on aligning their L&D strategies to their business strategies.
Key learnings from the session were:
It is important to have a culture of continuous learning
Employees must be provided with a platform to make use of these skills.
As HR professionals we need to focus on "enabling learning".

Ms. Teena Khanna
Digital L&D - Ecosystem and Enablement
Tata Communications

A guest lecture was organized by the expert talk committee on 10th September 2020 for the first semester students of Human resource specialization. An eminent speaker, Ms. Teena Khanna who has worked as a Tech L&D, Human Resource Lead and Training Manager in various firms, is an OD practitioner and also has her own startup, was invited by the committee to guide the students on "Working with human skills". . According to Teena, human skills are the ability to work with humans amicably and thus should be performed not only by HR professionals but everyone. The symposium ended with Q&A session in which various challenging and thought provoking questions were asked by the students followed by a thank you note.

Mr. Vishal Sawant
Talent Acquisition Partner ,Human resource
HDFC Bank

TA Talent Acquisition a term which we all are acquainted with as a function of HR not to be taken lightly as it plays a key role in either Making or Breaking a Company. As suggested by Vishal Sir, we the Students of NL Dalmia Institute were to look at TA with the utmost importance in the beginning of our careers. Sir not only enlightened us with all the Gizmos used to make TA an effective function but also showcased how this function has been under the hammer of rapid change.

Going through the pandemic how organizations should deal with crisis situations and how he handled the situation effectively. As we moved through the discussion sir also spoke about scenarios he faced in the organizations and the kind of inter-department movements organizations need to do in order to retain their employees.
Concluding the session sir spoke about the organizational hierarchy and how the culture builds in the organization. Sir also shared his views on how the upper management is responsible to imbibe all the cultural values which eventually trickle down to all levels of employees.

Goonj invited our esteemed alumni **Mr Parin Pandya**, Head of Content Programming at Star TV on 16th January for a conversation that spanned for two hours ranging from the intricacies of the Indian media industry, integration of technology in TV Broadcasting and tips and learnings for the upcoming MBA graduates.

1) How would you briefly describe content programming and a key quality or attribute for making a career in the field?

Programming can be classified into 2 parts, the first one is where you produce content, and the other is where you acquire ready-made content.

Every movie channel, some GECs like comedy central, Star World, etc. are examples of acquired content. Hindi GECs are an example of producing content. Most important thing in both is to understand the pulse of the viewer. And that is the most critical aspect. Quite a few shows that we acquired for Comedy Central or for Colors Infinity that worked in India didn't really work abroad, its because the Indian viewer is very different from the audiences abroad.

2)Do you think AI can play an important role in program scheduling and production?

Programming? Very unlikely but some people in production definitely use it. From what I've heard from people in the industry who work on shows, they do use a lot of the information which is out there to tweak the storylines of their shows, for example, if the protagonist of the show cries and the ratings go up then they will ensure that he or she keeps crying. But this is after you have made something, Programming is more gut oriented and therefore shifting to AI completely will not be possible at least in the near future as a lot of factors are not possible to include in AI.

3)Is Social media and Digital marketing a completion to the TV when it comes to Advertising in India?

I think digital marketing is mainly competition for the English genre, because the kind of audience they cater to is very similar. Mass channels are a different ball game for an advertiser. The reach is great on mass channels hence an advertiser is more worried about his ad being shown on TV on such channels. We talk in very different numbers here.

I've seen times where sponsors have come on board on and they don't really care about if we give them a digital plan or not, we say this is the kind of exposure that you will have, this is the kind of integration we can give you and they are more than happy to do that on TV. And if there is nothing on digital they're fine with it, because the audience reach is high on TV when it comes to mass channels. When the same brand goes to the English Channel, their demands change a lot. They will say, "I want a social media presence, I don't care about the TV presence. I want you to post five times a day" because the people who these niche channels cater to are the people the advertiser wants to reach out to.

4) Your tips to the forthcoming batches on varied skills and tools required to enter the production and programming industry?

Passion for content. A lot of candidates come and tell me that they love content, and they want to work in the content team but the basic thing to understand is the difference between loving to watch content and finding insights while watching content that can be useful to get better ratings. A lot of people love watching but how many can actually give an insight saying if you do this, if you change this particular thing, it will work?

So read about ratings/shows, see what is working on TV, if you really want to get into content programming. Start developing a gut for content. You also have to watch all kinds of shows/movies and not have any bias. Programming is a lot of hardwork and one needs to have a lot of patience to go through everything that is out there without bias and select the right ones.

A lot of money is riding on a call of a Programming person(which a lot of time is gut related) so it's important that one picks more rights than wrongs and develops a strong gut for content. Keep yourself updated about anything and everything that's related to programming. Figure out how is a show produced? Maybe visit a set of a show see exactly what all goes behind making one. Marketing students (MBA) I believe have to put in a lot

of hard work. Because there is no rulebook and one has to constantly adapt depending on the field you choose in marketing. You can't sell the same product in the same way. People are constantly changing so you will have to work very hard.

> " When you enter a media company, you just have to start with a clean slate and have to adapt every day, I still do. After all these years I can never say that I know everything about programming.

5)Do you foresee a change in networking patterns? If yes, what are the effective ways an MBA graduate can build their network?

Networking pattern has changed a lot over the last one year. Earlier it was a lot easier to network but now it's slightly more difficult. There are various platforms where the students can meet and interact with people working in the relevant industry. I am sure all of you are on LinkedIn. Zoom sessions are very common now so take advantage of it. Earlier if someone wasn't able to travel to interact with students, now they can do it easily over a Zoom call. Reach out to as many people

now because they don't have to waste time travelling, they just have to give you a few minutes of their time which is much easier. Conduct regular seminars and invite relevant people to talk about things happening in their industry and keep in touch with them. Networking is the most important thing in any industry.

6) While choosing our summer internships, which according to you should be our priority, Brand or work profile? Also, how does our internship affect our placements?

It's an individual call as both have their own pros and cons. Just be smart and adaptive and you'll make it work whichever you choose. Just remember that Marketing is understanding your consumer and your consumers will keep changing so keep an eye on the changing behavior pattern and make sure you catch the trend early.

No matter what you choose, just remember to be a good student of the category and learn as much as you can. Try to do multiple internships so that you can eliminate/select the one that you really like as your full-time job. If you have relevant internship experience then it definitely helps but that doesn't mean that the ones who don't, don't stand a chance. If you are smart, every organization will want to hire you.

CONNECTED MOBILITY – Virtual World in Automobiles

Anuj Dound
Chief Manager, Customer Loyalty
ŠKODA Auto Volkswagen India
Pvt Ltd.
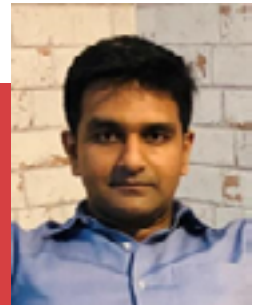
We are currently in the Information Age where generation of, and access to data is deemed to be prime. Processing such huge data needs automation and connectivity. As research on these two technological aspects keeps reaching newer frontiers, the applications will increasingly take over our daily use appliances. With 5G and IOT (Internet of Things) already present in homes and offices, automobiles are not far behind.

We read about ground-breaking technology being introduced in automobiles every day. The focus is on how this technology will be used and what are its implications on the major stakeholders in the automotive universe.

While there are many processes and parties involved in creating the right experience, we will look at three major aspects where emerging technology will have the most impact:

The customer:

Gone are the days when customers expected a car to be a good-looking machine providing a comfortable, safe ride from Point A to B. Today's consumers are constantly looking for differentiating features in terms of virtual connectivity and a personalized ride.

The humble "stereo" has given way to touch screen consoles which connect the vehicle and its users to the virtual world.

Music, ambient lighting, seating position, cabin temperature – all can be personalized and pre-set even before one enters the vehicle and starts the ride. Once in the car, voice assistants take care of most of operations without the driver taking hands off the steering wheel.

In the near future, to enhance comfort and user experience, driving behaviour data will be recorded and analysed to supply best engine, steering, suspension, and braking response. Preferred driving routes can be suggested, including recommended stops like restaurants, grocery shops or maintenance breaks. In the unlikely event of any accident, virtual assistants will at once call out for support to ambulances, tow trucks or any other emergency services.

Overall, the new technology is being designed to provide drivers and passengers with a seamless experience involving utmost comfort and convenience which is paramount.

The product:

To provide utmost comfort and convenience, vehicles will need the latest connectivity and data collection infrastructure installed. Most of the technology and innovations we have seen in vehicles are under the hood and not directly visible to customers.


But considering new applications, equipment like LiDAR, radar, ultrasonic sensors, and cameras have become necessary. What is crucial is how these sensors are integrated and programmed through AI to provide a safe ride for passengers, other vehicles, and pedestrians.

Like phones and laptops, new-age vehicles will also be connected to the cloud, enabling real-time data sharing with over-the-air updates and predictive maintenance. IOT technology will enable vehicles to connect with other vehicles and traffic infrastructure to receive real-time information to give better driving inputs, avoid traffic and possibly prevent accidents.

All above innovations point towards a future with driverless cars that will take the concept of mobility to a different platform hitherto unimaginable.

The service:

Any product/service reaches consumers through a network of sales and service infrastructure.
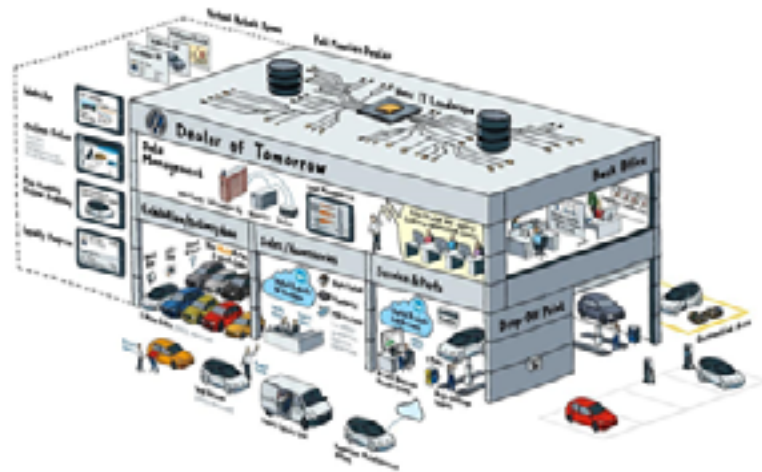
In the automotive industry, sales and service network plays a pivotal role in providing customers with much needed personal contact.

This experience is seeing a rapid shift towards online contact through virtual car viewing, on-call test drive and contact-less deliveries.

Considering this, it is important for the network to focus on superlative services and retention of customers to remain profitable. This can be done through studying vehicle usage data, pre-empt repairs and replacement and monetizing data, e.g., through variable insurance premiums depending on driving characteristics. It is equally essential to upskill the staff to work on new-age automobiles and manage virtual interaction with customers.

To conclude:

The automotive industry is witnessing some major changes unseen since decades. These changes have the potential to change mobility as a concept. With electric cars and driverless technology, vehicles will be moving data and computing hubs. It would be prudent to acknowledge these changes and upskill ourselves to serve in this new, dynamic, and virtual industry.

VIRTUAL IS REALITY

Milind Kharkar
Director – Marketing
South Asia, Middle East, and Africa
ACI Worldwide

Many of us might confuse 'virtual' with 'digital'. Let me explain as we progress in this discussion. However, what needs to be really looked at is how does a management institute or the students themselves gear up to face the newer challenges posed by the (so-called) pandemic!

I believe the pandemic itself is more 'virtual' than 'real'! But nonetheless, and contrary to popular belief, I would look at challenges as opportunities to do the same things – differently. Most often than not, we get carried away with the latest trends in fashion – and it has suddenly become fashionable to talk about the virtual world in almost all discussions and debates.

Organizations always focused much more on 'digitally connecting' with prospects and customers, the only difference in the last one year has been that its been at a full 100%! Does it serve the organizations exactly like they did their businesses a year back? Definitely not! As humans, from whichever race we are – business cannot be done 100% digitally or virtually!

I would urge you MBA aspirants to look at how more sectors have opened up and more so faster than they would have had the pandemic not struck us. Business confidence and outlook are looking up and positive, although subdued for now. Many new sectors are hiring – take the example of pharma and supply chain. There is almost a permanent flexible work policy which many organizations are drafting – work from home has become a norm rather than an exception!

> " I would urge you MBA aspirants to look at how more sectors have opened up and more so faster than they would have had the pandemic not struck us.

More than 50 percent firms have adopted newer and faster technology / automation especially in the banking, financial institutions, healthcare, and consumer goods. Automotive sales are at an all-time high – and contrary to popular beliefs, personal transport has become even more important than public transport.

I belong to the IT sector – almost for two decades now, and have seen the gradual spurt in consumption of content and rise in networking in the virtual vs the real world. Does that translate to more business for the sector – I very much doubt that. Is it effective – well, there is no option for now.

Will it change in the future – most trends have seen to traverse a full circle – so yes, there will be a shift again!

Today, receiving a personal and physical greeting card seems to be archaic but also a luxury as against the thousands of WhatsApp forwards wishing you a Happy New Year!

What has definitely been impacted is the travel and tourism sector – and they had to quickly innovate too – from all Villa properties to cloud kitchens to 'Marriott on wheels' – we have seen it all. Is it sustainable – probably not, but then the sector is bound to rebound!

What we need today is to learn how to swim against the tide. Acquire newer skills, be open to flexible work options.

That is the least one could do from a management students' perspective, and most important – grab opportunities that come your way – because there is no point in waiting for the 'perfect placement offer'. It may be a mirage!

IN-HOUSE MODEL – An Increasing Trend in Advertisement

Sayatan Das
Advisor, Market Intelligence
GEP

COVID19 has thrown the marketing world into a fog of uncertainty for the greater part of 2020 which will have indefinite ramifications in 2021 as well. Although the situation is improving day by day, albeit certain geographies are still encountering the virus menace as a second wave. With the announcement of vaccines which are akin to rains after a long dry period of intense drought, the general feeling of uncertainty and economic depression has given way to one of hope and encouragement. It is, however, with caution that the people in general, might evaluate the efficacy of the new vaccine by different institutions before their enthusiasm is validated.

Marketing agencies have faced the consequences as marketers have reduced their marketing budgets as a result of cancellation of sports and arts events and other planned campaigns.

Globally, more than 100,000 jobs are estimated to be lost in 2020 in the advertisement business. In this situation, marketers had to be more creative and stay relevant to navigate the business through this new normal. One of the key strategies and trends has been the rise and further rise of in-house agency model. As per a report from the World Federation of Advertisers (WFA) and The Observatory International (September), COVID19 has acted as a catalyst to bring advertising services in-house, with creative in-house agencies comprising a staggering at 57% among MNCs.

Similar to what was witnessed during the 2008 economic downturn, the marketers are channelizing their budget towards in-house which would have been perhaps outsourced during pre-COVID times.

The in-house teams bring greater transparency in terms of cost, integration, and have greater brand immersion which is an even more essential component of the marketing strategy.

Although outsourcing brings greater cost advantages in the long run, the in-house model allows for easier collaboration in the work-from-home scenario. Fortune 500 companies such as Nestle, AB InBev, Hertz, Unilever, P&G, Kimberly-Clark, etc. have adapted the in-house model partially for more than 5 years. Media powerhouses such as BBC and Channel 4 have worked closely with their in-house teams during the pandemic.

Not unlike the agency model, even programmatic media buying has shifted more towards in-house due to issues of efficiency and transparency in the market place.

The first and second types of work is especially suitable for in-house teams. Marketers that have already invested in cloud-based projects and digital asset management systems would stand to gain in deploying in-house teams.

In-house model works optimally in a collaborative environment where they can exchange their ideas with an external agency. This assures greater creativity and enthusiasm, and brings in a sense of sanity check to ensure the relevance and sensitivity of the brief

This has been practiced by various marketers in recent times, notable among them are Vodafone, Arla, and Renault. Vodafone, for instance, engages with Ogilvy (Holding Company is WPP), which works with the in-house team.

There is the "ebb and flow" model which allows for the right talent to be hand- picked for specific campaigns. However, it goes without saying that this kind of innovation would not be possible without the commitment (budget) of the marketer.

Thus, in-house agency model with various degrees or combinations of engagement with clients is a solution that smart marketers will tap into, based on an intense culture of trust and creativity.

WHEN VIRTUAL IS THE NEW REALITY

Vikas Dua
Chief HR Mentor
Attayn and BRICS - CCI Advisor

Clearly, it's a different world today. The pandemic has forced our hand across all aspects of our being. The corporate world is no exception. As a practitioner in this space, it's almost as if one is seeing a combination of 'Star Trek', 'Minority Report' and a host of other sci-fi blockbusters play out in real life.

Instantly connect with someone on video halfway across the globe? Done.

Click a few buttons on your keyboard and see the 3-D graphs come to life? Done.

Stuck at solving a problem and want to bring in an expert from a gig platform to assist? Done.

These are only a few basic transactions that are happening day in and day out within companies, as they ensure that their wheels keep moving. After all, in the year 2021, it would be foolhardy to hibernate like Rip Van Winkle. Today's dynamic economic climate does not afford us the luxury of stepping off the pedal, at all.

The corporate world has therefore, with great agility, leveraged the technologies available to it to ensure that the collaboration and connection we were used to, is not hampered in any way. Thankfully, these technologies have enabled 'virtualisation' of the interactions that enable businesses to conceptualise, produce and then sell their goods or services.

In doing so, corporate leaders have also realised that there are inherent benefits of this new 'virtual' approach as well. The benefits of this approach are far ranging - from faster operational delivery within the organisation to a lower carbon footprint that the reduced travel has led to. And gradually, as the pandemic spread forcing us to reinvent, in each successive month, we have found fresh ideas taking shape in the world of business.

In line with the same, 'Standard Operating Procedure' (or SOP) manuals are being redrafted. The mantra while doing so is to utilise the new practices, integrate the latest technologies (that the budgets allow). Company officials now expect their people to have noticeably clear job descriptions and well-structured performance tracking measures. They stitch in appropriate

technology frameworks will allow managers to drive and measure deliverables more accurately, leaving out the ambiguity which has been a huge bane in the past.

One thing HR leaders need to keep in mind, however, is that under the garb of 'virtual work', the boundaries between work and personal time do not get blurred. Immediately, post the lockdowns and the initiation of Work-From-Home (WFH), psychologists have seen a rise in the number of professionals whose mental health has been compromised. The 'Always On' mode may work for computers but it surely isn't appropriate for people. A healthy balance between work and personal life has been the ask of professionals for some years now. Today, with remote working opening many more doors for professionals, they have begun to realise that remaining wedded to an organisation is no longer essential.

Especially, not at the expense of one's own wellbeing. Thus, HR leaders are now designing what are being called the 'Blended Workplaces of the Future'. These places are a mesh of distributed work centres including homes, company-owned premises, co-working spaces and even, coffee shops!

They enable workers to choose the mechanisms of how they operate and ensure they deliver. They facilitate collaboration where required and support everyone's safety across the spectrum.

And therefore, like they say - the 'genie is clearly out of the bottle'. It's time everyone embraces this new model of working and collaborating to continue furthering innovation in our lives. After all, our responsibility as humanity is to charter new frontiers – something that Captain Kirk from Star Trek would surely guide us to do.

WORKING IN THE NEW NORMAL

Srinivas Chunduru
Founder - VANS Group
Investing |Skilling | Advisory

Life in an airport was my blog till this March. 15 flights a month, 150-200 days of travel was a routine for me for years. Come March, most of it has changed. "Man is by nature a social animal…" said Greek philosopher-politician Aristotle over 2000-years-ago. His words may never have been more relevant than they are today, social distancing is in my view a wrongly used word, physical distancing seems right, since socializing has not stopped. From face-to-face meetings and conference room bonding to Zoom/ Teams is the only change. Sounds so simple... is it that simple?

In the workplace, the shift to remote work. A space that can adapt to the needs of the company and the employees with an unlimited supply of meeting rooms, chairs, and tables, a virtual office can be one thing in the morning and something else in the afternoon, it can look one way to one person and completely different to another.

There is also nothing to clean or maintain, no commute times, no parking problems, and so on. Whether it lacks some intrinsic need for physical presence and interaction remains to be seen, but the technology can likely advance to overcome that and humans can also adapt to a new way of working.

It is extremely important that a new set of norms and self-discipline must be adhered to. While working virtually, employees and all stakeholders must adhere to a set work routine as they would while working physically in an office and maintain a fine balance between individual flexibility in terms of timing and collective team work to deliver desired outcome from coordinated working.

The organisation and the management will need to place the onus on making sure that team meetings are organized regularly, tasks are delegated efficiently and timely feedback is provided to team members. This will ensure that operational tasks are completed on time and performance standards are not compromised

Management should also play a mentoring role in helping their subordinates to embrace this crucial organizational change and make migrating to a remote working environment, an enabling and smooth process.

A few advantages/ learnings/ blessings in disguise we realised during this period are:

1. Geography is history and hiring has become more universal and our ability to hire from across crossed the mind block of "place of work" and hence, unlimited opportunities

2. Delivery mechanism for various projects, trainings and consulting assignments has slowly moved from "onsite" to "remote" and hence, a massive cost advantage for delivering the projects

3. Innovation in ways of working and delivering to undo the disadvantage of limited face to face meetings

4. Emergence of Gig work force and acceptance of the same by the corporates

5. Digitalisation and extensive usage of technology for better efficiency

There are always opportunities in adversities and during this pandemic we have two options, to look through the lens of "scarcity" and worry about growth or wear a lens of "abundance" and quickly adapt to the new norm and innovate.

Creators' Corner

-Kindly click on the icons to be directed to the respective links

I co-founded an art Curating platform called "Empty Canvas online" as an endeavour to shine light on independent artists with different mediums of creative expression, As a Musician I've performed at various festivals, produced numerous videos and published my music to major streaming platforms.

-Ayush Joshi , PGDM Marketing

links:

Hello, I'm Niraj and I'm a big foodie ,my passion for food lead to the creation of my blog '"TheSpicyHogger". Currently our family consists of 6000+ hoggers both on zomato and Instagram. My Instagram Post's are really famous for the captions I write alongside the posts and that's why our tagline is "come for the posts and stay for the captions"

-Nirajkumar Bhanushali, PGDM Finance

links:
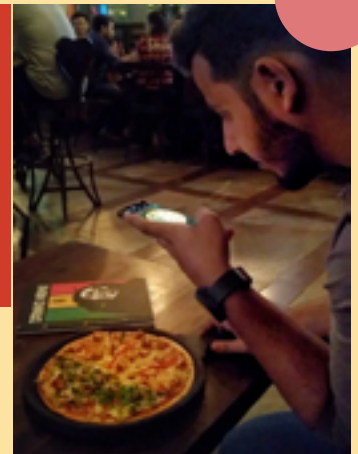
Vtwist is a dance page created by me and my sisters in lockdown. We all love to dance. Its just a small effort to bring our talent and creativity out to the world.

-Shweta Pednekar, PGDM Marketing

links:

> I play lead guitar for a thrash metal band called Sabotage. This project gives me an opportunity to express my feelings in the form of music. We have written 4 singles and an Album which we sold commercially across the globe. We have written songs on various topics. Our music has been featured in various global webzines like Unite Asia, Rolling Stones India etc. and is available in all major streaming platforms!

-Yash Pujari , PGDM Marketing

links:

> I am a trained Soft Skills Trainer and I love imparting knowledge related to soft skills. With the same intention I started my YouTube channel with the name "The Professionopedia". On this channel you will find content and videos related to different topics of Soft Skills like How to Communicate effectively, Tips on Body Language, Conference Call Etiquette and many other topics.

-Poornima Nagare , PGDM Human Resourcce

links:

> I have been writing blogs since a year now. I was always full of ideas and fortunately, my creative mind responded to it and I ended up having a WordPress account and my writing journey began! And since then, I have never looked back. I feel, alphabets and words acts like a bridge that leads me towards a happy place named 'satisfaction'.

-Shubham Dolas , PGDM Finance

links: **WORDPRESS**

Vishaldev Kadam
Year : 2020-2022
Specialization : PGDM Marketing

2021 E-COMMERCE TRENDS FOR THE FOOD AND BEVERAGE INDUSTRY

Due to Covid-19, people got concerned about their eating habits and safety of supplies. The nourishment and nutrients provided by any product, and, an increase in awareness of hygiene and safety has changed the buying trends in the food and beverage industry.

People are becoming more brand conscious and are also very curious about the product's source and the packaging standards used for the delivery of the product.

Up until the year 2020, we saw a gradual growth in Ecommerce for the Food and Beverage Industry due to technological updates and digitalization, Big Ecommerce players like Amazon, Grofers, Big Basket, etc. were growing at normal pace however, post Covid-19, there is a historic growth in Food and Beverage industry. Companies leveraged this situation and started giving sweet deals along with the no-contact delivery options to the consumers.

Due to lockdown, even the small retailers switched to digitalization and ecommerce and started selling online as shops were closed and the consumers had to stay indoors.

Here are some emerging trends that we saw in Ecommerce industry:

1) Contact-less delivery

Contact-less delivery is a service where a product's end to end hygiene is maintained to the highest safety standards having minimum contact with the product by using tools along with the door step delivery without human interaction.

Covid-19 is all about social distancing and minimizing physical contact. Thus, Ecommerce giants have started promising contactless delivery to the customers.

They would notify the customers that the products have reached at their doorstep with all the safety measures. This new touchless experience was well received by the customers as the risks were minimized. Even when the vaccine is on its way, people trust this method for their own safety.

2) Curbside pickup option in Ecommerce

Curbside pickup is a service where customer can collect the ordered products or groceries from a location as per their convenience. Many retailers who were forced going digital also started such services giving an option to the customers.

Players like Dominos, Pizza Hut resumed their operations with Curb side pickup options for the customers and since then there is a constant growth in sales.

3) Inclination towards brand authentic products

Customers started relying on branded products as they were the safest options in the pandemic. With nutritional value provided and safe practices during manufacturing, customers trusted brands over local products. Customers started piling up and storing food as a precaution.

Brands took advantage of this situation as they were trusted. They started placing themselves on Ecommerce and enhanced their presence more, thus changing the buying behaviour of customers.

4) Live streaming/ Direct selling to customers

Live streaming is a service where customers can see the real time production, manufacturing, cooking, reviewing of any product, etc. and then ordering it at the same time by the means of various social media channels.

In coming years, Live streaming will transform the customer buying experience and will become an important platform for shopping.

5) Ecommerce through Social media

Ecommerce knows that their customers are on Facebook and Instagram, with more than 2.4 billion active users on Facebook. Even small retailers have started positioning themselves through ads and posts along with the new shop features launched by Facebook & Instagram.

In this lockdown, where dine-in restaurants were closed. Food industry via Ecommerce grew at a faster rate. With integration of Live streaming, live cooking, fresh delivery and various delivery options, social media sites became a place for shopping thus impacting buying behaviour.

Thus, these emerging trends have inclined the consumers towards digitalization, and at the end more towards convenience. Nevertheless, only time will tell how much sustainable these trends are depending on the customer's satisfaction and buying experience.

Sana Taha Yaseen
Year: 2020-2021
Specialization: Global MBA

HOW HAS COVID19 AFFECTED THE WAY WE COMMUNICATE?

The novel coronavirus has certainly turned our lives upside down. The year 2020 has been overwhelming for all of us. From our work lives to our personal lives, everything has been affected by it.

Virtual communication is not easy and we cannot take it for granted. Adapting to anything new requires conscious thoughts and efforts, and it takes time to register in your subconscious memory. Let's say when you are riding a bicycle back to your home, you don't have to think of being on the correct lane to take a left; you just do it. So, getting used to this kind of communication must have been strenuous.

But how has it affected us? And will it be possible for us to get back to normal once the pandemic ends?

There were various online platforms used this year for communication. However, it was not as effective as it used to be in-person. That's because usually on video, the region below the shoulders is not visible and it confuses us as to how the person is feeling without knowing the non-verbal cues.

The world leaders, education sector, health sector, and various other sectors adopted technologies to interact with each other.

Two researchers named Ella Koeze and Nathaniel Popper revealed data to "The New York Times", which shows us a sudden rise of online users on applications like YouTube, Zoom, Google Duo, and many more. Due to severe steps taken by the government to impose the lockdown, schools and offices were shut, hospitals gave preference to patients infected with the coronavirus, and people worked from home.

Although working virtually can be extremely excruciating because of various kinds of distractions, time-sucking collaborative meetings, decline in company culture, different time zones and so much more.

A person could be misunderstood by arriving late in a meeting, as ignorant or not giving importance to it. Whereas, he could be having internet issues at his end. Similarly, a person living in a 12-hour gap time zone won't be able to give you an immediate reply.

Looking at the bright side of it, tele consultancy was used to treat patients on video and audio calls; scientists formed various groups on Skype to educate young children and adults about science and technology by interacting with them;

students of all age groups attended online classes. Companies who had difficulties managing time zones inculcated an application called "Every Time Zone" which helped them in choosing their sweet spot time for their meetings. People who come from rural areas were educated about sanitization, face masks, disinfectants through social workers on video calls. There were sessions taken up on stress management and domestic violence.

These sessions not only helped them to take information but also to know what people think about the current scenario.

In my opinion, getting back to normal would be a slow process, but it won't be tough. We will all be pleased to interact face-to-face rather than virtually. Nevertheless, we all should be mindful and make the best use of what we have in hand. Today, it's the coronavirus; tomorrow it could be something else.

Tanaya Phasate
Year : 2020-2022
Specialization : PGDM - HR

VIRTUAL TALENT AQUISITION

One thing that this pandemic has done to everything is transforming them to as digitally as possible. One positive change created by this virus is shifting and making the majority of the population tech friendly.

Same shift occurred to the HR domain who was proactive in managing its people in and out of the organization when this whole working culture was in turbulence. HR people fastened their seatbelts and took a flight with scarce resources they had in their hand to make this journey of transition as smooth as possible for the employees.

This Digital drift was also seen in the process of talent acquisition. All acquisition and management activities were carried out virtually. Thus before getting totally into these shoes it's important to set a vision and break down any unintended barriers before beginning your hiring process

Let's understand what this 'Virtual Talent Acquisition' actually is. It is a process of hiring that takes place online with help of technological tools without meeting the candidates face to face. The employers make use of video interviews, virtual events, surveys, and assessments to evaluate their applicants remotely.

These online interviews happens in two ways –
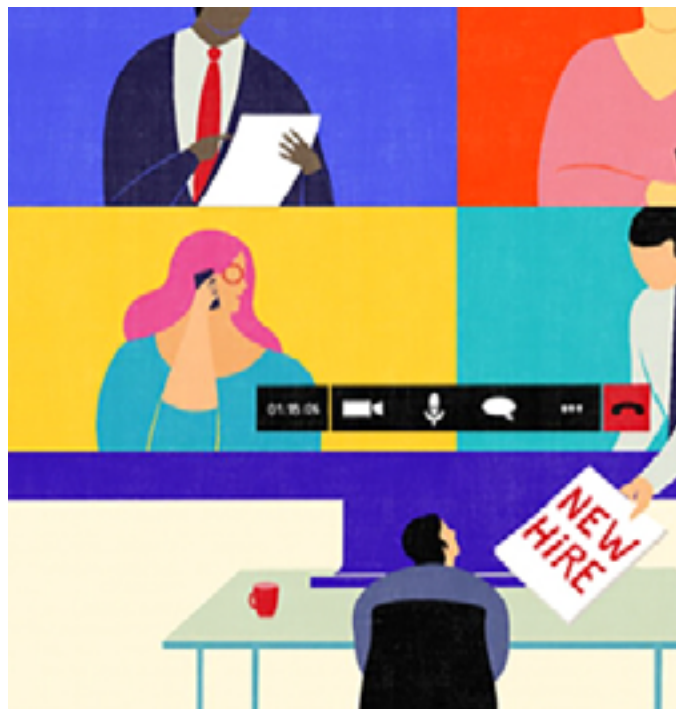
Either the candidates record themselves answering pre-selected questions and submit the recorded video to the recruiter.

Or the most common method where a live, two-way video communication between the recruiter and candidate takes place.

I came across an interesting fact while surfing online which stated that nearly 84% of talent acquisition teams are currently adapting to the process of working remotely. So why not just take a glance at some of the benefits of this restructured process of hiring.

1) Ensures that recruiting continues even in difficult situations

These COVID 19 norms have made most of the teams to work entirely from their homes. By having a virtual recruitment process in place, you can continue to hire and onboard new staff.

2) Accessibility

Eliminating the need to commute to a physical event, a candidate can participate in an event from the comfort of their own home. This gives more candidates a chance to attend a virtual hiring event than a physical one.

3) Wider reach with reduced cost

Along with the advantage of tapping the audience at the larger extent, it zeroes down the overheads of travel, venue fees, and catering incurred in the physical events.

4) Saves time, increases efficiency

More number of candidates can be scrutinized in a short span of time using either of the ways stated above for interviewing. As long as there are no improper internet connections or technical glitches, the whole process is smooth with less chances of turnarounds.

It is certain that these changes are there to stay and will now be frequently used. Although this virtual process seems to be simple, organizations have to keep some points in mind throughout the hiring process such as diversity, equity and inclusion practices don't have to stop after hiring and be sure to frequently set expectations for timing, messaging, culture, team dynamics, etc.

Also, the HR team should make a provision to overcome the challenge of new candidates without actually coming to office still feels culturally comfortable with teams by giving them enough opportunities to ask and interact and make sure candidate engagement is right in the focus of every activity practiced.

Kanchan Patil
Year : 2020-2022
Specialization : PGDM - HR

HUMAN RESOURCE ANALYTICS

The need to manage the data comes hand in hand with the ever-increasing workforce to meet the targets and goals of the organizations. The method of data analysis takes data that is collected by HR and correlates it to HR and organizational objectives. This helps in providing measured evidence of how HR initiatives are contributing to the organization's goals and strategies.

HR Analytics Tools:

R: R enables you to work with much larger datasets compared to, for example, Excel. R has a very extensive library with R packages. These packages are easy to install and allows to run virtually all statistical analyses and create beautiful and comprehensive visualizations. For example, the caret package which enables you to split data into training and testing sets to train algorithms using cross-validation.

Excel: Pivot tables do a great job in summarizing large quantities of data. Pivot tables and the VLOOKUP function which makes it easy to merge two data sets; practically enables you to do HR analytics in Excel.
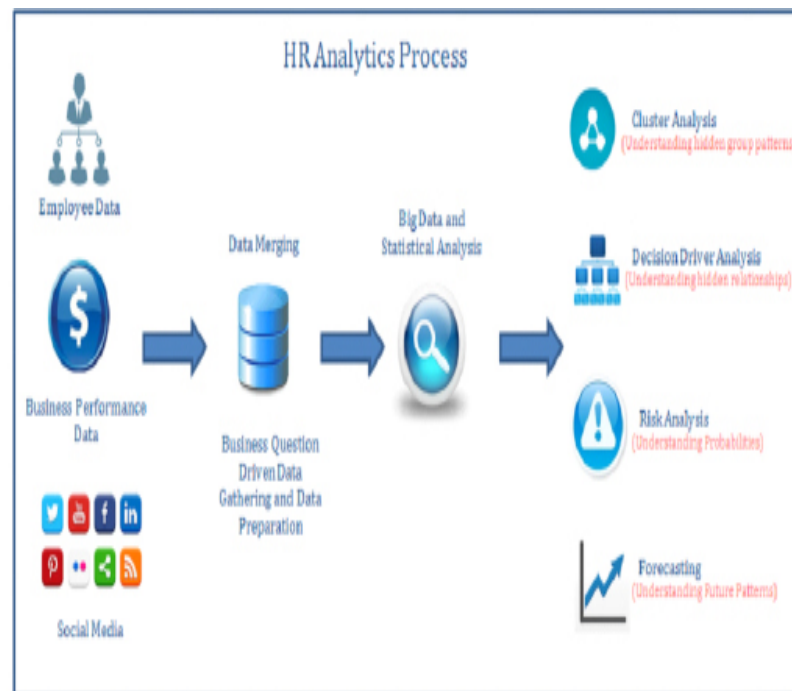
Microsoft Power Business Intelligence: Microsoft's Power BI makes the aggregation, analysis, and visualization of data very simple. It's easier to connect to multiple source systems, like SQL databases with people data, a live twitter feed, or machine learning APIs through Power BI. All these different data sources then integrate in Power BI. This simple aggregation process enables you to combine multiple data sources in one large database suited for reporting or analysis. The consolidated data can then be used to create a pivot table.

SPSS: SPSS is one of the most commonly used HR analytics tools in the social sciences. Due to its user-friendly interface, you're able to analyse data without having extensive statistical knowledge.

When you combine and analyse vast amounts of data, you will use different tools such as R or Excel and when you want your output to be displayed on a dashboard which SPSS is efficient at. For creating dashboards, tools like Power BI, Tableau, or Qlik can be used.

Successful companies using HR Analytics:

Walmart:

The focus of Wal-Mart is largely on capability metrics, helping the business determine if processes are being rolled out the way they were initially designed to.

The corporation also has a primary focus on employee turnover and movement as it relates to their workforce metrics. This adds into their effort to monitor customer experience and sales as it aligns their HR analytics data to their larger business metrics.

Wal-Mart uses people analytics in such a way that enables them to illuminate roles and career paths for their employees, especially in relation to talent development and capability. Thus, the outcome is improved performance, efficiency, and greater success in virtually all the company does.

Google:

While Google's HR team (now known as People Operations) uses HR analytics to look at productivity metrics to gauge effectiveness; Google uses analytics by regularly surveying employees, checking the pulse of the workplace to consistently improve it. They use the feedback (data) to optimise the numerous areas of its people processes and align them with their working culture.

As a result, they have many engaged employees with an average participation rate of 90%, ultimately showcasing their success in improving business methods and morale.

Ankita Verma
Year : 2020-2022
Specialization : PGDM Finance

MY TENANT AUNTY TEACHES FOR III A

I don't know how else to address her when you ask me "Who is she?" I tell you she is my tenant aunty, she teaches English at a school in Byculla, she is hardworking, loving and kind, she is 53 years old, she acknowledges my help by feeding me with mouth-watering chicken, she doesn't find cell phones and laptops user friendly, she misses her traditional mode of teaching although that would take travelling for 4hours each day. She says I don't have kids when I am home but when I am in school I am mother to many.

I recall her panicky face, when she came home for the first time, she kind of looked lost and helpless as she apparently failed to fill an online application due to poor network and had shed tears over the form submission.

She said she didn't want to come across as someone who wasn't trying, while other teachers managed to do the formalities. We filled the online form together as I tried to explain whatever little I could. In the coming days, we ended up bonding while preparing multiple google test forms and fixing recorded lecture videos for her students (snippet from one of her videos inserted).

She would learn things and try them and bless me every time she would succeed in some technical task.

Once she narrated the incident wherein uncle got her this white board and would hold the
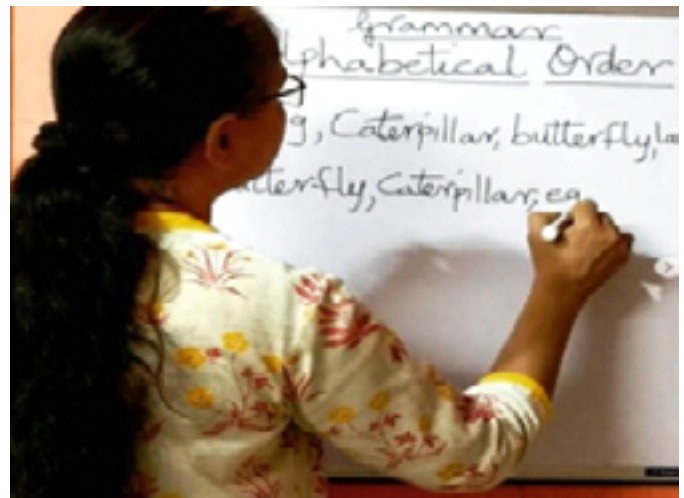
camera to record her lectures, they ended up making dependency look beautiful to me.

Few days back, I renewed their d2h service online, only to see them enjoy their shows later. She tells me, accessing digital services is difficult as we don't have kids to guide us. I didn't know I only had to have little knowledge to recharge online to make someone happy. Maybe we do not need anything in excess to make things better for anyone, we are already blessed in abundance and we fail to realize our blessings.

In this lockdown I read about a 55-year-old teacher and his first virtual class. I was happy to know that he at least had his daughter to help and guide him. The article spoke about him shivering & staring at the screen while trying to be comfortable in a live session followed by the narration of indecency by one his student broke my heart.

He tried to control the act by scolding the anonymous student and ended up feeling humiliated and uncomfortable to an extent that he was left in tears.

I see a teacher trying to make it work each day, with not so user- friendly phone and technology. I still witness days wherein a teacher gives up and says had I been in school I would have been less stressed. But I also witness days where I see this teacher with the joy of handling a google test form all by herself.

There are few who are still learning to cope with the struggles of new normal.

Maybe because they know that their only way out is through it.

Aakarsh Bedi
Year: 2020-2022
Specialization: PGDM Finance

REBOOTING TRADITIONAL LEARNING VIA VIRTUAL

Ever since the human race came into existence education has been the paramount factor that has played a vital role in distinguishing the human race and its transition in the world.

Education is a powerful weapon that aids an individual to face the misery and adversities of life. Education is the first hope in the pathway for dreaming development and prosperity. It allows us to find meaning behind anything and everything. Hence for the benefit of the world at large just like food, clothes and shelter the magnitude of the definition of basic amenities should be expanded to include compulsory basic education for all.

"An investment in knowledge pays the best interest"
– Benjamin Franklin.

Aristotle also says that "Educating the mind without educating the heart is no education at all". The relevance of education should not be limited only till mugging up of concepts and lessons rather it must manifest its horizon and reflect the ethereal light in one's character and values.

Education is the tool for progressive discovery of the actual potential of mankind.

Every physical thing in this world has a shelf life but education and knowledge are something that can never become obsolete, as it happens with other goods and services;

education has also innovated to find its true and outright potential and one such innovation is the Virtual learning (E-learning) concept where the synonym for study hours is screen hours. With Covid 19 outbreak people were enslaved and hence they had no other choice than to accept the concept of Virtual mode of learning. As a coin has two faces so is the case with this virtual world it has its own pros and cons, where if the aftermath is found to be beneficial the world and the education trends will reboot completely to blend the virtual mix with its traditional forte.

Virtual Education has been a great resource to sponsor and promote creativity in all fonts. Byju Raveendran was amongst the first in our country to visualise virtual education. He said and I quote "We want to Disney-fy education; make learning a Disneyland of entertainment for children by taking out fatigue associated with learning". Today Byju's is the first name when school children talk about E-learning.

Another revolutionary phase that the pandemic has incorporated is the "Work from Home" culture. Many companies which earlier could not accept or visualise the potential of work from home had to reboot their policies and work structure to assimilate the business environment and thus act as per the need of the hour.

Though there is an ongoing debate with regards to the efficiency and quality of work associated with this concept but many mammoth and elite corporates like Google, Amazon have accepted the new change with open arms and deployed the best-in-class security systems to ensure data confidentiality, enhanced bandwidth, and other The

facilities for employees, and even compensating employees for work from home set up.

The crux of the matter is that "Virtual is the new trend" that has the potential to dominate the world, we all are reeling with fast paced turn of events whereby shifting paradigms to virtual mode is the most effective key to answer the questions that seemed unanswered when the lockdown started to enchain all of us. This virtual world has ensured that we all find new ways to be in the community, to be together and to uphold one another through our work.

Priyanka Sahoo
Specialization : MBA HRM
College : Xavier institute of Management Bhubaneswar (XIMB)

VIRTUAL IS THE REALITY

"We cannot re- write the chapters of history already held in past,

But we can learn from them, evolve, and adapt.

The new normal may be about making virtual world the new reality,

But constant rework and revamp is what we require to succeed."

This pandemic has been a game changer. It has acted as an external trigger for every industry to evolve and think out of the box. We used to think that, we are technically revamped but this pandemic made us realise that even technology needs to be reworked and come up with ways to ease the user inference. Moreover, tech also needs to look into easy availability in every domain be it remote or urban.

Covid-19 helped organizations look at the gaps such as overt human dependence, technology implementation but poor adoption and biases that came in the way of real implementation. All of these will be stories of the past and technology- led innovation will lead the future. Currently, every leader looks at work from a different perspective. Future of work plays a major role. Every learning, job role and task, duties and responsibilities done is looked at from a future perspective.

In this new normal many organizations have reworked and ideated on various models which were being used by them. One of them being the Hybrid Workforce model. Which is also now being redesigned into a Hub and Scope Model. This would help in easy collaboration of groups and exchange of ideas, helping both the organization and employees to work together as a team, hence fixing the gap in collaboration.

We have also seen a boost in the Learning and Development department, in every domain. The L&D has fostered an increase to 303% of professionals joining learning groups. LinkedIn found a 130% increase in learning engagement on the platform over March- April as compared to January- February. L&D professionals globally reported a 159% increase in CEO championing learning and development in their organization, as per LinkedIn 2020 workplace Report data- October vs. May.

We have also seen shifts in trends and needs of management in every department. When it comes to talent management one of the biggest challenges which organizations face nowadays is- Finding highly qualified experienced hires and full-time talent with right skills. Hence aligning leadership, culture, and engagement in order to drive business. Although performance is still a key challenge, HR professionals are now focusing more on employee engagement. In the current trend we see Belongingness and employee Wellbeing is a key factor that is being looked at by every organization. We have also seen the need for HR to advance the organization's productivity and stability in the market.

We have also seen the need for HR to advance the organization's productivity and stability in the market.

Hence, we can see a clear shift from workplace to workforce. Now they focus a lot on the workforce, since companies have to maintain their wellbeing once the workplace opens. Moreover, since engagement has become a crucial factor, implying more on belongingness, we can see a lot of policy reformation, to retain the competent talent.

Hence this pandemic has brought difficulties for every industry, but has vamped the ways to fight it and move ahead.

Shivam Mehta
Specialization : MBA
Institute: IBS Hyderabad, ICFAI University

VIRTUAL IS REALITY

As the great Albert Einstein rightly said that "In the middle of difficulty lies opportunity," the term GIG economy became popularized during the financial crisis of 2008-2009 when swaths of the population faced the problem of unemployment or underemployment. Dating back to history, the word 'gig' was arguably first used for people in the music industry, although it later became synonymous with people who work for companies individually for a shorter period to make a living. In simple terms, the gig economy is often defined as an "on-demand, peer or platform economy.

This type of economy is extremely broad and encompasses a gamut of the population from workers who are full-time independent individuals to the small part-time businesses, freelancers who provide services to make an additional living.

There are two major segments of gigs i.e., Knowledge-driven gigs (such as consultants, data scientists) and service-based gigs (such as tradespeople, delivery drivers). Some of the major key drivers of the gig economy are emerging new internet technologies and ideas such as big data and AI.

Current scenario

The pandemic has seen technology play the role of a great leveler as location and time zones become less relevant. This has boosted opportunities for gig workers, and providers of platforms enabling a gig workforce marketplace.

There is also a shift in the mindset of people regarding work as most of the millennials and boomers started to see this as an opportunity for freedom, flexible pay, and personal fulfillment. There are diverse options available for gig workers as various industries such as IT, accounting & finance, administrative, education and training, and project management attract and hire gig workers.

Even the gig economy has certain challenges such as the lack of benefits like health insurance, PF etc. There might be a problem of inconsistent income due to lack of work or burnout due to excess workload at odd hours.

By overcoming these challenges, countries will continue to make progress towards the gig economy. Companies cannot continue to neglect the freelance workforce if individuals and companies want to consider constructive tactics to beat global competition. For any country to be a developed economy, the gig economy has to succeed in gaining traction internationally.

Projected Gross Volume of the Gig Economy

The Gig Economy is projected to grow to **$455 B by year-end 2023** in Gross Volume Transactions.

(Billions USD)

CAGR = 17.4%

2018	2019	2020	2021	2022	2023
204.0	248.3	296.7	347.8	401.4	455.2

Rise of BPM
Overall adoption of gig workforce across industries

Sector	% of firms to increase gig workforce in 2-5 years
BPM	100
GCC	59
IT Services	56
Software products	46

Gig economy: Future status

	SECTORS HIRING MOST		MOST GIGGABLE ROLES
2020	IT services, BPM	2020	Operations, sales
2-5 yrs	BPM, IT services	2-5 yrs	Operations, admin & support

Future Outlook

Even though the 21st Century has been full of revelation such as disruptive innovation led by Artificial Intelligence and Machine Learning, technological advancements such as smartphones, smartwatches, and many more. But the year 2020 is the real eye-opener where everyone's life came to a standstill because of COVID 19. World economies faced a downturn and even reached the extremes of recession. For example, India's GDP figure contracted by 23.9% in Q1 of 2020 and the unemployment rate at present is at a record high 27.1% as per the Centre for Monitoring the Indian Economy (CIME).

To counter this India will have to come with new trends and solutions to give a boost to its economy and employment and the gig economy provides a pathway for the same. As per NASSCOM President, Debjani Ghosh "If we don't use this opportunity to drive radical changes, it is our loss."

To counter this India will have to come with new trends and solutions to give a boost to its economy and employment and the gig economy provides a pathway for the same. As per NASSCOM President, Debjani Ghosh "If we don't use this opportunity to drive radical changes, it is our loss."

In the new decade, the Gig economy will break all the barriers and assert itself in the world and will capture the demand and supply and fill the gaps of economic development with employment. According to the ASSOCHAM report, the size of the gig economy is estimated to grow at a Compound Annual Growth Rate of 17% and it will hit a volume of $455 billion by 2023.

While on one hand autonomy will inspire, it will result in 'Corporate gigs' being the 'new normal,' with many potential win-win stories.

Jaitrik Jay Singh
Specialization : MBA in Marketing
Institute : T. A. Pai Management Institute

TRUSTING CRYPTOCURRENCIES : the New Era of Digital Currency

In today's fast-moving tech world and the push for digital from COVID pandemic, competition in businesses and their e-commerce component is increasing Companies are seeking to gain consumer interest with the use of state-of-the-art technology.

While buyers are becoming tech- savvy and searching for entertaining, immersive, and personal interactions, advertisers need to engage in increased interactivity and more customized communications to impress their audiences

As a result, virtual reality (VR) marketing has become one of the most effective marketing platforms available- 75% of top global brands have now incorporated VR into their content strategies. VR has recently gained popularity because it allows users to view goods realistically on the Internet, thereby alleviating the issues associated with the lack of direct interaction between customers and products.

The main advantage of high-immersive VR environments is that they can generate a lifelike perception of truth to the senses that could dramatically alter customer preference behavior concerning online shopping.

Many people tend to believe that VR is exclusively for gamers and that it takes a lot of technological commitment to enjoy virtual reality. However, this is not the case. Access to smartphones means that the average user will enjoy VR today, so companies need to pay attention to it as their next growth driver.

VR marketing helps businesses to close the gap between experience and execution. Companies and advertising agencies can use VR to have an interactive interface instead of a traditional one that can advertise goods and services. shoppers the chance to stroll through Yosemite National Park helping them feel the use of products with immersion.

IKEA introduced an immersive VR kitchen experience that helps consumers remotely renovate their kitchen. They can see it from various heights, and consumers can communicate with the new kitchen as if they were standing in it. It is also possible to adjust the colors and designs of the kitchen so that buyers will see just what their remodeling would look like when they purchase it. Sephora's "Virtual Artist" tool has been the highlight of the app since 2016 and is one of the most popular examples of augmented reality in the beauty industry.

You should mess around with lipstick, eye shadow overlay, and more. McDonald's managed to create a Happy Meal Kit that could be folded into a VR headset.

The initiative was built based on Google Cardboard, which aims to provide users with VR experiences in a simple, inexpensive format. The boxes also came with directions about how to create their own house. By providing customers the ability to create their own, as well as making it convenient for children to use, McDonald's paved the way for this invention to be made available to the public as a basic, enjoyable product rather than a high-tech, unforgiving investment.

This kind of immersive experience and the intense feelings it induced is ideal for such a niche market. People could feel like they were genuinely exploring, and hence inspiring them to find a reason to purchase their shoes.

A Better Me Campaign

In 2020, something unseen happened which stopped everything all around the globe. A worldwide lockdown was announced due to Covid19 and so came the wave of negativity.

That's when MSR family launched #abetterme campaign.

The campaign was conducted from 22nd September,2020 till 15th October,2020. In a series format, we shared real life inspirational stories of NLDIMSR students as well as their family and friends who utilized the lockdown period to carve a better version of themselves. We showcased various achievements like learning art, dance, music, physical fitness, baking and some inspiration Covid Warriors.

Colours of Gratitude

Navratri is a festival that is full of excitement and colours. The pandemic had dampened the spirit of Navratri, but Team MSR found a way of reaching out to the society and being grateful. Hence, we initiated a new campaign #ColoursOfGratitude, where we dedicated each colour to the 'essential workers of our society' as a vote of thanks. These people sacrificed their own safety and well-being for ours.

Our message to them was "Your contributions are appreciated and we thank you in our prayers, hearts, and minds - each and every day".

Santa Cause

"*Christmas is doing a little something extra for someone*"- Charles M. Schulz.

Christmas is a festival of spreading love and happiness and the above quote inspired Team MSR of doing something extra for someone this Christmas. Our team came up with an initiative called #SantaCause in collaboration with WeChange- an NGO committed to the welfare of the less fortunate children. To execute the initiative, Team MSR visited the Gorai slums on 25th December 2020 with a sole purpose to spread joy among the kids by gifting them a 'Smile kit'. This kit included stationary items like a notebook, pencil, pen, and a pack of crayons as a sign to encourage them towards education. We also provided snack boxes as a Christmas treat to the children and the adults who were present at the event.

In addition, to spread awareness about the importance of personal safety in these Covid times, we distributed masks among all the people present there and advised them to wear it as a precautionary measure.

We started the event by giving all the children a Santa cap and chocolates, thus creating a Christmas vibe, and lifting the spirits of everyone present there. To make the event more exciting, two volunteers among us dressed up in the Santa Claus costume and sang Christmas carols with the children. After this, some of the children volunteered to perform dance on their favourite songs and seeing them dance, others joined in as well. We also created two teams among the children and hosted an Antakshari competition for them. During the entire event we interacted with the children and clicked a lot of photographs with them.

We wanted this day to be a never ending one because we were having so much of fun. The event gave each one of us the opportunity to become a Santa and bring immense joy in the lives of these children. We were overwhelmed with happiness by seeing the warm smiles of those kids which also brought a positive change in our lives.

None's Grey and All's Black

None's grey and all's black,

Had they suffered a lot,

Had they ignited or not,

Anger busted in them,

Did you observe or not?

Or Do you now repent?

Do you not know?

None's grey and all's black,

No choice to flinch,

At every other glitch,

That adds to miseries.

Wavering through lanes,

Spacing homeless thoughts,

Now wandering out a lot,

In search of mind,

That could give them time,

To think over white,

To balance it right,

To make grey,

For..

None's grey and all's black.

But as they say

Each with their own baggage,

So how come they have got heavy and

I have got none?

Am I the only one?

Do they see the same?

Or is it otherwise?

If none's grey then,

Why not for everyone?

If all's black then,

Maybe, I am part of none.

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2020-2022
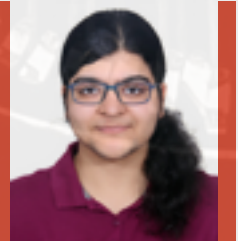
"सपने"

सपने जो देखे अँखीयन मुंद के

उन्हें नींदों में मत जला देना

अपने दिल पे भरोसा करके तुम

उन्हें पलको पे सजा लेना ।

ये शांत समंदर कह रहा

कि मेरी गहराईयों में समा जाना

ऐ नादान मुसाफिर अपनी कश्ती को

कभी लहरो से भी मिला आना ।

इस आसमान से उँचे अपने ख्वाबो को

तुम इन पंछीयों संग मत उड़ा देना

तुम दिल में भर कर जोश-ए-जुनून

इस आसमान को ही झुका देना ।

डुबते हुए सूरज की किरणे

कल फिर नई सुबह संग आएगी

तेरी सपनों से भरी इन आँखो के लिए

वो उम्मीद की रोशनी संग लाएगी ।

तो अब तु तोड़ दे सारी ज़ंजीरे

और ढुंढले अपनी मंज़ीले

संग तेरे भी ये खुदा होगा

जब तुझमें होंगे वो हौसले ।

ना शक़ कर अपने आप पे

ना तुझमें कोई कमी है

बस झांक ले अपने दिल में तु

वहीं हिम्मत तेरी बसी है ।

तु शौर कर तु चीख ज़रा

आज खुद से तु ये बोल ज़रा

कि मेरे सपने बस ख्वाबो में नहीं

वे सच में पूरे होंगे यहाँ

वे सच में पूरे होंगे यहाँ

वे सच में पूरे होंगे यहाँ ।।

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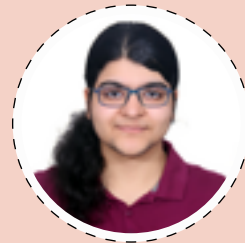PGDM-HR
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