

# EPISTLE

The Times of IISWBM

MAY 2021 | ISSUE 1

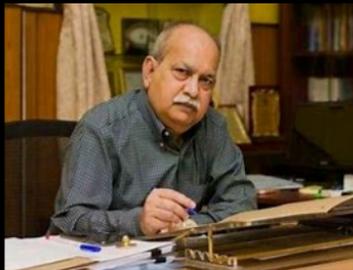




# MESSAGE FROM OUR DIRECTOR

Dear Alumni,

I am very happy to send this message as in the Alumni Association our shared experiences connect all of us in a special way. The main objectives of the Association are to promote close relations between the Institute and its Alumni, promote the interest of the Alumni in the affairs of the Institute, ensure that programmes are initiated and developed for the benefit of the Alumni and the Institute, and to assist the Institute in its development and pursuit of



academic excellence. There is much the Institute can do for you throughout the life and much that you can, and are encouraged to do in support of your alma mater. The Alumni Association can help you stay connected to those friends and to the vast resources available here, from the faculty that taught and guided you, to our libraries, seminars and symposia, websites, social media, and an extraordinary variety of “stay connected” programmes designed with you in mind. They are all designed to support you as you pursue your post-academic life and career.

If you value what your Institute experience has provided and want to give something back, there are several ways to contribute by giving your time, talent, or treasure. We are extremely grateful for those of you who have and continue to do so. The Institute invites all alumni to become more engaged by sharing their time, talent, or treasure to ensure that the Institute remains the go-to academic institution for the future generation of students.

*Let us work together for the betterment of the Institute. With warm wishes,*

Yours truly,

Dipankar Das Gupta  
Director, IISWBM





# MESSAGE FROM OUR HEAD OF THE DEPARTMENT

Dear Alumni,

As a teacher, and also as a believer in the concept of Advaitabad, I firmly hold that in my class of 85 students, there is no numero uno. There is no “first” boy / girl in my class. Each student excels in one area, be it maths or economics or poetry or sketching or cricket or satire or humanity or carrom or debate or dramatics The possibilities are endless.

Unfortunately, in our strait-jacket system of education there is no structured or formal way of acknowledging this. Yet this becomes apparent in the long run as in life our students blossom in different directions.

Epistle is one such platform which acknowledges this potential in each and every student, past or present. It gives an opportunity to even the most introverted student to express himself or herself in any way close to his or her heart. Read the poems and stories, feel the depth in the paintings, see passions reflected through the lens of the camera. In this case, Epistle is not restricted to its formal definition of written communication. For me, Epistle translates into “Expression” or “Potential”.

Epistle also reminds us that a student of IISWBM is always a member of the IISWBM family. Hence this is a platform which sees all students, past and present, as part of that family.

*I wish Epistle a long and fruitful journey ahead. May it continue to be the loving touch of the gardener's hand, which together with the watering of the sapling done by our formal education at IISWBM, helps each and every student to blossom in the colours of their choice.*

Yours Sincerely,  
Prof (Dr.) Tanima Ray





# MESSAGE FROM OUR TRAINING & PLACEMENT OFFICER

Dear Alumni,

This year has been pretty hard for all of us. In tough times like these carrying out regular classes and interviews for SIP and placements has been indeed challenging. But my students never cease to surprise me. I am so happy to see them organising online events and now launching Epistle. Being the oldest B-school, our Alumni network is vast and they have cared for their Alma Mater by being with us and providing support throughout.



I further believe that a student need more than just a good

academic record to have a successful career. Epistle is one of the best platform to show creativity and bring up issues we are all concerned about. We discuss it like a huge family with Alumni spread across the globe.

I hope this year we can all come together and only with the help of our Alumni can we re emerge as the best B-school in India. I would request all our Alumni to join hands and help our students to build a successful career.

*I wish and pray for everyone to be happy and healthy. Stay safe and stay home.*

Yours Sincerely,

Vishal Francis  
Sr. Manager  
Corporate Relations, Placement & Alumni Cell



# *In their* **WORDS**

Write up of our Alumni

- Mr. Sachin Dinesh  
(2015-2017)
- Miss. Sreemoyee  
Roy  
(2016-2018)
- Mr. Kshitij Batra  
(2010-2012)
- Mr. Umesh Hota  
(1988-1990)
- Miss. Piyali Bnerjee  
(2015-2017)



## LIFE LESSONS AFTER MBA

BY MR. SACHIN DINESH  
FROM 2015-17  
MBA (DAY) BATCH/HUMAN  
CAPITAL CONSULTANT  
DELOITTE USI

When I came out of college with an MBA degree (and a Sales job) in 2017, I didn't know what to expect in the real world. I set out to conquer the world with a lot of self-esteem and a bit of inquisitiveness. But how often does life unfold the way you dream it?

During my internship days, I had to go from counter to counter to collect data for my analysis. Walking under the scorching sun, turned down by most shopkeepers, we were really "facing the heat" in every possible sense of the word! A few of my peers went and raised the issue with HR. One of the HR heads of the company called for a meeting and shared a story with us. He told us that, he previously served in the army and there was a quote that was hung on the walls of their rooms. "The more you sweat in training, the less you bleed in war" This was so profound, that it stayed with me ever since.

This is what pushed me through the first year of my first job. It was tough and demanded a lot of mental strength, discipline, and patience. Despite that constant urge to quit, I decided to hang on, until I was absolutely sure that I have grown inside.

I resigned from my first job after a year and a half. It was perceived as an impulsive and immature decision by many, as I had no backup plan. I was called a failure yet again by a few. I did fail. But failed forward!

A few years ago, I was browsing the internet to find some self-help material. I was dealing with a tough life then. It was then that I stumbled upon a blog on self-esteem. The story goes like this. At a corporate training session, the trainer took out a \$100 bill, waved it in the air, and asked, "Who wants this?" All hands immediately shot up, accompanied by huge grins. The trainer then proceeded to crush it, step on it, and throw it around. Short of tearing it up, he did everything possible to batter it. "Now who wants this bill?" he asked. All hands were still up.

"You're like the bill," explained the trainer to the somewhat confused group. "You may be battered, crushed, or stepped on, but you'll always retain your value. If anything, you're more valuable now, since you've gained from your failure and learned the true meaning of success."

How great a parable was that! It is

important to know that life never keeps you a failure forever. There is always a choice. If you choose to remain a failure, life will knock you down. But if you choose to learn, failure teaches you the hidden secrets of greatness! To know your worth is the ultimate source of inspiration. It's true that "Success is how high you bounce back when you hit the bottom" That's why I feel grateful for my first job. We may not always get what we wanted, but there is a hidden value in every challenge that comes your way.

I joined Deloitte in December 2018 as a Human Capital Consultant. Within the first few days of joining, I experienced a major shift in the culture and the value system. In this short tenure, I could be an ambassador for well-being and inclusion - two things that I am very passionate about. I could live my philosophy of work-life balance, the word that I always felt was an oxymoron. Life is all there is. Work is just a major part of life. So, to balance life is to balance work.

We always talk about finding the right job and the right firm. But a great organization finds the "right you". It gives you the opportunity to be your best version through meaningful work. And Deloitte did exactly that for me. Gratitude.

***Remember, in life, you never get things when you want them. You get it when you are ready. If you need something from life, ask yourself - Have I paid the price?***

*Behind the doubts and shadows..  
and beyond the pain and sorrows..  
May you find the seed of purpose..  
to burn and shine in life's furnace..  
for your redemption lies in losing..  
the man who thrives on winning..  
It's time to embrace your alchemist  
as your destiny awaits her trust!*



BY MR. SACHIN DINESH  
FROM 2015-17  
MBA(DAY) BATCH/HUMAN  
CAPITAL CONSULTANT  
DELOITTE USI





## AI ENABLING CULTURE

BY MR. UMESH HOTA  
FROM 1988-90  
MBA(DAY) BATCH/PRESIDENT HR-  
ULTRATECH CEMENT

During the early 90s, a cartoon with three characters; man, robot, and dog in a factory set up became immensely popular. We were told 'this is the future factories'. You will need robots to do all work, one man to ensure no breakdown of robots....if machines break down in any case robot will sense and repair. The dog is to ensure that man does not sleep. The essence is that robots will replace man completely. Man is required only to make, break, improvise, repair, and use robots. That's the only skill required! I used to wonder as an HR professional what would I do? How long will my job survive?

Has it happened? Certainly not. But robots have taken up jobs that earlier humans were doing. Many of it was risky, difficult to do, and some impossible. Robots have supplemented human efforts by enabling, enhancing the skill and abilities; at times replaced as well. But has not gone to the extent it was predicted. Today employees are not scared of being pushed to the realm of insignificance by robots.

The same is the apprehension today about AI invading our workplace and replacing ourselves. This has most certainly

created some amount of apprehension, skepticism, insecurity resulting in resistance to AI.

### NURTURING A PRO-AI CULTURE

For many progressive organizations, a number of business processes are today aided, supported, or taken over by AI. The deadly Covid speeded up the infusion of AI into our professional and personal life.

Have we been able to leverage the best out of the technology that we have selected? Or the processes we have enabled with AI. The answer is not a clear and resounding 'yes'! Selection of the latest or the most intelligent technology, the most advanced platform, and hiring of the best of minds have been the focus for many. Complacency out of budget sanctioned has made us ignore the overarching factor called 'culture'!

Any new intervention, howsoever well-conceived it is, needs a supportive culture that makes it flourish and AI is no exception. It's the organization's outlook and openness to embracing a new system or lack of it will be the most decisive factor to make AI survive, deliver the desired result or get rejected and die.

The belief that all repetitive processes will be taken over by machines with artificial intelligence is a limited view in today's context. There are organizations that are using AI-rich processes for selection, training, and even coaching & mentoring! It has moved beyond answering employees' queries on policy-related matters where everything can be precisely pre-defined.

Accepting that usage of AI for running intense business processes including customer and employee services is not a choice anymore, the leadership of the organization should assess their culture and nurture one that is inclined to welcome AI and facilitate its use and continuous development.

Addressing **skepticism** becomes essential specially if in the past any new initiative did not give the desired result, took

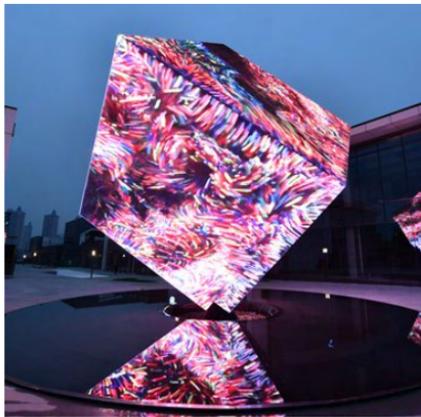
longer than expected to be implemented, or had to be aborted due to lack of acceptance by employees. Recall the kind of protest we had to face from banking and government department employees when computerization was introduced.

The reason for such resistance could be adaptability challenge, fear of redundancy, reduced value of individual contribution, or even job loss. Instead of pushing the implementation of AI down the throat on the ground of essential organizational requirements, the leaders need to demonstrate patience and pace it appropriately or even postpone for a brief period. Invest in preparing the employees by making them understand what it is, how does it work, the benefit it is expected to deliver to the employees/organization, how would it enrich their own work. The best thing to do is to share real-life experiences of similar organizations, send a few to another workplace to experience first-hand.

A good degree of training and education on the way it works, the power of AI will help reducing resistance.

Is your organization's culture inclined towards **delegation**? Or the leaders believe in centralization? AI-enabled process or device is to be treated as a personality (Sophia getting citizenship), a role holder who delivers what an individual or a group of employees used to deliver. To make this personality successful, certain jobs need to get delegated to it. Higher the intelligence of the AI, more independent it will be, wider will be its responsibility, it will demonstrate a higher degree of learning agility. In an organization where leaders do not believe or encourage decision-making at a lower level of the hierarchy, the probability of AI failing is high.

Pilot testing in a limited sphere or assigning activities of lower significance to start with may help to build confidence. Today for many activities like lodging a service request for your washing machine, customers prefer chatbot rather than call a number starting with 1800- and



waste time.

Do your employees take decision basis logic, subjective rationale, hunch, or is the decision-making process **data-centric**? AI enables decision-making by supplementing with a great deal of relevant data or decides using available data picked up from various sources. Availability of data, respect for the decision made basis the outcome of various analyses is key requirements. One way to facilitate it is to hire talent with this competency, support them and create success stories. Demonstrate the difference and talk about it on an important platform. The top leadership team has to experience it, welcome it, and gradually learn to live with it. This will help AI making its inroad slowly. The final decision is taken by humans, it's 'and' not 'or'. The changes in such an organization have to be incremental but consistent.

The journey of the introduction of AI and allowing it to take over the identified business processes will be a mix of successes and failures. Like any change initiative, patience and perseverance are the key requirements!

## 'SKY'



BY MISS. SREEMOYEE ROY  
FROM 2016-18  
MHRMITALENT ACQUISITION  
SPECIALIST | TCS

The azure empress of nature up yonder  
With proud possessions of all celestial  
wonders...

Intricately interlacing her crown of pride,  
Far beyond the rule of all monarchs allied,  
Sending splendid wishes from empyrean...  
As a mascot of mankind for centuries,

In eccentric and capricious forms...  
Bright mornings or pitch dark nights...  
Aurora at poles or crack of dawn or twilight...  
Pitter patter drizzling or glorious sunshines...

Every contrasting miens,  
Twisted with wide range of whimsies,  
That even the demiurge fancies!  
Leaving a strong urge to be personified...  
So the puzzle loving minds think it's required...

But why can't our nebulous zeals settle?  
Making distance with consistency and  
conviction...

Are they so passionless and insipid?  
Always in search of mystery yet so timid...  
But isn't it a ticking bomb?  
Leaving dreams buried inside eternal tombs.  
Establishing perseverance and truth...  
Proving their power in life.. till the last  
breathe!



### A TIME THAT CHANGED TIME!

BY MISS. PIYALI BANERJEE  
FROM 2015-17  
MHRM | PROFESSOR AT UEM

A debate on the pandemic taking lives all around the world was running in full volume and I could hardly hear anyone but the cacophony of the popular anchor. "A horrendous situation in every nook and corner of some parts of the world" my father sighed. "Lockdown! Deaths of dears! Disrupted supply chain!" An absolute 'kinkartavyvimudh' situation for Lords, republic and bureaucrats of the world. I sat back with contemplation on my great grandfather's recliner which I had recently mended myself. A sense of pride brought a smile of peace on my lips. For years it had been peeping helplessly from the abandoned lot of broken furniture in our "chilekotha" - the so called porch. A longing for going back to my great grandfather's days prevailed in me since childhood. It was therefore,

indeed an achievement! When I talk of all this, I have to talk about the chilekotha. I don't remember when it had made a regular entry into my life... But it had seen me grow. If really walls had ears, I am sure this chilekotha knew the deepest of the secrets of my life! It had seen me evolving from a kid sitting with sorrow because she could not compete with her older friends in picking up the mangoes that fell from trees during the Kalbaishaki shower to a teenager with broken heart listening to the 'azaan' from the mosque far away while remembering her lover and consoling herself that it was some kind of a positive signal that azaan was heard exactly when she was missing her lover and God knew it. Of course, being brought up in a progressive bengali family meant Allah and her Kali Thakur were definitely friends even though their respective followers dealt by their dharma-gurus and mauvis out here were thirsty for each other's blood during crisis times.

I sat in my open balcony just after the first rains of the Kalbaishaki this season. The intoxicating petrichor gave a fulfilling effect on me. I could see the water flowing down the streets cutting gullies on the sand beside the walkway some wide some narrow giving a practical class of geography lessons learnt long back in school. The fallen leaves and the wet Krishnochura and Radhachura along the street made it look like a bed of flowers spread out to welcome me out of the balcony. It was very tempting, but given the corona curse I managed myself cozy in my

prized possession. I watched the rays of sun playing hide and seek with the grey and white clouds in the sky. The ones which managed to reach me were through the bougainvillea tree halo bunched across the main gate. The thought of going out with tiny paper boats ran across my mind the second time, but the mature girl in me restrained.

After a very long time, after all, I was enjoying an afternoon like this. Thanks to the corona curse... I thought to myself. This lovely moment suddenly became tensed when it made me ponder upon a lot of things that were hitherto so common, would perhaps now become history. The present avatar of 'puchkawaala' will become a story for our kids. So will be the alu r chopwala and jhalmuriwala. Perhaps, the profession would still be there in a new garb, a more hygienic garb may be. How will the price- sensitive India react to it? How will the 'common man' of 'R. K. Narayan's Malgudi days' adjust in that new health conscious India. We had been so far boasting of our immunity to our NRI relatives who would think 10 times before tasting one puchka. This puchkawaala will be gone forever! I suddenly became a recalcitrant child with this thought who would sit on the streets to stop baba from moving ahead without buying me the sugar candy... 'Buddhi ka baal' as our generation called it. Baba would perhaps listen at times back then, but who to convince now? It was after all for the cause of our life.



The street-food that our generation loves was struck heavily with this pandemic. How did these small salesmen and daily wage earners manage? How will they manage in days to come? May be some will turn back to their villages and will never come back to cities. Will that grow the agriculture and MSME sector of rural India? How will the industries run in the cities? It is but this community of migrant workers who come from far away lands for better work opportunities to cities and settle here as workers, their brethren as puchkawala, chopwala, jhalmuriwala, even more contemporary momowalas, their wives and sisters as small cosmetic shop owners, mehendi stores etc. For a while the selfish in me felt... Why should I bother? I am a shopping mall goer, it never mattered to me whether they existed. They actually crowded my city more. But why is my heart aching at their plight today?

Because India lives in more than 64000 villages and I am an Indian. So are they! If they are locked at home without a penny in their pocket, it hurts my economy. It hurts me. It is going to be a changed time now. As US promoted

quantitative easing after the sub-prime crisis, we in India need to look for practical avenues suited to our economy. Parrotting western tactics will not suffice. We will have to innovate and renovate our puchkawala. Simply saying a 'no' to an occupation will actually breed fault lines in the society.

Being health conscious doesn't mean saying no to puchka and puchkawala and their fraternity. It means looking for the new avatar in the most cost-efficient way. Finding out ways where puchka will still be sold by my street-side puchkawala at a similar cost yet in a more comfortable van with more colourful and variety of spicy waters oozing out of rotating taps and puchkas being served in rotating disk around it. My puchkawala with mask on his face and gloves in his hands only operates that machine. That will be the day when we say we are living in New India. That will be the day when we actually see how indispensable the rural India is for the urban India and vice-versa. The onus rests on the modern urban citizens to innovate and bring that change instead of being a nay-sayer to the migrants. Let's embrace the weaker, the needy during such trying times and then we justify Indian traditions of becoming a 'daiyu' or a 'mota bhai' or a 'dada'.

A sudden cool breeze just like the one that touches you near a mountain fountain with gushes of wind touched my face with intermittent spikes of pain hitting my head... Oh! I rose from a slumber in the summer afternoon with a beautiful dream of New India on the other side. I would wait for the day when this metaphor turns into truth, I wished packing up my paraphernalia under the hailstone shower which had just started.



## HR BUSINESS PARTNERING IN 2021 – TRENDS, CHALLENGES AND THE WAY FORWARD

BY MR. KSHITIJ BATRA  
FROM 2010-12  
MHRM | REGIONAL HEAD (HR) AT  
HDFC BANK

2020 has been one of most redefining years for the entire spectrum of the Human Resource Function in organisations. I would like to congratulate the HR fraternity and colleagues for being the catalysts in organisations and just like the universal blood group for being an abiding force for organisations to give the best to their employees on all forefronts.

The year witnessed several firsts from the HR Teams across organisations, to name a few, introduction of Remote Working or Work from Home, launch of Employee Wellness Tools, Virtual Employee Engagement Practices, Use of Artificial Intelligence & Robotics in Hiring, launch of Employee Self Service Tools and much more. When we talk about HR Business Partnering in the current world, it has evolved and taken a completely different shape altogether. Let's dive into some of the Top Trends in HR Business Partnering in 2021 and explore how we can learn, face the post pandemic challenges head on and keep our eyes peeled for future shifts and cycles:

1. Redefining employee experience, wellbeing and nurturing a culture of collaboration
2. Emphasis on technology and more focus on training, upskilling and reskilling
3. Deepening focus on diversity, equity and inclusion
4. Understanding every avenue of the business to its core
5. Adopting a forward-thinking approach to Performance Management

### **Redefining Employee Experience, Wellbeing and Nurturing a Culture of Collaboration:**

There will be a need to redefine work-culture post Covid-19. People have been accustomed to the WFH conditions now, though few faced loneliness and were stressed out. But many have found a perfect balance along with their work and family life during this time. Moving ahead, as employees return to office it might be strainful for many initially and if companies don't redefine their culture then it would lead to employees' burnout. The focus should be on results and with a redefined culture, the topline can easily be achieved. Organisations, in alignment to these aspects, must redefine their culture so as to make it an abiding force for them and at the same time adding value to their employees' life.

### **Emphasis on Technology, and More Focus on Training, Upskilling & Reskilling:**

As the pandemic came up with sheer suddenness and put everyone in a state of shock, dilemma and difficult situation, many organisations went on and invested in upskilling and reskilling their employees. Sophisticated measures were taken to keep the employees up to date with the latest change and adequate training was given. In many organisations where these aspects were not adopted widely, this pandemic made them thoroughly learn the importance of updating their employees through enhanced training and how valuable it was for the topline of an organisation, in terms of business and revenue generation. The need for the programmes was highlighted by the pandemic and a large number of organisations moving ahead will be focusing on learning that would tend to benefit them in the long run. Moving ahead, employers need to keep aside and allocate a good budget for the

reskilling and upskilling programmes so as to keep their employees' readiness intact and introducing them to the varied areas of business, making them agile, thereby in future any such unfavourable circumstances then can easily be tackled with ease. It's one of the best times for the HR Business Partners in 2021 to put a major emphasis on figuring out the skill gaps and working effectively to integrate the required learning tools for the employees.

**Deepening Focus on Diversity, Equity & Inclusion:** Over the last several years diversity, equity and inclusion have become a major focus for a lot of organisations, and traditional training around these issues will rise up in 2021.



HR professionals need to learn how to make DEI a top priority and more than just the mission statement of an organisation, a constant change would be required. Maintaining the compliance and legislation will remain imperative for companies, large and small. HR professionals will need to have and find appropriate solutions in supporting the DEI programmes.

**Understanding Every Avenue of the Business to its Core:** As we continue to explore the vastly different world of work, it's time for HR professionals to keep their eyes peeled for future shifts and cycles. No matter what industry we talk about, HR is right in the middle of the changes impacting

Looking at the current social unrests happening, it's high time for companies to revitalize and rethink their strategies in adherence to the diversity aspects. This is the year when organizations have an opportunity to break the boundaries and create an impact setting an example. The year 2021 provides an opportunity to step beyond and engage with communities with a much impactful conversation for change. In organisations, everyone may not have the same access to workspaces, technologies and time and many won't be able to work from home, therein the HR professionals will play a major role and need to find creative ways to bring in all the teams together remotely and build the culture in an inclusive and equitable way.

employees, making it paramount for us to understand every nuance of the business to its core to deal with the situations and navigate the pandemic and employees' response to it with empathy and strategic thinking. Possessing a thorough understanding of the business is significant in everything right from monitoring employees' sentiment to establishing connect with and between Business Leaders, Teams and Employees at large, to reimagine how, where and what work gets done.

**Adopting a Forward-Thinking Approach to Performance Management:** In the post-pandemic world, it will be critical for organisations to recognise employees' efforts and even

smallest wins. Right now, it's a digital and social revolution and Gen Y and Z employees now look for quality of living, quality of job, quality of responsibilities, quality of training, quality of recognition and rewards and most importantly, quality of opportunities. Only financial perks won't work out well and the focus should be on building social experiences for better productivity and enhanced collaboration among employees. HR Business Partners must strengthen the Rewards and Recognition schemes of their organisations to adapt to the post pandemic world and look at agile methodologies for Performance Management.

**Challenges in Moving Ahead and the Way Forward:** Major challenges that HR professionals would face ahead of the pandemic could vary location wise and industry wise. However, breaking free from the pandemic and arranging work both remotely and in office for employees will be a hefty task with revamped policies and taking care of employees' wellbeing, mental health, keeping them engaged and motivated. I think this is the best time to be pro-active Strategic HR Business Partners, pull up our socks and implement creative ideas so as to align our HRM practices in easing the employees' life cycle management. Feedbacks will play a major role and when employees are back in office when there is an instability for reassurance, they would look up to their leaders.

Therefore, HR Business Partners have to support the leaders and managers for constant feedbacks and showcase empathy when there is turbulence in any employee's part. Managers need to be empathetic, understanding and give the adequate amount of flexibility to the employees as the employees will be re-establishing their balance of work and life. Employees, when back at the workplace, must be allotted with all the resources required for their responsibilities and most importantly to adjust to the new lifestyle after a long pandemic. HR professionals must provide adequate safety measures at the workplace and remind the employees of hygiene and social distancing for the betterment of the community as a whole. Organisations should look at more flexible, forward looking benefit

packages to be offered, adopting a holistic approach wherein the package would not only benefit the employees but also their families, which will also improve the employees' belongingness.

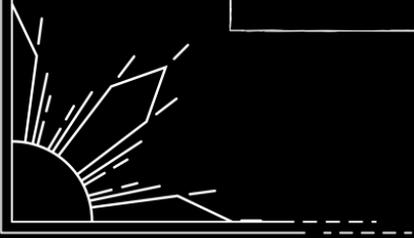
Undoubtedly, 2020 was the year for HR and the HR professionals learned and tackled a lot too. In 2020, HR professionals became more indispensable than ever. As organisations, moving ahead from the pandemic, look at proactively creating a sense of safety and stability in 2021, the HR Business Partner's role will be expanding and will have an upheaval at all aspects related to talent, work and technology. The role of Human Resources would continue to enlarge and develop, advancing majorly in recruitment, employee wellbeing, enhancing work-life balance and sophisticated employee experience related services.



# *Creative Corner*

MBA (Day)  
(2020-22)

- Ankita Roy Chowdhury
- Kusmit Kaur
- Sunisha Sengupta
- Kaustav Chandra
- Md Danish
- Ashmita Sadhu

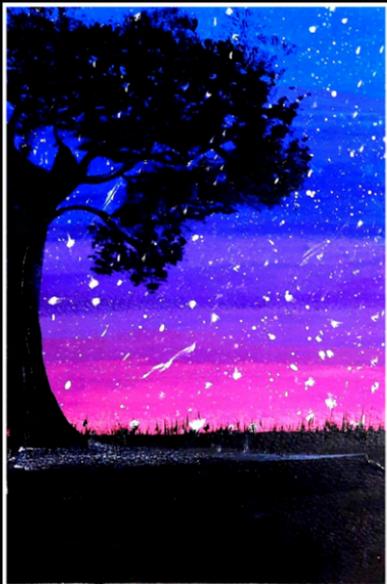




Ankita Roy Chowdhury  
MBA (Day)  
(2020-22)



KUSMIT KAUR  
MBA(Day)  
(2020-22)

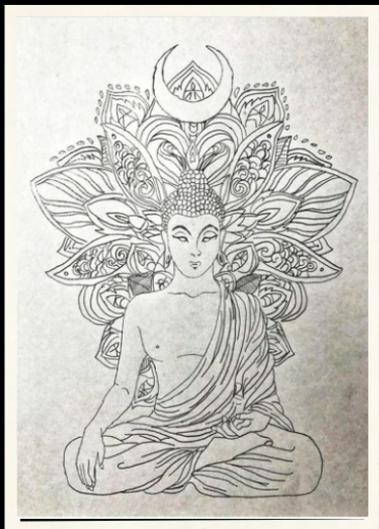


SUNISHA SENGUPTA  
MBA (Day)  
(2020-22)

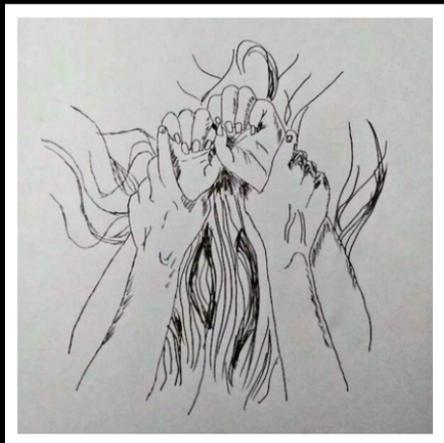




KOUSTAV CHANDRA  
MBA (Day)  
(2020-22)



Md. Danish  
MBA (Day)  
(2020-22)





Ashmita Sadhu  
MBA (Day)  
(2020-22)



# SNAPSHOTS OF BATCH 2019-2021





# SNAPSHOT OF BATCH 2020-22



Alcomm (Jr.)  
2020-22



Alcomm (Sr.)  
2019-21

# *Student's Space*

- Kusmit Kaur (2020-22)
- Sucheta Chatterjee (2020-22)
- Agniv Pathak (2020-22)
- Ankita Roy Chowdhury (2020-22)
- Tanaya Bandyopadhyay (2020-22)
- Md. Danish (2020-22)
- Rahul Pramanik (Evening 2020-22)
- Sabarna Mazumder (2019-20)
- Dipayan Chakraborty (2019-20)

## **SOCIAL MEDIA INFLUENCE ON INDIAN SOCIETY**

BY KUSMIT KAUR  
MBA(DAY) 2020-22

Social media has become an integral part of our everyday lifestyle and an essential feature of modern society. The technological innovations and increased usage of social media has led to rapid social changes and decline of some traditional societal norms. people desire for a higher standard of living somewhat similar to the people they admire. Media be it of any medium social or mass it always lays an impact on the people, these consequences can either be damaging or beneficial which depends on what people extract from it.

Social media has become a strong pillar in keeping people connected, sharing valuable knowledge and information it keeps us informed about what is happening around us and helps in circulation of social understanding within the world. Therefore, it is a more flexible yet powerful instrument than anything in existence before that can influence people easily, change their

attitude and understanding or deep-rooted norms.

Speaking about its influence, there are some constructive as well as detrimental effects of social media on Indian society. It has given a platform to many talented people who can showcase their talent and reach a wider range, it has also generated various employment opportunities, we can find tutorials, educational, do it yourself videos (DIYs), reviews etc on various social networking sites. one of its crucial roles is that it helps in evacuation of various taboos prevailing in our society, people are gradually talking about various problems openly.

But as the coin has two sides, the same is with social media. With the emergence of technology children who already had no habit of playing and listening to bedtime stories are now trying to enact like adults and losing their innocence under the influence of various people on social media.

Many teenagers are running after fame keeping their future at stake, children have access to information that should be age restricted. It is killing family time. Members of the family might be sitting in the same

room but instead of creating some memories they all might be busy scrolling their phones. These days when people travel or go to any fancy restaurant, they are less into enjoying the moment and more into show off business and somehow these things have unknowingly become part of our lifestyle. The influence of media has an effect on many

aspects of human life. The overall influence of social media has increased drastically over the years, and will continue to do so as it improves regularly. Social Media does influence people but as a responsible citizen we should decide which parts shall be taken in and which shall be avoided.



## DIP THE LIFE IN THE SAUCE OF MEMORIES.

BY SUCHETA CHATTERJEE  
MBA(DAY) 2020-22

Everybody is an artist. Some have discovered theirs, while others are yet to have their Eureka moment. It takes time, patience and freedom to unleash the magic of Creativity. COVID-19 have surely locked us in our homes, but it helped us unlocking the box of passion and artistry. It gave us another chance to relive the moments, which we often miss out on, in our hustling and bustling life.

I never knew that I had a keen interest in Food Photography and Content Writing. It made me realize that I can be what I want to be, even with the limited resources and support. This phase helped me to develop a newer, fresher and vibrant perspective about people and life.

Let me share some life lessons which I picked up through the lens of food...

Surround yourself with friends who empower you, elevates your mind, and bring in the best version of yourself. And nothing can suit more appropriate than this humble platter of Khichuri accompanied by Bhajas & Ghee



From Kashmir to Kanyakumari and Gujarat to Arunachal Pradesh and beyond, there is UNITY IN DIVERSITY. Be it Coconut- Water, Oil, Milk, or any other element, it's an inseparable part of our culture. An invisible string uniting the entire Nation.



Mr. Posto had worked with several candidates; starting from onions to pumpkins to even fishes. His versatility had made him a household name. Mr. Posto's pro tip to success is- "Stay AGILE and be OPEN TO CHANGES"



They say,  
"Don't judge a book by its cover"  
But then why the better covers have better sales?  
Well, if a person or an organization has the  
opportunity to produce better content,  
then they too should  
invest significant time & effort  
to produce a better cover because  
"Frist Impression is the Last Impression"  
Shingara (Samosa), has a  
delicious filling, but do you  
think it would have retained  
such a fan base had it not had a  
crisp-flaky-crusty cover?

Have you ever wondered that  
what makes this cup of tea so special?  
It's the humble Matir Bhar (Kulhar)  
The Cup which holds your  
'Happiness Shot' constitutes the  
laborious effort of a potter. You as  
a consumer provided him with an  
opportunity to reserve the means  
of education for the potter's kids.  
That Cup is the reason for reduced  
environmental pollution. A step  
forward in saving this planet.  
And lastly, the flavour & aroma  
that diffuses in your Cha because  
of that Cup, is unmatched.  
If this is not true Anondo  
(Happiness), then I don't know what it is.



## THE TRAMPLED PRIDE

BY AGNIV PATHAK  
MBA(DAY) 2020-22

The Kolkata Tramways, once an embodiment of Imperial ingenuity has now been diminished to a mere relic of nostalgia. The slow, trundling roll of tram gathering speed and its almost simultaneous whooshing to a grudging halt which was once a symbol of the hurly burly of Kolkata traffic is now an irritant- an urban blight: slow, overcrowded and unwieldy. A mere fossil of the past-outdated and outmoded. Their progress is now viewed with sympathy and embarrassment reserved for the approach of a cantankerous old aunt. Needless to say, that the Kolkata Tramways is in the declining phase of its life cycle. There is a wide range of opinion regarding the future of our tramways, some saying it is nothing but an unnecessary outdated hindrance and some saying it is a symbol of our Calcuttan culture and heritage and hence should be preserved at all cost. I believe in the latter.

The clanking of tram cars is so inextricably associated with our city that it is nearly impossible to do away with it. The majestic Howrah bridge silently withstanding the vagaries of time, the Angel of Victory embellishing the domed forehead of the Vitoria Memorial and the clanking of tram cars

dawdling past a group of bystanders are not portents of decay but are symbols of our culture. They represent our very own Calcuttan fervor and needs to be preserved at all cost. There are numerous tram depots scattered in many parts of our city which has turned into a desolate graveyard of old, dilapidated tram rakes. These abandoned tram depots can be converted into cultural hot spots where the old tram rakes can be carefully preserved (not to alter the effect of years on them) to showcase our culture and heritage. The graveyard can be converted into a cool hangout place. The tram rakes through a series of photographs and old tram equipments like bells, duplex gauge, controller and amp meter, the characteristic wooden seats, the characteristic black electric switches and the ceiling fans should tell the youth of our city its long-forgotten history. The aim is to transform it into a museum or a place of academic history to educate the youth. It can be turned into a Centre for cultural performances and art/literature display much in the lines of Kala-Ghoda in Mumbai. Even food stalls could be setup so as to attract more people.

The underlying idea is to target the youth and

the only way to cajole them in using trams for their day to day activities is to upgrade it or bring about some kind of technological makeover. Free Wi-Fi can also be introduced in the tramcars to entice the youth even Air-conditioners can also be installed to protect the commuters from blistering Calcuttan heat during summertime. Library-Trams can also be introduced as its slow, dawdling pace is conducive to a good reading and will also allow the commuters to utilize their free time effectively. It will also serve the additional purpose of inculcating reading habits in the younger commuters as well. Calcutta is known to be the Cultural Capital of Indian and nothing represents Culture better than Art. Beautiful artforms highlighting major modern day issues adorning the outer walls of the tramcars can transmogrify trams from a symbol of nostalgia to an agent of change/revolution. Tram-Art should be popularized and can be used as an effective promotional strategy. This can also help to empower our city artists as well.

We are now gradually shifting towards an era of alternative fuels and sustainable energy and trams offer an effective green alternative as it causes less pollution compared to other commercial vehicles. This can be used as an effective promotional strategy to entice more and more people in using tramcars thereby protecting our environment as well. 'Green

Trams' should be popularized. More alternative routes should also be added along with the existing tram-routes to increase connectivity. The number of tram rakes should also be increased. Like most things old and precious, trams should also be celebrated in Kolkata-tram designed to pay tribute to jute industry, indigenous artists, our freedom fighters can help to increase its promotion.

In a city which is known to celebrate its culture and heritage, the sorry state of our tramways and tram depots is definitely embarrassing. However, I feel all these strategies can be adopted to give our tramcars a new lease of life. To rescue them from slipping into oblivion and transforming them from a fossil of nostalgia to a symbol of change.



## POEMS

BY ANKITA ROY CHOWDHURY  
MBA(DAY) 2020-22



I found a spider in the corner of my past  
that crawled on my memories grey  
and weaved silver laces like a stack of hay  
that trapped my mind in a web robust.

I revisited my days bygone  
the moments when grief crippled my soul  
and dragged me into a deep, dark hole  
as I stood undead in a war woebegone.

I stumbled seven to stand at eight  
and found my garden in full bloom  
a veil of joy shrouded my gloom  
as I gleamed like a moon in its silver plate.

The spider climbed up its nest  
like a ghost in my paper town  
that witnessed my struggles like a clown  
as I counted my milestones in haste.

Growing up isn't easy  
like a little sprout on a winter breeze,  
how you live in a hereditary reign  
like a cub with no mane.

Drooping and blooming, gazing at a tree  
hurrying like a rabbit on a growing spree,  
trapped in a web of don'ts and do's  
to spread your petals in an hour of woe.

You grow in a garden bounded by thorns  
to be a home for souls forlorn,  
mending broken pots over years untold  
to raise fresh flowers with hearts of gold.



## I WANT TO BREAK THE GOLDEN CAGE

BY TANAYA BANDYOPADHYAY  
MBA(DAY) 2020-22

I want to fly in the blue sky of early dawn  
When the sun has come upon the horizon.

I want to break the golden cage,  
Which has made my life change.

In my babyhood, I want to sing merry melody  
Now I always do monotonous monody.

I had an aim to touch the azimuth auric,  
Now my life has become azoic.

So, I want to break the golden cage which has made my  
life change.

In autumn, I used to swing and dally  
Now I have to sit in dead-lock daily

I used to live in dell.  
Now I am living in hell.

I want to ask my lord  
What is my fault?

But alas! He doesn't understand my word.

-by Tanaya Bandyopadhyay



## TEN POEMS

BY MD DANISH  
MBA(DAY) 2020 - 22

Clueless to where I am headed  
It's more than a few roads that I haven't taken  
Seems like Frost was right at the end.

For once, I have also started believing so  
The moon the stars the world doesn't seem like before  
I wonder what Bukowski thinks of it

O captain, my captain! Save me!  
For I have been touched by an angel  
Wait! Was that for Maya or Sir Walt Whitman

My broken heart, I once told to Barnes  
But he didn't care to stop on that snowing evening  
It was Frost again

My broken heart, I once told to Barnes  
And I wondered lonely as a cloud that day  
If not for Wordsworth, then who would have understood  
The funeral blues that I paid to Auden

Still, I cannot go gentle into that good night  
Dylan won't be happy that way

Pretty weary of the performance though  
But then again  
After all, the world's a stage.



## GOOD MOVES THROUGH GOOD WILL

BY RAHUL PRAMANIK  
MBA(EVENING) 2020-22

After the year 1918, the world faced a situation which became a threat to the human race. The existence of mankind was at stake due to the fatal disease COVID-19. On December 31, 2019, China informed WHO about their Corona spread-out cases in Wuhan city. Before taking necessary action the deadly Virus already broke out at its worst to the other countries via International Flight Services & then internally it had been already spread via other public indoor environments, such as trains, buses, restaurants, and workplaces. Due to the non-availability of any vaccine and treatment for COVID-19, the Government of India implemented the lockdown from March 23rd to May 31st, 2020, in a few phases of short tenures. It was only to reduce the spread of the COVID-19 virus. As the virus transmission took place through the direct contact with respiratory droplets of an infected person (generated through coughing and sneezing), individuals can also be infected by touching surfaces contaminated with the virus and touching their face (e.g., eyes, nose, mouth), which made the Govt. to implement the concept of "Break the Chain" to stop the widespread of CoronaVirus by implementing Lockdown throughout the Country.

### UNITED WE STAND, DIVIDED WE FALL

At that crucial time, people had no choice but to suffer due to the fatal consequences of Lockdown. More so, recounting our professional values like social service, social justice for Below Poverty line Slum peoples, dignity and worth of those peoples, specifically on that Covid-19 worst economic situation made us aware of initiating some Social Charity work in our Locality. At that time, realizing the current scenario, I along with my few friends took an initiative of distributing necessary commodities, such as dry foods, rice, pulses and many more. We started a campaign later on day by day as we started reaching people, we received tremendous support from everybody, to whom we approached. Our initiative had become notably successful as we could reach almost 350 families.

We dreamt of a future that begins with the campaign of the "NO EMPTY STOMACH" initiative & accordingly started collecting donations from various domains of our circles. When we started, we never ever thought it would become so popular. It was beyond our expectation. Started with Zero amounts, it exceeded the amount of 1 lakh Rupees in less

than 1 month with contributions. It was an unimaginable success for our Team & we became motivated to further escalate the campaign. Through this initiative, we have been able to stand beside nearly 750 underprivileged families who have been suffering from the consequences of imposed lockdown.. We expanded our campaign of providing the Food items (like rice, potato, cooking oil pulses, salt, biscuits, puffed rice, etc.), in 2 consecutive phases accordingly with the availability of resources & Fund collected from our Donors. We have strictly followed the guidelines of WHO on preventive measures during the whole packaging, arranging, and distribution process throughout.



### CONCLUDING REMARKS

As a Team, after completing our campaign successfully we came to a conclusion that, any initiative towards positive work can be possible in completion & moreover when the work is accelerating with Honesty & unity, then there is always a high chance of gaining positive results towards the betterment of the entire work. But in order to ensure social welfare our society should understand that discrimination among people should be eradicated as well as we should protect our family, surroundings and society as much as we can, because a healthy society is the pillar of a healthy nation.



## ""HERD IMMUNITY – IS IT TOO HARD TO ACHIEVE OR NOT ""

BY SABARNA MAZUMDER

MBA(DAY) 2019-2021

As we are passing through one of the most difficult times of the human race in history due to the NOVEL Corona Virus or Covid-19 pandemic, we have come across this term called Herd Immunity quite frequently. Any type of infectious diseases spread due to several causes. The most significant causes are **First**, Ease of access where the virus or bacteria can do its effect, like in case of Covid-19 the primary attack is happening in the lungs of the human and lungs is directly exposed to the environment, **Secondly**, the availability of the medium, in case of Covid19 the mediums are human contacts and by air from the proximity of covid patients via droplets. But above all these causes, the rate of spreading of the virus depends on the lack of resistance it faces from the human body as this is a new disease and not known to the immunity system of the human body. Facing no resistance and the availability of many new targets, make the virus spread at a high rate across communities. To stop this, it will require a significant percentage of people to be immune to this virus, so that virus will be unable to find a new target easily and will eventually decay its strength.

When a significant part of a population is



immune to a communicable disease like Covid19, this immunity provides indirect protection known as herd immunity also called herd protection to those populations who are not immune to the disease. Generally, with the contagiousness of the infection, it is usually 50% to 90% of a population or part of the herd need to be immune to achieve “Herd immunity”.

The ways to achieve Herd Immunity and Stop Virus Spreading of Covid – 19

**1. Take available Vaccine:** – Virus stops spreading when it can't find any new

victims in its spreading area. So, if the virus faces resistance from the human body it will be unable to grow more and spread so as vaccination enables the human body to fight the virus so taking vaccination is a major step to achieve herd immunity. Also, Virus wants to find the soft targets like elderly people whose immunity power is less, the people who have other diseases and need to take supportive medicine, the people who have lung problems, etc. so vaccination of these people first enables us to find the soft target for the Coronavirus.

**2. Create barrier in the medium in which the virus spread:**

As this is caused by proximity air and by droplets and infects through mouth and nose to infect respiratory organ first, using a good quality mask to cover-up mouth and nose will create a barrier to the virus so that it will be unable to find the target easily and eventually the rate of spreading will be reduced.

**3. Hand Sanitization:** Human contact is one of the other most important ways of spreading the virus so using Alcohol-based sanitizer in hand frequently kills the virus in the hand and thus it cannot spread to another person or self.

**4. Test and Isolation:** Doing the test on the arise of symptoms and isolate the confirmed patients is a must-do step for stopping the virus.

Keeping caution and self-protection is not only for self but it is needed for the whole community to fight against the virus; if each and every one of us does only our part diligently mentioned above the strength of the virus will be reduced and the virus will be unable to find new targets and the human race will be survived from this catastrophic disaster.

## INTERNSHIPS AMIDST PANDEMIC: “DESPERATION TURNED INTO EXPLOITATION”

BY DIPAYAN CHAKRABORTY  
MBA(DAY) 2019-2021

When the entire globe is struck by a pandemic after a century and the deadly duo of economic slowdown and recession are ready with the swords of Damocles in their hands to cut down the employment throughout the world, a game of exploitation of young blood & brain is being played in the dark shadows of the looming economic crisis. It is the skyrocketing rise of the unpaid “internships” which are “generously” offered by a wide spectrum of certain companies in the year of 2020, starting from the “big-shots” of the industries to the “new-borns” (i.e. the budding start-ups), for the management students all over India.

If we perform a root cause analysis of this phenomenon, few things come up in front of us:

- A particular sort of companies (irrespective of their position & magnitude in the industry) have realized that COVID-19 is the best opportunity for them to hire unpaid interns, given students desperately pleading for a scope or an exposure because either their regular internships has been canceled or the regular & trusted campus visitors are not keeping the internship drives in their priority list.

- An unpaid internship for management students is legal in India. The Apprentices Act, 1961 covers only the technical internships. Hence, the harsh truth is, MBA interns are not entitled to enjoy even the minimum wage.

- As the drastically changing business models (like virtual operations/remote workplaces) are being adopted by many organizations as the “new normal”, in parallel to this at the same time, the practice of “Work with free interns, don’t hire” is gradually gaining popularity as a street-smart wisdom that has been passed by one “start-up” founder to another.

The question arises, why are the students grabbing these types of internships, knowing everything beforehand and also being aware of the fact, that in a profit-seeking world, cost-cutting is not that unethical (even the entire economic concept of price changes due to excess demand or supply is exactly how this is being operated).

Because we need them more than they need us. For the sake of getting a project added to the CV, for the sake of the degree (as summer

internship is a part of the MBA curriculum all over India), for the sake of appearing to a placement drive with a live project experience, students have to accept these offers. And also, some work is better than no work, especially for the B schools, practical learning and research projects are the important tools to get the students ready to embark on the vessel of the industry from the port of academia. Until and unless what is in the text is applied in real, there would be a gap in learning. So, the one and only silver line in this gloomy situation is the exposure (irrespective of its magnitude) that an MBA student can obtain from these internships.

But on a contrary, after a run in the industry, if someone is offering no pay internships to just use the skills of a particular person, it is no more an exposure; rather it is called as exploitation. Hence, on a concluding note, it can be stated, that the government and the academic bodies need to focus on making it compulsory for the organizations, a minimum stipend for all the technical and non-technical internships for students across graduation and post-graduation; otherwise, once the practice of unpaid internships became “very much usual” in the market, it will turn into a scope for the opportunist organizations to exploit the human resources very easily.



# *Latest Events*

Direct from the campus of IISWBM

- Alumni Talk Series  
(Alumni Relations Committee)
- Navikaran (Clubs)
- Nivedan - The Bijaya Meet (CRSR  
Committee)
- UMEED  
(E - Cell)
- Insight (Events Committee)
- Crossroads  
(Alumni Relations Committee)
- Webinars  
(CRPC)

## ALUMNI TALK SERIES

ALUMNI RELATIONS COMMITTEE

**Mr. Arkadeb Chakraborty** recently addressed his alma mater , as a part of the Alumni talks series. Having over 10 years of diverse experience in multiple industries like manufacturing, banking and FMCG in the field Talent Management, he is currently working as Deputy General Manager - Human Resources with Godrej Consumer Products Limited. He manages India Sales (Alternate channels) and leads the HR function for SAARC countries (Bangladesh, Nepal & Sri Lanka).

In the webinar he walked the students through the basics of how to identify questions and effectively answer to them in an interview. He connected theories of competencies into a very clear definition containing four key elements- knowledge, skill, behaviour and superior performance. He also introduced the batch to the framework of STAR (Situation-Task-Action-Result) and taught how to apply this concept when addressing one's achievements in an interview, for successful narration.



He was very interactive and patiently answered to all the questions asked. We are very grateful for such a wonderful educative session and hope to interact with Sir sometime soon again!

## ALUMNI TALK SERIES

ALUMNI RELATIONS COMMITTEE

Indian Institute of Social Welfare and Business Management was honoured to have **Mr. Zahir Abbas**, Senior Engagement Manager at Evalueserve, as a part of the 4th Webinar of its Alumnitalks series.

He delivered a highly engaging and insightful session on the topic "Career in Research and Analytics", giving valuable insights regarding the role of Research and Analytics in Business Decisions. He also talked about knowledge ecosystem and design thinking in Analytics.



"The illiterate of the 21st century will not be those who can't read and write, but those who can't learn, unlearn and relearn." - Alvin Toffler

In this learning and relearning journey, we had with us **Ms. Indrani Chakraborty**, HR leader and Tech Enthusiast, ex CHRO-CK Birla Hospitals and ex Tata AIA, addressing her alma mater in the second webinar of our Alumnitalks series.

In the insightful webinar session Indrani Chakraborty ma'am enlightened the students on topics like digital transformation in HR and how to prepare oneself for the tech-enabled future. We are thankful to Indrani Chakraborty ma'am for taking us through the transformational journey of HR digitisation in the VUCA world.



## ALUMNI TALK SERIES

ALUMNI RELATIONS COMMITTEE

**Mr. Sanjay Guha**, founder and CEO of Acquist Asia, Acquist Reality, London Reality Connect and LOCALMARKET, an experienced sales leader and a veteran direct marketing professional, addressed his alma mater on 1st September 2020 in an interactive webinar session.

In the hour long discussion he shared his professional experiences, the cheerful memories of his college days at IISWBM and also the key learnings he gained from the college. He shared some invaluable sets of advice with the students and provided some insightful suggestions about the post Covid-19 business scenarios, what are the opportunities ahead and how to deal with the uncertainties. He candidly responded to all the questions asked by the audience.

Mr. Guha's glorious corporate and entrepreneurship journey has surely motivated and inspired his juniors at IISWBM to look forward with optimism.



## ALUMNI TALK SERIES

ALUMNI RELATIONS COMMITTEE

In the third episode of our Alumnitalkseries on 19th September, 2020, Saturday, we had with us our alumnus **Mr. Partha Mukherjee** from the class of 1996. With 24 years of management experience in FMCG, Telecom, Microfinance and Technology, Mr. Mukherjee is currently the Chief Product Officer at New Street Technologies Pvt. Ltd.

The title of the webinar was “Microfinance and It’s Evolution in India & the World”. Microfinance industry is one of the fastest growing sectors in India with rapid penetration and a growth rate of 47%. Mr. Mukherjee took us through a journey of the origin & history of Microfinance, it’s growth and success in India and other countries in the world, the three models of Microfinance and the S.W.O.T analysis of this sector. He also elaborated about the several Microfinance institutions, the regulatory bodies and their course of action. Mr. Mukherjee emphasised on the point that this sector will continue to grow rapidly post Covid-19 crisis and will have competitive advantage over conventional banking services of commercial banks in the rural areas.



Lastly, Mr. Mukherjee became nostalgic addressing his fellow juniors and wished them the best for their future endeavours.

# NIVEDAN – THE BIJAYA MEET

BY CR-SR COMMITTEE OF MBA(DAY)

On the 26th of October, i.e., on the auspicious occasion of 'Vijaya Dashami', the CR-SR Committee of MBA(Day) Department celebrated Nivedan: The Bijaya Meet; where the whole department joined virtually over an online platform to bid Maa Durga a heartily farewell and to compensate for all the fun that was missed during the Puja.

As the year had been tough because of COVID-19, and all the physical classes and fun interactions were missing, this virtual meet was indeed a special and heart-touching event. It was a fun-filled evening with games like Antakshari and Audio-Visual quizzes; and to add to the Limelight, we had talented students giving cultural performances, like, dance, singing, recitation, and magic show.

It was truly a great event with all the pomp and splendor. The participants really gave a cut-throat competition, showing interest and zeal throughout the event and the cultural performers truly lightened our mood and kept alive the spirit of the festival.

## -NIVEDAN ANTAKSHARI TEAMS-

 <p>Priyanka Chourasia Tanaya Bandopadhyay Sulagna Kundu</p>	 <p>Mukhar Chatterjee Prarthana Majumdar Kamshika Mukherjee</p>	 <p>Anindya Chakrabarty Priganka Roy Rahul Ghosh</p>
 <p>Samrajit Ghosh Renaisa Bose Moumita Roy</p>	 <p>Kusmit Kaur Ankita Roy Choudhury Gargi Nayak</p>	 <p>Prema Lahoti Tej Narayan Shaw Anwesha Saha</p>
 <p>Anumita Dutta Anikita Chattopadhyay Alakananda Ray</p>		 <p>Srijoni Datta Anara Halder Aishee Sengupta</p>

 <p>Prarthana Majumdar Dance</p>	 <p>Aishee Sengupta Recitation</p>	 <p>Joydeep Mondal Magic Show</p>	 <p>Anwesha Saha Song</p>
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## The Ones with the Lime Light

 <p>Joyneeta Mukherjee Dance</p>	 <p>Kusmit Kaur Song</p>	 <p>Anwesha Saha Recitation</p>	 <p>Sulagna Kundu Song</p>
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# INSIGHT 2020

BY EVENTS COMMITTEE

On the 9th of January 2021, the Events Committee of the Indian Institute Of Social Welfare And Business Management hosted INSIGHT 2020, the first virtual corporate panel discussion event of the calendar year. The complete event was presented by SBI co-sponsored by SAIL, associate partner Pristine Bonds, Print Media Partner The Statesman, Radio Partner 91.9 Friends FM, Gift Partner Presto, Refreshments Sponsored by Monginis, Food Partner Shreya's Café, and Social Media Partner Foodyy Bangali.

INSIGHT 2020 provided a platform where corporate citizens from eminent organizations could share their views on the current scenario of the business world. This year's INSIGHT had stalwarts of the corporate world like Mr. Anil Bhasin ( Ex-President of Havells India), Mr. Kshitij Batra ( Regional Head HR, HDFC Bank), Mr. Sayan Bandyopadhyay (AVP HR, HDFC Life), Mr. Partha Pratim Dutta( Director, Advisor and Leadership Coach; Former Director-HR at Wilco Systems Inc. ADP, New York. Former Principal Consultant at PWC), Mr. Tamal Das (Consultant in the automobile industry) as the panelists for the Annual Corporate Panel Discussion. The panel spoke on the topic "Can India Become The Next Manufacturing Hub By 2025?", and put forward a varied range of opinions that represented almost all sectors of a workplace.

It was an extremely interactive session that allowed the students to directly approach the panelists with their questions and get a clear insight into how the corporate really runs.

We also had Mr. Jimmy Tangree ( Head 91.9 friends FM) and Mr. Arthur Cardozo ( Entrepreneur) as the Motivational Speakers, who set the mood light with their amazing communication skills. They introduced the audience to a side of life where being motivated is the only key. The students had a wonderful time interacting with them, while they spilled the secrets behind their success in life.

This year we also joined hands with the Sabar Welfare Trust, an organization based in Kolkata, that has built a school in Purulia, West Bengal for the SABAR children of Purulia and regularly ensures a wholesome development of these penurious tribal people. We were honored to have the founder of the trust Mrs. Diali Chandra who gave us a sneak peek into their world and showed us their journey through the years.

A presentation competition was also hosted on the same topic as the panel discussion and the top 5 teams got the chance to present their presentations before the panelists, teachers, students, and the viewers. The panelists chose the top 3 teams and the results were revealed at the

end of the session by Mr. Jimmy Tangree and Mr. Arthur Cardozo.

The committee overcame the obstacle of the pandemic and conducted INSIGHT 2020 on digital platforms for the very first time. The whole event was broadcasted live on YouTube and Facebook, and people from all across the country got a chance to be a part of it.

We could successfully reach a very large-sized audience through more than 1k views of the event on our YouTube channel.



# CROSSROADS' 21

## ALUMNI RELATIONS COMMITTEE

On the 10th and 11th of January 2021, the Alumni Relations Committee of IISWBM organized CROSSROADS' 21 where the esteemed alumni of our college who are leading industry experts in their respective fields interacted with the students virtually on google meet and shared their profound knowledge and expertise regarding various specializations.

The main purpose of the event was to help the 1st year MBA students in getting first-hand information about the various business specializations and the current market scenarios. We had Mr. Vishal Agarwal (Assistant Vice President - Wholesale Credit Risk at HSBC) and Mr. Monosij Sinha (Global Leader of Finance Technology, Tower Research Capitals) enticing the students in Finance, Mr. Umesh Hota (President-HR at Ultra-Tech Cements), and Mrs. Vineeta Abhani (Deputy Manager HR at Exide Industries Ltd.) discussing the importance of HR in a business organization, Mr. Debroop Dutta (Head of Builder Relationships, Home Loans at Axis Bank) and Mr. Arpan Dastidar

(Senior Council Member at CLG) guiding the students in sales and marketing and also Mr. Amitava Sain ( Director of Pwc) discussing the nitty-gritty of Business Analytics and Mr. Sagnik Mukherjee (Chief supply chain specialist at ABB) to guide students on Production and Operations.

Various online competitions namely MARKET IT, OPTIMISTIC, HR-MANIA, DATALYTICS, and FINANCE-FREAK were also organized to test the analytical and creative skills of the students. Almost all the competitions were mainly comprised of two rounds. The 1st round included a Quiz based on a particular specialization. The shortlisted participants from the 1st round then had to prepare a short presentation based on a case study given to them. They were also allowed to present their solutions in front of our esteemed alumni. The winners of the competitions were given medals and also e-certificates along with a hard copy.

Crossroads' 21 was also broadcasted Live on Youtube and Facebook.

We are grateful to our sponsors for supporting us in these challenging times. We express our sincere gratitude to our Co. Sponsors - Clean Plus and Gosai Furnitures, Health Partner - Wellversed, Radio Partner - 91.9 Friends FM, Food Partner - Chowman and Gift Sponsor - Muffle & Truffle.

Overall CROSSROADS' 21 was unique compared to previous years as it was held online for the first time. Despite the numerous impediments of conducting such a grandiose event online, CROSSROADS' 21 was a huge success and both the students as well as the alumni thoroughly enjoyed it.



**WE ARE BACK,  
BIGGER AND BETTER**

The wait for the best ends here  
**The Alumni Relations Committee**  
of  
**IISWBM**  
*Presents*

**CROSSROADS '21**  
*Experience the Expertise*

**JANUARY**  
**10TH - 11TH, 2021**  
**9:30 am ONWARDS**

Gift Sponsor  
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**CHOWMAN**  
North Chowder - North Spices

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**91.9 friends fm**  
Empowering Gen Z

Co-sponsor  
**Gosai Furnitures**

**Clean +**





## Dimensions to determine maturity

### 6. Culture & Talent

Is there a data-driven culture? Does the organization have the right talent?

### 5. Process & Integration

Are the business processes optimizing use of analytics?

### 4. Organization & Governance

Is the organization structured to maximize value of analytical efforts?



### 1. Business Decisions & Analytics

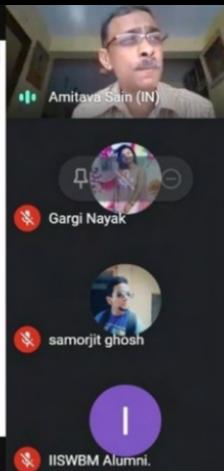
What kind of analytics is used across the value chain in the organization?

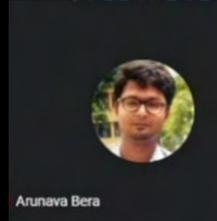
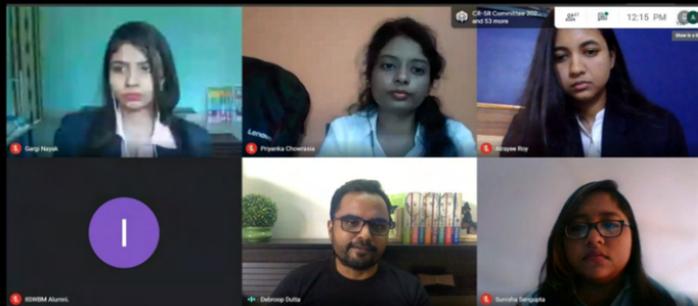
### 2. Data & Information

How is Data Quality, Data Security, and Data Integration managed?

### 3. Technology & Infrastructure

Does the technology and infrastructure ensure scalability of analytics?





**CROSSROADS'21**

Sponsors and logos displayed at the bottom of the banner include: IISWBM, Clean+, Gosai Furnitures, CHEWMAN, 91.9 friends fm, w, wellversed, and THE FRUITIE.

## WEBINARS

BY EVENTS COMMITTEE

The Events Committee of Indian Institute Of Social Welfare And Business Management hosted a series of Webinars where they invited eminent experts from various industries.

The webinar saw an overwhelming participation from both the senior and junior batch.

The participants got the opportunity to directly ask questions relating to the topic. The webinar was conducted on the official Zoom platform of The Events Committee and was broadcasted live on the YouTube channel Events IISWBM.

The eminent speakers were:-

- Mr. Anil Bhasin ( Former President Havells India)
- Mr. Rajesh Sahay (Chief Human Resource Officer, Wipro Consumer Care And Lighting)
- Mr. Banerjee (Regional HR Head of East Zone of Dabur)



Webinar slide for Mr. Rajesh Sahay. The slide features the IISWBM logo in the top left and the 'vents' logo in the top right. A circular portrait of Mr. Sahay is centered. Below the portrait, the text reads 'SPEAKER' and 'MR. RAJESH SAHAY' in bold, with 'Chief Human Resource Officer, Wipro Consumer Care And Lighting' in smaller text below.



Webinar slide for Mr. Anil Bhasin. The slide features the IISWBM logo in the top left and the 'vents' logo in the top right. A circular portrait of Mr. Bhasin is centered. Below the portrait, the text reads 'SPEAKER' and 'Mr. Anil Bhasin' in bold, with 'Former President Havells India' in smaller text below.



Webinar slide for Mr. Uddalak Banerjee. The slide features the IISWBM logo in the top left and the 'vents' logo in the top right. A circular portrait of Mr. Banerjee is centered. Below the portrait, the text reads 'SPEAKER' and 'Mr. Uddalak Banerjee' in bold, with 'Regional Manager East (HR), Dabur India Limited' in smaller text below.

# UMEED ' 20

## E - CELL

UMEED, the Annual Social Entrepreneurship Summit is an initiative by E-Cell of IISWBM which focuses on giving back to society. The two-day Summit consists of Social Welfare activities, of reaching out to the community, followed by the second day of celebrating Social Entrepreneurship through various events.

UMEED is conducted to encourage and enhance the entrepreneurial spirit among the youths, with the collective aim of contributing towards societal growth. It is an amalgamation of 3 events - Raising Smiles, Kha-e-Jao, and Entrepreneurship for a Social Cause.

UMEED 2020 was held on 16th January 2021 in a virtual auditorium, to uplift young minds from the despair of the Pandemic and enlighten the ray of hope and positivity.

It was conducted in three segments:

- **Article Writing Contest**
- **Treasure Hunt and Case Study**
- **Panel Discussion**

### **1. Article Writing**

The Article Writing Contest was the first segment of UMEED'20. The participants were given two topics, out of which they need to choose any one and express their thoughts in the form of an article-

- Remuneration to Homemakers, as a government policy. For or Against
- Is online learning a digital discrimination? For or Against

UMEED'20 tried to address the social issues that we are facing, in the current scenario through these topics. The Participants were expected to share their outlook and take on these issues.

### **2. Treasure Hunt & Case Study Competition**

The Treasure Hunt and Case Study Competition was an inter-college competition held on the Dare 2 Compete Platform (D2C), through which E-Cell IISWBM, was able to gather 200 participants across various colleges in India.

There was a total of 2 rounds. In the first round, i.e., Treasure Hunt, the team members were to hunt through some given clues to become one of the first and top 10 teams to be qualified for the 2nd round i.e., the Case Study Competition. In the second, i.e., the last round, the qualifying 10 teams went on to wear their entrepreneurial caps to analyze the given case study and bring forth the most practical, scalable, and feasible social and entrepreneurial-based solutions within a stipulated time frame.

### 3. Panel Discussion

2020 has been a year full of ups and downs, as the Global Pandemic cast an eclipse on the lives of the people.

The pandemic brought about a threat of a long-simmering mental health crisis on the lives of the youth, as they were unable to access schools or colleges physically; facing job insecurity, and disrupted community and familial bonds. In this enlightening session, we got to hear the insightful speeches of our eminent speaker:

- Dr. Nisha Khanna (Mental Health Professional & Certified Counsellor, TEDx Speaker, Winner of “India’s Healthcare Excellence Awards 2018”)
- Ms. Shipra Dawar (Founder & CEO of IWill Therapy and EPsychlinic.com, TEDx Speaker, Winner of “Times She UnLTD Award 2020” in Healthcare)



- Dr. Rajat Mitra (Psychologist, Psychotherapist, Author, Professor of Clinical Psychology, TEDx Speaker, Winner of “United Nations Public Service Award, 2011”)
- Ms. Meetu Chawla (Learning Specialist & Professional Success Coach, IGNITE Speaker, Founder & Head Coach at “THINKERMINDS”, Council Member at WICCI).

Our panelists highlighted the effect of the pandemic on several aspects of our life, beginning from personal and family relationships to the dynamics of work and career and the importance of taking quality care of our mental well-being. The positive changes in our life and surroundings as an effect of the ongoing pandemic were also discussed. Great emphasis was laid on how the inclusion of self-love, acceptance and minor lifestyle changes could make a huge impact in our lives positively amidst the global chaos which is caused by this pandemic. Through this entire session, the young audience was also able to gain a greater knowledge and understanding of the future Entrepreneurial opportunities in the field of mental health and ways to maintain the sustainability of their business.




**UMEED 2020**

# PANEL DISCUSSION

 16TH JANUARY, 2021  
 5 PM ONWARDS  
 E-CERTIFICATES

**THE POST COVID WORLD:  
A SHIFT IN MENTAL HEALTH ISSUES  
AND SOLUTIONS; FROM EDUCATION  
TO CAREER AND RELATIONSHIPS.**





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## WEBINARS

BY CORPORATE RELATIONS & PLACEMENT COMMITTEE

As the world has been gripped by the unrelenting pandemic, it has become increasingly imperative to continue to engage our students with corporate leaders and maintain fruitful academia-corporate relations. One of the most relevant ways to do so is through live webinars - by engaging prominent industry leaders to participate and discuss the latest business affairs of the industry, economy and impart crucial insights to our budding managers. The Corporate Relations & Placement Cell aims at ensuring that the students gain much-needed industrial

exposure, realign their perspectives and hone their business acumen via our Webinar Series.

The eminent speakers of our Webinar Series were:-

- **Manmeet Singh** - Senior Associate Director of Kelloggs,
- **Debadrata Samaddar** - Senior GM of Tata Steel Downstream Productsy Services



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT  
(India's First B - School)  
ESTD. 1953



**Mr. Manmeet Singh**  
Senior Associate Director,  
Kellogg's

"Marketing FMCG in India"



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT  
(India's First B - School)  
ESTD. 1953



**Mr. Debadrata Samaddar**  
Senior General Manager, Business Development,  
TATA Steel Downstream Products Ltd.

" Business Models - a journey from ancient to modern times "

- **Dola Halder** - Brand head of Doritos (Pepsico India),
- **Vijay VS** - Director of digitisation (Corporate BCM group) TCS
- **Dr. Sibani Mohapatra** - Associate Vice President of Tata Consultanc



Indian Institute of Social Welfare and Business Management

**“Brand messaging by Stages of Brand Life Cycle”**

**MS. DOLA HALDER**  
Brand Head - Doritos  
PepsiCo India

FEB 6 . 11 AM

**IISWBM**  
CORPORATE RELATIONS & PLACEMENT CELL

**Webinar Series**



**INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT** <https://www.iiswbm.edu/>

**WEBINAR ON ANALYTICS**  
Current Profile: Analytics, Data Science, AI, ML, Spocates, Analytics & Insights  
Organization: Tata Consultancy Services Ltd.

**DR. SIBANI MOHAPATRA**  
Associate Vice President,  
Tata Consultancy Services

Expertise: Design, Development & Implementation of High-end Analytical Solutions and Data Driven Decision Making to improve business scenarios; Conceptualizing Insight-driven Innovations across CoEs - Data Simulation-Databases CRM Business & Marketing Intelligence/Research/Analysis and Advanced Analytics & Modeling & Analytics Products.

Industry Domain Proficiency: Retail, CPG, Pharmaceuticals, Telecom, Hi-Tech, Hospitality, Banking & Financial Services, Insurance, Healthcare, Manufacturing and Energy & Resources  
Certification: PMP (PMB, USA) & 6 Sigma Green Belt

Associate:  

- Industry Speaker on Analytics across premier Institutes
- Fellow (Industry) IIM Indore

Wednesday,  
30th December, 2020,  
9AM

**IISWBM**  
CORPORATE RELATIONS & PLACEMENT CELL

<https://www.linkedin.com/company/tatpciswbm>

Designed By 



**INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT**

**WEBINAR SERIES**

**BUSINESS RESILIENCE**  
Speaker: **Vijay VS**  
Director Digitization-Corporate BCM Group  
Tata Consultancy Services  
Tuesday, 12th January, 2021

**IISWBM**  
CORPORATE RELATIONS & PLACEMENT CELL

**tos**

<https://www.iiswbm.edu/>

Designed By 

## NAVIKARAN ' 20

### CLUBS

Navikaran is the annual cultural event of IISWBM hosted and conducted by the members of its four official clubs Abhisharan, Finvestec, Resonance and Verkoop. Usually, the event is conducted on a physical mode every year. However, due to the ongoing pandemic situation, this year the event was conducted on online medium. Nevertheless, the overwhelming response, support and enthusiasm of the audience and participants helped to make this auspicious event a grand success once again.

This year the theme of the event was focused on the Colors & Cultures of India and hence was named Cultural where the games were designed in such a way that would uphold one of these aspects. All the participants exuded their known and hidden talents to win the mantle of the best and in the process left both the judges and the audience awestruck.

The inauguration ceremony commenced on 2nd January, 2021 and was graced by our hon'ble HoD of MBA Day department Mrs. Tanima Ray ma'am who enlightened us by

her insightful speech. We felt the absence of our hon'ble Director Mr. Dipankar Dasgupta sir throughout the event who unfortunately couldn't be with us on the day due to some unavoidable circumstances.

After the inauguration ceremony, Finvestec our Finance Club spiced up the show with their Auction game Going Going Gone where the participants were given virtual money to bid on a set of goods. The environment was ablaze with the excitement of everyone present.

Resonance, our Photography Club came next in the fray of entertainment and moved on with their show DiverCity where the participants were provided an opportunity to unleash their hidden photographer by clicking photos on the themes assigned to them.

Verkoop our Marketing Club moved in next with their bag of surprises Bazaar-E-Hind in which the participants needed to come up with innovative marketing strategy in order to convince the judges to buy their product.

The excitement among the audience hit fever pitch due to the stupefying performance of the participants..

Last but not the least, Abhisharan our HR club brought closure to this memorable event with their fabulous game Saudagar on 3rd January, 2021.

The game required the participants to create videos related to Indian Media and Corporate World depending on which the participants were to provide their insight that will solve or deal with the situation shown in their video within a fixed period of time. Both the participants and the audience supported the game with overwhelming applause.





# IISWBM

Indian Institute of Social Welfare and Business Management

shubam ghosh

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