



Issue 23 | 2020-21

# IN-SYNC

A B-school Magazine | Issue 23

Vinod Gupta School of Management  
IIT Kharagpur

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## From the desk of Alumni Committee

*Welcome to the 23rd edition of In-Sync, the annual B-School Magazine of VGSOM.*

*Socrates said “The secret of change is to focus all of your energy, not on fighting the old, but building on the new.”*

*To prepare for the future and learn from our present, this year’s theme for In-Sync is “**Innovation beyond R&D**”. The articles in this year’s magazine brings together creativity and hopes of a better future through much needed innovation.*

*Amidst the pandemic, a fresh batch of 98 aspiring managers joined us at the start of September 2020. This batch brings forth fresh perspective along with their professional expertise in different domains.*

*The batch of 2021 succeeded in securing remarkable heights in final placement while batch of 2022 proved their merit by bagging much sought-after profiles with top recruiters in their summer internship.*

*In-Sync 2021, brings together news from your dearest alma mater, VGSOM, along with many creative and inspiring articles.*

*So, join us as on this informative journey and tell us what you think !!*



## Message from Dean, VGSOM

At the onset of the new Autumn Semester, I am glad to learn about the release of the Annual Alumni Magazine of Vinod Gupta School of Management (VGSOM) that serves as a glue between its fraternity and alumni, considered as the most cherishable assets that the School has garnered since its inception.



The theme, *'Innovation beyond R&D'* is befitting as the entire academia learns to grapple with the challenge at hand. I believe that despite meeting a historic global challenge, the present batches of the School would successfully emerge as purposeful leaders if they continue learning to appreciate the power of innovation to drive disrupting businesses and creating widespread opportunity.

In today's constantly changing industrial and organizational scenario, innovative teaching-learning strategies are essential in management education ensuring development of well-performing and effective managers. There have been numerous cases in organizations across the world where managers with creative mind and potential are capable of introducing new, one-of-a-kind, and unique system and technology to address problems under extreme conditions.

While many kinds of innovative techniques have now been adopted in management education systems across the world, innovative managers contribute toward development of 'robust' and 'sustainable' organizational systems recognizing and using innovative skills and creativity of individuals. After all, a few innovative measures and creative managers form the backbone of any organization.

The CoVID-19 pandemic galvanized the entire VGSOM community, yet the Alumni Committee has shown their knack again in continuing its collaboration with its alumni and releasing another edition of In-Sync.

I take this opportunity to congratulate the entire alumni committee for their meticulous efforts and showcasing their creativity, even amidst the unprecedented pandemic. I wholeheartedly invite our esteemed alumni to share their views to enhance the holistic development of the Alma matter.

Prof. V. N. A. Naikan  
Dean, VGSOM



## Faculty Coordinator's Message



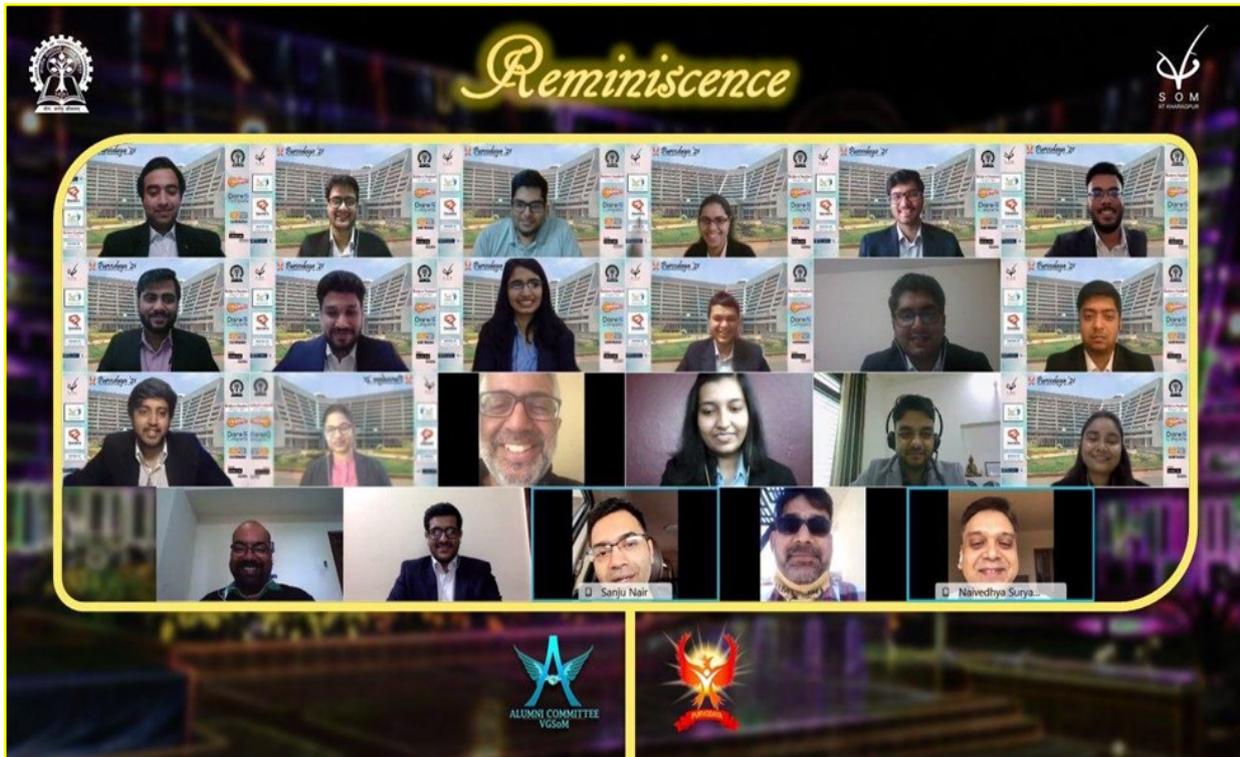
*“In-Sync 2021 brilliantly showcases the efforts and achievements of VGSOM in the previous academic year.”*

It is a pleasure to learn that the alumni committee has launched its annual magazine, the “In-Sync” for the 23rd edition despite grappling with the trying times. The theme chosen for this year is “Innovation beyond R&D” which is insightful considering the ordeal that educational institutions are facing. The efforts of the editorial team and the entire Alumni Committee at large is worthy of appreciation. I congratulate the team for their consistent and meticulous efforts in successfully compiling the various articles. In-Sync 2021 brilliantly showcases the efforts and achievements of VGSOM in the previous academic year. I also invite our esteemed alumni to share their views to enhance the holistic development of their alma mater.

Prof. C. S. Mishra  
Faculty Coordinator  
Alumni Committee, VGSOM



## Reminiscence'21



The fourth edition of Reminiscence was presented by the Alumni Committee, VGSOM under the ambit of Purvodaya'21– annual business fest of VGSOM. Distinguished alumni from VGSOM's ever-growing alumni base graced the event. The first-ever virtual Reminiscence was based on the theme **“ZOOMing into the past”** to help all gathered, connect their online MBA with offline campus experience. This year's Reminiscence was honored to host our fellow alumni from the batch of 2003. As a part of the audience, to support the panelists, the event also witnessed enthusiastic participation from the panelists' seniors and batchmates from the batch of 2002 and 2003 respectively. The panelists shared their experiences of life in and post-VGSOM. The journey which encompasses the first steps into the management world to emerging as leaders in their respective fields served as a perfect boost for the crop of budding managers. Through the first-ever online edition of Reminiscence, our esteemed alumni took us on an interesting ride through their memory lanes by turning back the pages of the calendar and delving deep into the memories that they had created over the years. Along with the amazing stories shared, the interesting games played by them made us relive those days even better. The key insights into what is required in the corporate world today and how VGSOM can contribute further towards making its students corporate-ready rekindled the connection which our beloved alums have with the institute and the institute has for them.

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**Reminiscence '21**

**Mr. Rajiv Bhushan**  
(Batch of 2003)  
*Tata International Limited*

**Mr. Happy Garg**  
(Batch of 2014)  
*Amazon*

**Mr. Avinish Jain**  
(Batch of 2003)  
*Brands on a Mission*

**Mr. Sanju Nair**  
(Batch of 2003)  
*T-Systems International*

**Mr. Anurag Dua**  
(Batch of 2003)  
*PwC*

**Mr. Krishna K**  
(Batch of 2003)  
*Alpha Investment Capital*

ALUMNI COMMITTEE VGSOM

**Reminiscence '21**

**Mr. Rajmohan R Nair**  
(Batch of 2002)  
*Accenture*

**Mr. Vikrant Deoras**  
(Batch of 2003)  
*Tata Chemicals*

**Mr. Hrishikesh Nair**  
(Batch of 2002)  
*Ferro Corporation*

ALUMNI COMMITTEE VGSOM

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## Alumni Talks

The Alumni Committee of VGSOM launched its online Alumni interaction series *Dhwani* in 2020 with the aim of capitalizing technology to bring our prestigious Alumni closer to their Alma mater. The objective of this series is to provide an interactive platform to current batches to learn from our prestigious alumni their take on how to deal with these challenging times in both personal and professional front. We all know how tumultuous the past year had been and to sail through those times who other than our alumni could be best to guide us with their immense experience of their journey right from the point they entered into VGSOM to the point when they are excelling in their professional lives till now. Many sessions were held during the last year. This also provides the opportunity for our alumni to reminisce about their time in VGSOM and connect with us while sharing their experiences.

We had a chance to interact with following esteemed Alumni over the last year-

Alumni	Batch	Organization	Designation
Akshat Mohindra	2009	Global Account Manager	Cisco
Saibal Nandi	2000	Head Analytics Marketing & Sales	Tata Steel
Prashant Sagar	2010	Head Cost Engineering Delivery, General Manager	Tata Motors
Bushra Firdous	2009	Commercial Manager (South East Asia)	Schlumberger
Debendra Mohanta	2000	Head of Japan Area/VP	L&T Infotech
Rohit Singh	2008	CFA, Vice President - Investments	Xeraya Capital
Arun Kumar Rallapalli	2002	Head-Marketing Strategy	AHI Carrier Fzc



## Distinguished Alumni Awards

The Institute recognizes its young alumni age 45 or younger who have excelled in life through their outstanding early-career contribution by conferring on them the Young Alumni Achiever Award (YAAA).



**YOUNG ALUMNI ACHIEVER AWARD 2020**

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**VGSoM ALUMNI COMMITTEE**

*Congratulates*



**SARSWATI R**  
Superintendent of Police (Anti-Narcotics), Agartala  
MBM, 2006

&



**MOHD. ATHAR**  
Partner, Capital Projects & Infrastructure, PwC  
MBA, 2008

**VINOD GUPTA SCHOOL OF MANAGEMENT  
IIT KHARAGPUR**



**YOUNG ALUMNI ACHIEVER AWARD 2021**

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**VGSoM ALUMNI COMMITTEE**

*Congratulates*



**Arjun Nohwar**  
Former Head, Asia Pacific, Uber  
MBA 2007



**N M Leepsa**  
Business Lecturer, Arizona State University, Lake Havasu  
PhD 2014



**Sameer Aggarwal**  
Founder & CEO of Revfin  
MBA 2006

**VINOD GUPTA SCHOOL OF MANAGEMENT  
IIT KHARAGPUR**



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## Sustainable Innovation

The world economy has ever since been consuming the Earth's precious natural resources and generating waste at an unprecedented rate. Businesses are transformed to implement practices that preserve the planet's resources, ensuring the vitality of future generations, thus driving sustainable innovation.

Mere innovation isn't sufficient unless it is coupled with sustainability which is essential to drive a green economy using clean technologies. Formerly, innovation in businesses revolved around cost reduction and risk mitigation. But in recent times there has been a shift towards incorporating sustainable aspects such as utilizing green supplies. However, the same is met with specific challenges such as procuring eco-friendly products from suppliers. Companies consider driving sustainable businesses as their social responsibility divorced from short term business objectives.

Corporate Giants re-invent products and services to harp on market advantages, thus eliminating sustainability challenges. Innovation and creativity should go in tandem to meet the sustainable targets of an organization. Team members that are equipped with a holistic understanding of the business value chain have an edge in generating ideas to drive innovation.

Incremental innovation needs to be replaced with transformational changes that would be instrumental in enabling organizations to adapt to sustainable business; indeed, the new economic paradigm would help to solve the challenges, thus driving industry-wide changes.

Rakshith Kashyap

MBA '21



## Innovation in Education

*“Innovation in education allows the imagination to flourish without being scared of trying new things. Not always, these new things might succeed, but when they do, it’s awesome. Innovation should be coupled with the right attitude so that the education realm can boast of great accomplishments.” – Valerie*

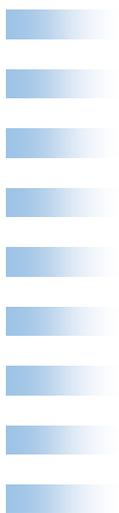
Innovation encapsulates the holistic goals and aspirations of a society or a generation at large towards a transformation. The next significant revolution will not be technological, even as technology marches forward unabated. Perhaps the next revolution would undeniably be a societal one aimed at enhancing the quality of education, empathetic quotient and a deeper understanding of the world and its people.

A game-changing action in this regard would be to educate students to be responsive to emerge as wise and responsible leaders of tomorrow. It would help in paving the way for an empathetic and responsible future.

The education scenario of our nation doesn’t portray a delightful picture but rather depressing flooded with rote-memorization exams in the name of “accomplishing mission”. In today and tomorrow’s knowledge economy, students will need to be self-starters, persistent and display an appetite for measured risk-taking. The students need to be adaptive and simultaneously master specialized or technical knowledge to thrive. Certainly, cutting-edge research-based innovation is the resort to disrupt the world of research, academia and every other field that encompasses education.

Kanika Yadav

MBA ‘21



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## EGO



Soaked in ego if you feel mighty and high,  
Drenched in self- centeredness till the brim,  
When you feel like the king who can fly  
And the most supreme,

Take a break and think this over,  
You're not an irreplaceable bloke,  
You're not as rare as three- loaf clover,  
Once old and fragile, you're less useful than a cloak.

Fill a bucket with the water from rain  
Dip your hand and stir with the wrist  
Once pulled out, the hole that remains  
Tells you how much you'll be missed.

In the delusion of 'More', you are caged  
But the journey till tomb will need only four shoulders,  
Once you go, you will be amazed  
The world is quite the same as before.

It's now very clear  
Do the best you can  
Be humble and wipe off tears  
Think not you are an indispensable man

Akash Sau  
MBA '20

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## Corporate and Media Interaction Cell

The Corporate and Media Interaction Cell of the Vinod Gupta School of Management, IIT Kharagpur is responsible for providing platforms for academic-corporate synergy to impart a broader dimension to the B-school experience, to further the goals of seamlessly blending management and technology. It serves as a link for VGSOM with the corporate world. The central focus of the CMI committee is corporate engagements and interactions to maintain the industry-academia connect. CMI also manages the institute's digital presence over a wide range of social media platforms, complementing its journey towards international acclaim.

### Guest Lectures

CMI cell organizes weekly interactions between industry leaders and the student fraternity. These sessions are designed to give the students a holistic view of business in an academic setting. With its flagship series – Vaarta, the CMI cell strives to bridge the gap between theory and practice. Even in the virtual workplace scenario, the online adaptation - Vaakya ensured that industry interactions never stopped at VGSOM. These guest lectures provide enriching insights, delivered by some of the most brilliant minds in the industry, to better equip the budding managers for their upcoming corporate lives. Some of our renowned guests in the year 2020 and 2021 were:

### Vaarta

**Mr. Shankar Gupta**, President & COO at ACG Worldwide

**Mr. Pushkar Gokhale**, Vice President – Head B2B at Godrej & Boyce Mfg. Co Ltd

**Ms. Nidhee Kekre**, Lead – WPP Unilever Team, India at WPP

**Ms. Sarita Bahl**, Country Group Head Communications & Public Affairs (CPA) – South Asia at Bayer Group in India

**Mr. Niladri Ray**, Chief Technology Officer at Broadridge Financial Solutions (India) Pvt Ltd

### Vaakya

**Mr. Abhik Chatterjee**, Managing Director at Boston Consulting Group

**Mr. Ram Gopal**, Chief Executive Officer, Barclays Bank India

**Mr. Kedar Apshankar**, President & Chief Operating Officer at Aditya Birla Fashion & Retail Ltd

**Mr. Mainak Dhar**, Managing Director & CEO, India and South-Asia at Kimberly-Clark

**Mr. Nitin Seth**, Chief Executive Officer at Incedo Inc.

**Mr. Roop Singh**, Chief Business Officer at Birlasoft



**Mr. Amit Sethiya**  
CMO, Syska Group

**Mr. Abhik Chatterjee**  
Managing Director, BCG

**Mr. Sathya Kalyanasundaram**  
India Country Head and MD,  
Experian

**Mr. Ram Gopal**  
CEO, Barclays Bank India

**Mr. Kedar Apshankar**  
President & COO, ABFRL

**Mr. Dipayan Chakraborty**  
Head of Analytics &  
Business Insights, Myntra

**Dr. Rima Ghose Chowdhury**  
EVP & CHRO, Datamatics

**Mr. Shishir Kumar**  
Head of Rewards &  
Development, Airbus

**Corporate & Media Interaction Cell**  
Vinod Gupta School of Management  
IIT Kharagpur

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## Vaachna 2020

The Vaachna – the online adaptation of the HR Conclave is a belvedere that witnesses the stalwarts of Human Resource Management discuss the most pressing questions of the contemporary world, brainstorm and put forth ideas in front of the young minds. The event aims to carve out new thought processes and perspectives to envisage the affairs in totality. It featured industry stalwarts such as:

**Mr. Saugata Ganguly**, Director - Human Resources, South Asia & Global Head - Industrial Relations - Avery Dennison

**Mr. Ankush Arora**, Senior Vice President and Head of Human Resources - Grofers

**Ms. Prachi Rastogi**, Diversity and Inclusion Leader - IBM APAC

**Ms. Tulanahina Maity Pandey**, CVP & Head HR - Bancassurance at Max Life Insurance

**Mr. Samar Singh Sheikawat**, Independent Business Consultant, Start-up Advisor, Professional Public Speaker and Thought Leader



## Vishleshan 2020

Vishleshan, the Management E-Conclave, is a sign of the institute's commitment to managerial excellence. The esteemed panel included:

**Mr. Digwanta Chakraborty** – India Talent Acquisition Head – Technology, Digital & Analytics – Digital BCG (APAC), Boston Consulting Group

**Mr. Ankur Tailang** – Head of Talent Strategy – GEP India, GEP Worldwide

**Ms. Gaurika Tandon** – HR Leader – Learning, Engagement & Employer Brand, Bennett Coleman and Co. Ltd. (Times Group)

**Mr. Subrat Sharma** – India HR Head & AP HR Business Partner, Rockwell Automation

**Mr. Shivaditya Banerjee** – Head HR India – Piramal Pharma Solutions, Piramal Enterprises Limited

Moderator: **Ms. Rashmi Mansharamani** – Chief Human Resources Officer, The Wave group

## Leadership Summit 2021

Leadership Summit - held as a part of Purvodaya, is a premier platform that brings together distinguished luminaries from the corporate world to a common stage. Leadership Summit 2021 played host to eminent personalities such as:

**Mr. Nikhil Chandarana** - Chief Financial Officer, Tata Starbucks Private Limited

**Mr. Stefano Pelle** - Former Managing Director, Ferrero India & Piaggio India

**Mr. Milind Thatte** - Managing Director & Vice-President - India Sub Continent, Procter & Gamble Health Limited

**Ms. Bhuvana Subramanyan** - Chief Marketing Officer, Randstad India

**Ms. Kavita Kurup** - Global Head - Talent & Organizational Transformation, UST

**Mr. Sathish Rajendren** - Chief Operating Officer & Head, Facilities & Asset Management Services, India, Knight Frank India Pvt. Ltd.



## Placement Committee

Another successful placement season was witnessed at the Vinod Gupta School of Management, IIT Kharagpur. Some of the biggest names in the corporate sector from different realms participated in **Vantage 2021**, the institute's flagship placement season and offered diverse as well as niche positions. Even in the midst of a major economic downturn, the placement season was successfully completed with 100% of the batch placed in record time.

In terms of the packages offered, the institute reached new heights. A total of 132 job offers were made to the 116 students of the 2021 Batch ([Placement Report](#)). Summer Internship organisations made Pre-Placement Offers to one out of every four applicants. More than 70 companies chose VGSOM, IIT Kharagpur for final placement partnership, which speaks volumes about the calibre of our students and the value they bring to our industry partners.

Legacy recruiters returned for the batch 2020-2022's Summer Placements ([Summer Placement report](#)) and several brands formed associations for the first time. This demonstration of confidence in VGSOM shows the skill and integrity of VGSOM's past and present students. With over 60 companies visiting campus, the Summer Internship Program will be a wonderful learning opportunity for students, with a variety of positions in various domains and real-life business challenges awaiting them.

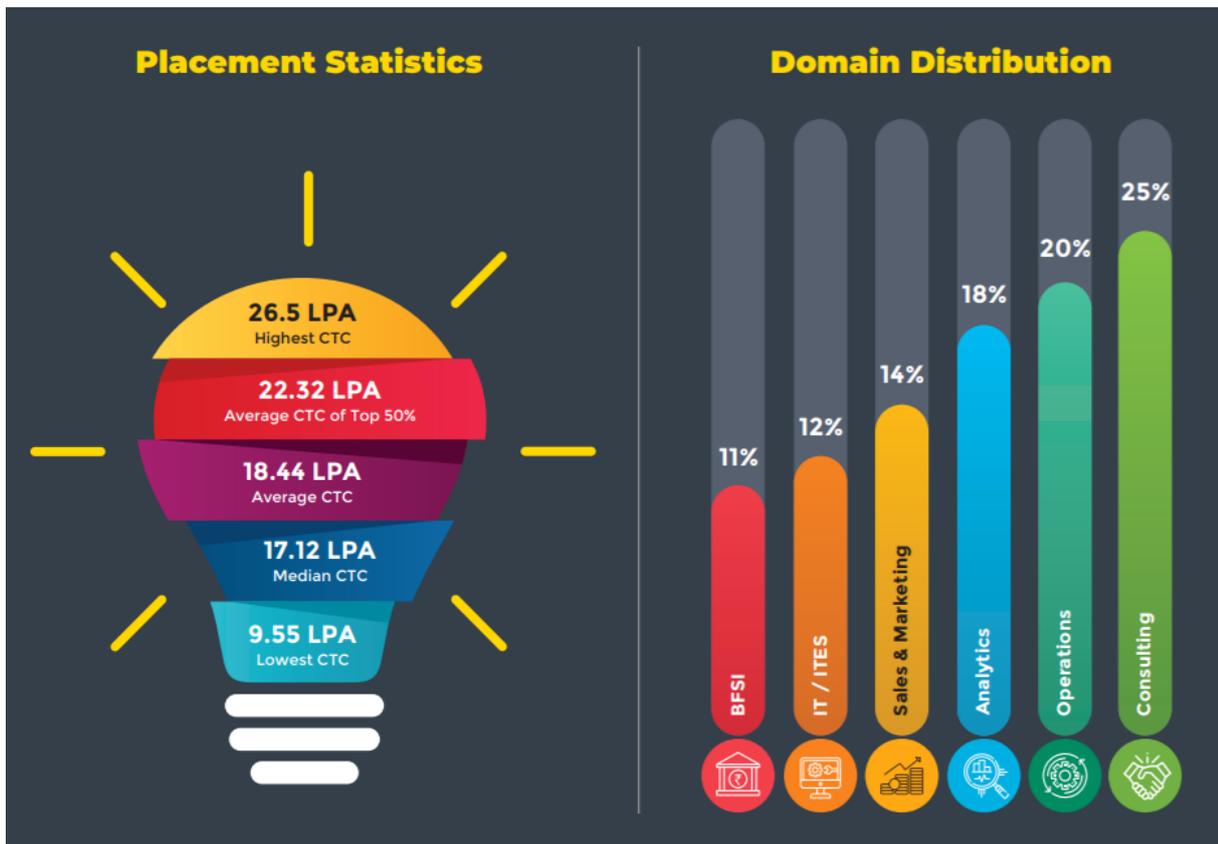
The banner features a blue-tinted photograph of the Vinod Gupta School of Management building at IIT Kharagpur. Overlaid on the image is a dark blue semi-transparent box containing the following text and logos:

- Top left: IIT Kharagpur logo.
- Top center: "Vinod Gupta School of Management" and "IIT Kharagpur" in white text.
- Top right: VGSOM logo.
- Center: "Ranked #5 in" in large white font.
- Bottom left: NIRF logo and "NIRF India Rankings 2020" in white text.
- Bottom center: "Ministry of Human Resource Development, Government of India" in small white text.

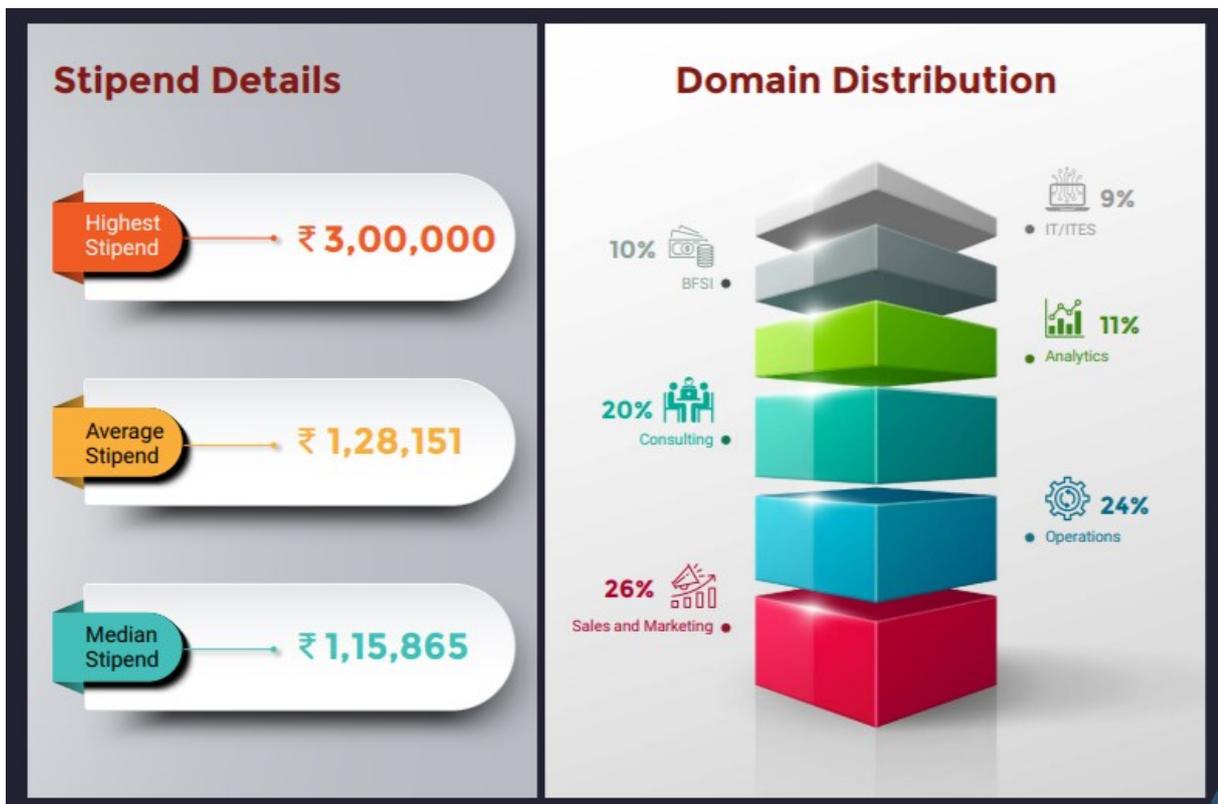


## Placement Statistics

### Final Placement 2019-2021: -



### Summer Placement 2020-2022: -



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## Achievements



**National Winners**  
Flipkart Wired 4.0 in the  
Supply Chain Track



**Global Runner up**  
StockTrak - Stock  
Simulation Competition  
at SMU



**National Finalist**  
Tata Imagination  
Challenge 2020



**National Finalist**  
OYO - The Catalyst



**National Finalist**  
Global Management  
Challenge 2020



**Top 10 Finalists**  
L'Oreal Sustainability  
Challenge



**Finalist**  
Navnirmaan Case  
Contest by Nomura



**National Semi-Finalist**  
Finalist in HUL L.I.M.E  
Season 11



**National Semi-Finalist**  
Titan Elevate 6.0



**National Semi-Finalist**  
Colgate Transcend 2.0



**National Semi Finalist**  
L&T OutThink



**National Semi Finalist**  
ET Prime OnePlus



**National Semi-Finalist**  
TVS Credit E.P.I.C  
Challenge



**National Pre-Finalist**  
Hero Campus Challenge  
Season 5



**National Pre-Finalist**  
Reliance T.U.P 5.0



**Regional Finalist**  
RB Global Challenge

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## Building An Innovative Nation

Each generation is a witness to a unique path-breaking concept. Innovation is driven by a strong sense of purpose that shape a wide array of technological advances. Innovation is followed by a wide-reaching impact on businesses, keeping the core offer intact. For instance, the idea of banking has been around since ages. Futuristic changes such as digitalization and cryptocurrency have enabled the banking world to handle financial transactions better.

One draws inspiration for innovation from nature. The ideation of products, processes and even smart cities finds its roots in the surrounding nature. In an interesting exercise, IBM, together with Smart Design, a New York firm, developed a city's water conservation system modelled on a natural ecosystem. The underlying principle is that nature interacts with its creatures through signaling. Say, when the water dries up, droughts occur. A green park in this city would, therefore, signal a well-functioning water conservation system.

The innovators devised specialized metering systems that would signal the need for community members to self-regulate resources - a phenomenon similar to how animals and birds 'listen and adapt' to nature's signs.

To foster innovation, India should continue to reinvent itself and emerge as the innovation hotspot in the world. The need of the hour is to develop originality and sculpt your own path rather than imitating the west or following anyone's legacy, failing to which one would perish. One needs to address the core problem at hand rather than finding superficial 'jugaad'. This can be achieved by performing extensive research and enhancing our risk-taking ability.

India is home to renowned mathematicians and scientists such as CV Raman, Ramanujan and Bose. In the words of Thomas A Edison, "To invent, you need a good imagination and a pile of junk." A nation can emerge victorious only by fostering research and creativity and not merely celebrating spelling bee winners or olympiad runner-ups. The recent changes proposed in the Indian education system by the government seems to be a stepping stone in that direction. It will be interesting to witness how the new model stands the test of time and paves the way for a riveting future.

Tanuj Singh  
MBA '21

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## Is Disruptive Innovation Sustainable?

Any intelligent fool can make things bigger and more complex. It takes a touch of a genius and a lot of courage to move in the opposite direction. These are some great words from E.F.Schumacher author of the book **Small is Beautiful** for whom sustainability is the need of the hour. Disruptive innovation refers to technologies that serve a niche market by providing new innovative value propositions for the consumer. In this modern competitive world business need to constantly innovate in order to stay way ahead of the curve in an environment of continual evolution and change.

Most of the time, businesses struggle to adapt successfully to change because they are heavily overburdened and because they have spent several years being extremely adept at running their existing market. The growth of the middle class population in China and India, among other nations, the expanding set of footloose well-educated professionals embracing job opportunities around the world, experiencing hunger, climate change, potential water problems, and food supply chain disturbances are all examples of change patterns and this is where the organizations are donning their strategic and design thinking innovation hats.

Change is the only constant thriving in the modern world. Now a days large corporations and multinational companies are devoting a certain portion of their investment portfolios to make investments which constantly aim to reduce their most significant environmental and social effects, Hence, Sustaining innovation is the practice of innovating to improve current goods and services for existing customers, depending on consumer or industry demands. Sustaining innovation does not seek untapped or underserved markets; rather, it seeks to stay significant and competitive. Companies are largely making their operations go greener and developing green products so that they can align with mother Nature's objectives of creating a world for our future generations so that they do not put any pressure.

The objective is to bridge the gap between environment and humans and we need to become more environment friendly. Companies save money by being more environmentally conscious when they use fewer inputs. Furthermore, the process raises extra sales from improved products or allows organizations to start new enterprises. Indeed, since these are the priorities of corporate creativity, we see that smart businesses today see sustainability as the new frontier of innovation.

Traditionality can never lead to modernity and once traditional approaches collapses, companies need to develop more innovative solutions and this can happen only when we have leaders whose vision can truly create awareness among its followers. Hence, Sustainability=Innovation.

Subham Ghosh  
MBA '22



## Lockdown Ramblings

Men are from Mars, women from Venus,  
But treated alike by a trivial viral genus.  
It has caused a toll on our planet too high,  
That generations to come would unfold with a sigh.

Life's gazing at waxing and waning of the moon,  
with the faith that we meet again soon.  
Is it merely empty bridges and rails,  
Or are we weaving a magnificent humanity tale!

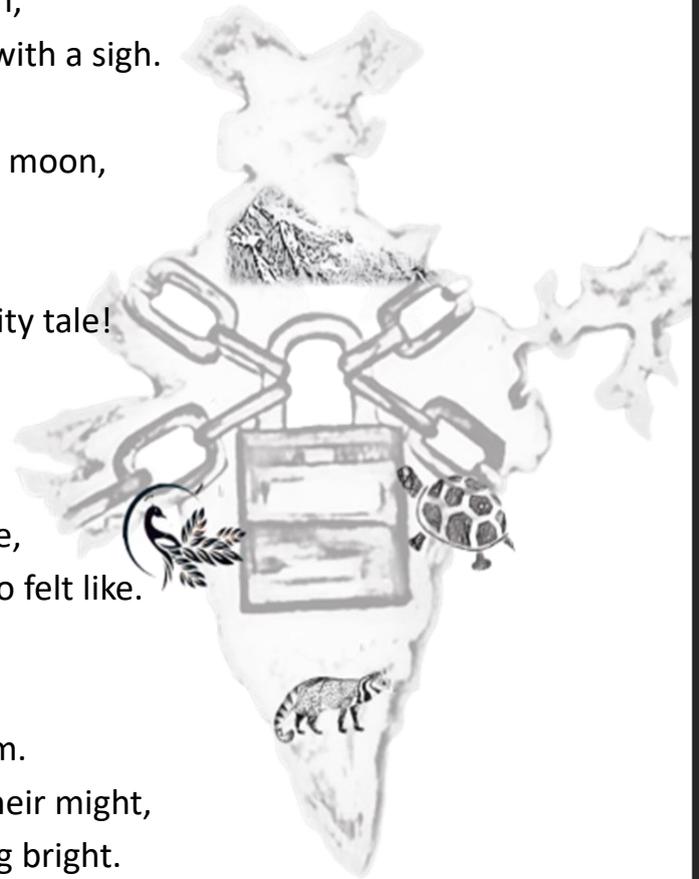
Desolated parks and streets,  
With no human soul to greet.  
I have forgotten what it was to ride a bike,  
or how a frivolous chat over a cappuccino felt like.

Challenges took social media by storm,  
And praising frontliners became the norm.  
Silent chambers waged battles with all their might,  
To live another day to see the Sun shining bright.

Dolphins, turtles, peacocks freely lazed around,  
While hills from afar showed their mound.  
The Usual hum of city life vanished,  
Letting the globe heal from its anguish.

Nonetheless, what can be of more worth,  
than the tranquility embraced by Mother Earth!  
Don't you worry, we are in this together,  
Let's hope we live happily forever."

Smriti Shah  
MBA '21



## Innovation in Business

Innovation is a pre-requisite to remaining relevant in a competitive environment. In today's cut-throat competitive scenario, businesses are divesting their resources in research-based innovative projects to stay ahead in their perpetual race. Organizations incentivize innovation projects to outstrip their rival and secure, durable leadership.

Corporate giants that lead innovation such as Apple Inc. harp on the first-mover advantage but also have to be wary of losing market share to nimble competitors. The world's most valuable brands put persistent efforts in bringing continual innovation, thus, attracting increased investments.

Established businesses that fail to foster a culture of innovation eventually succumb to oblivion's curse and are bound to make way for recent technology. A classic example of this is Kodak and Nokia that exhibited rigidity to adaptation and consequently failed to embrace the next-generation technologies.

Equally important is that the investors are wary of the blind spots in innovation and judiciously back ideas. In the words of Jeff Bezos – It's dangerous not to evolve, implying that entities in their commercial and personal space need to break out of prevalent ideologies in quest of renewed ideas.

Aayush Srivastava  
MBA '21



## Innovation in Chaotic Times

The year 2020 will be etched into the mind of every individual. The end of 2019 brought with it the hitherto unknown coronavirus into our midst. Later categorized as a pandemic by the World Health Organization (WHO), it found the new world woefully underprepared for meeting the challenge. Particularly in the Indian context, the lack of medical facilities to treat COVID-affected patients and the lack of concern for the existing ones was heartbreaking. In the initial days, news reports informed us about the acute shortage of medical equipment, including adequate safety gear for doctors, nurses, and other frontline medical workers.

At this critical juncture, innovation played a crucial role in meeting everyone's requirements - those affected by COVID and those who weren't.

To combat the increasing shortage of ventilators, industry giants Mahindra & Mahindra and Maruti Suzuki stepped up to restructure their manufacturing plants to produce ventilators. Diageo India shifted their attention to manufacturing hand sanitizer, pledging 3 lakh liters of bulk sanitizer across 15 manufacturing units across the country. Reliance Foundation started manufacturing face masks and other protective equipment to aid coronavirus relief efforts. The Indian Railways pitched in by converting railway coaches to temporary COVID-19 quarantine centers.

Education shifted online along with work and play. Both employers and employees were aware of work from home as a concept, but no one could fathom the speed and scale at which it would need to be adopted. Despite the hurdles, both professional and educational institutions transformed their models to deliver value online.

Food aggregators like Zomato, Swiggy, and cab aggregators like Ola and Uber stepped up to deliver essentials across multiple cities, simplifying every citizen's lives during the nationwide lockdown.

Doctors turned to remote monitoring for both COVID and non-related cases.

While such innovative practices may have become standard procedures over time, the sheer speed with which these were implemented to stand against adversity in the present was mind-boggling.

*"When something is important enough, you do it even if the odds are not in your favor."*  
- Elon Musk, Founder and CEO of SpaceX and Tesla

Prithvijit Das  
MBA '22

#HomeVGSOM



## Alumni Speaks

### 1. *How instrumental has VGSOM been in shaping your career and life at large?*

There are three aspects of having studied at VGSOM that I cherish. The first is the quality of instruction and education I have received, the second being the networks and friendships I have developed, and the third is the platform it provided me to start my corporate journey as I was a fresher when I joined the institute. I am grateful to the institute for providing me the foundation on which I have been building my career.



### 2. *What is the success mantra that you would like to share with the budding managers?*

A good B-school can lend you credibility as you walk through the doors of a firm, but from Day 1 on the job, you have to work harder than everyone else to rise. In my experience, there is no other success mantra that genuinely works. You stand out by learning faster, applying yourself, and delivering results.

### 3. *How resourceful has our Alumni network been for you, and what steps can we take to increase its utility?*

An Alumni network can be robust, but there has to be a platform that enables the connections and Chapters that organize according to a calendar of high-quality events. If we believe we are amongst the best B-schools in the country, then this belief has to reflect in the quality and frequency of Alumni interactions that VGSOM organizes. Alumni can be ambassadors, donors, lecturers, and recruiters for their alma mater, and in return, the institute must engage with them to keep the relationship thriving.

Let's begin by creating an updated repository of all Alumni and their professional whereabouts. The Alumni Connect gatherings should be held in venues that uphold the prestige of a premier institute such as that of an IIT B-school. Further, more Alumni should be encouraged to engage with the institute and its students. Kharagpur is not the most accessible location to fly into and requires a 2-day time commitment to visit, so the institute needs to think differently and figure out how to create perhaps 'virtual guest lectures' which could be delivered to students via Zoom or other video conferencing tools.



**4. In your opinion, does radical innovation enable organizations to achieve their goal, or is it detrimental to the workforce and society?**

I feel like a professor trying to answer this one. Radical innovation is not effortless for any organization to achieve; it stems from the creation of new knowledge or new technology, which is, by nature, going to be infrequent. The momentum of digitization in every business aspect and all manner of industries has not only brought about unprecedented innovation but has also saturated the market for radical disruption. Incremental change is constant, but revolutionary new business models, such as Uber, Netflix, or technologies like iPhone, SpaceX are rarer. In general, such transformations are value accretive for companies and societies, which see the positive impact translate over time.

**5. Keeping in line with the theme of this year's magazine, what role has innovation played in transitioning through various functions in your career. Also, please shed some light on your present position in Uber as Director and Regional GM, Asia Pacific.**

I believe you can drum up innovation in any function of business; it is not just the domain of engineers and doesn't take place only in R&D labs. Certain instances that I can recall include innovating an entirely new pricing model, which helped us accelerate sales for a low-cost housing project. Another one is creating a differentiated service offering for discerning customers that helped us acquire corporate riders quicker than the existing competition.

In my current role, I lead the B2B business for Uber in the Asia Pacific region. 'Uber for Business' or 'U4B' is a software platform that organizations can use to effectively administer and enable the movement of their employees, customers, or guests. In this role, I am responsible for driving the end to end operations of U4B across the APAC region, which involves building sales teams, hitting revenue goals, forging strategic partnerships, ensuring customer success and driving the regional P&L.

Best,  
Arjun Nohwar  
Class of 2007, MBA – VGSOM  
Former Head, Asia Pacific,  
Uber.



## Alumni Speaks

**1. In today's world, how vital is it for an individual to possess an MBA degree from a premier institute for career advancement?**

The purpose of education and degrees is to acquire skills. An MBA degree from a premier institution helps one learn managerial and leadership skills that may have been difficult to receive as part of their early years or in employment.

Whether an MBA degree is vital can be answered using real data. Statistics show that about 40% of Fortune 500 CEOs

have MBAs, which hints 60% don't. 25% of unicorns are founded by MBAs, which implies 75% of these companies have founders without an MBA. We see that both as executives and as entrepreneurs, non-MBAs have outperformed. It is because managerial and leadership skills can be imbibed in several different ways. Formative years in school and home are the best places to learn such skills. Given the social structure and former education system in India, acquiring these skills while growing up could be tough. Nowadays, there are enough resources available that can help one develop these skills informally given one is sufficiently motivated. Individuals with high potential also get opportunities in organizations to seek mentors, attend management and leadership development courses, and take positions of varying responsibilities as part of their grooming.

Overall, doing an MBA is an individual choice. For someone looking for a structured way to acquire managerial and leadership skills in a short duration of time, an MBA is useful. But remember, an MBA degree is just the beginning and plays only a supporting role in career development. Inner motivation, intelligence, perseverance, and sheer hard work will always remain the main protagonists.

**2. What would be that one piece of advice which you would want to give your 25-year old self?**

Be bold. When I look back over the past few years, I have let go of numerous opportunities because of feeling bashful, not speaking up, or not speaking my mind. On the contrary, being bold, having spoken up, or having taken a risk in my professional career has turned out to be rewarding for me.



**3. How imperative is it for the FinTech initiatives today to adopt innovation for disruption, both in Indian and global context?**

Fintech firms in the early days offered solutions to automate existing activities. There was little innovation, but easy to scale as solutions could be applied to large banks to automate their tasks and save on time and effort. Over time, we have seen more innovation coming in the variety of products nurtured and solutions offered. Newer ways of accomplishing tasks are devised. For instance, the usage of e-wallets for transactions where the objective and outcome are the same, but the method of achieving it is different.

I do not perceive these innovations as disruptive, rather as complementary to existing methods. We now have a broader choice as to how we accomplish tasks. Large financial services organizations have hugely adopted technology, and they continue to build internal capabilities. What was considered as innovation a few years ago is the new normal. Therefore, fintech firms must continue to innovate and test new boundaries or risk elimination. The trick is to achieve better outcomes than large competitors with easier and swifter processes.

**4. Keeping in line with the theme of this year's magazine, what are some of the steps that the budding managers should take to incorporate a sense of innovation or novelty in their work?**

The key is to have a sense of ownership of one's work. If you feel responsible for something, you apply yourself more and discover efficient ways of achieving objectives. Equally important is to remain inquisitive and informed about recent developments in your domain. An approach that has always helped me be innovative is to zoom out and think strategically. Articulate the purpose of what you are doing and its impact. Once you have clarity, then you would be drawn to different means of achieving it. Making choices based on time, cost, and quality will enable you to bring innovation.

Regards,

Sameer Aggarwal

Class of 2006, MBA – VGSOM

CEO & Founder, RevFin



## Admission Committee

*"Each success only buys an admission ticket to a more difficult problem."  
-Henry Kissinger*

This quote aptly captures the series of events that follows once you join the B-School of your dreams. No amount of research or conversations with a mentor, current student, or alumni can prepare you for life ahead.

The Admission Committee is the face of the Vinod Gupta School of Management, IIT Kharagpur, and the first Point-of-Contact for aspirants eager to be a part of the institute's flagship MBA program.

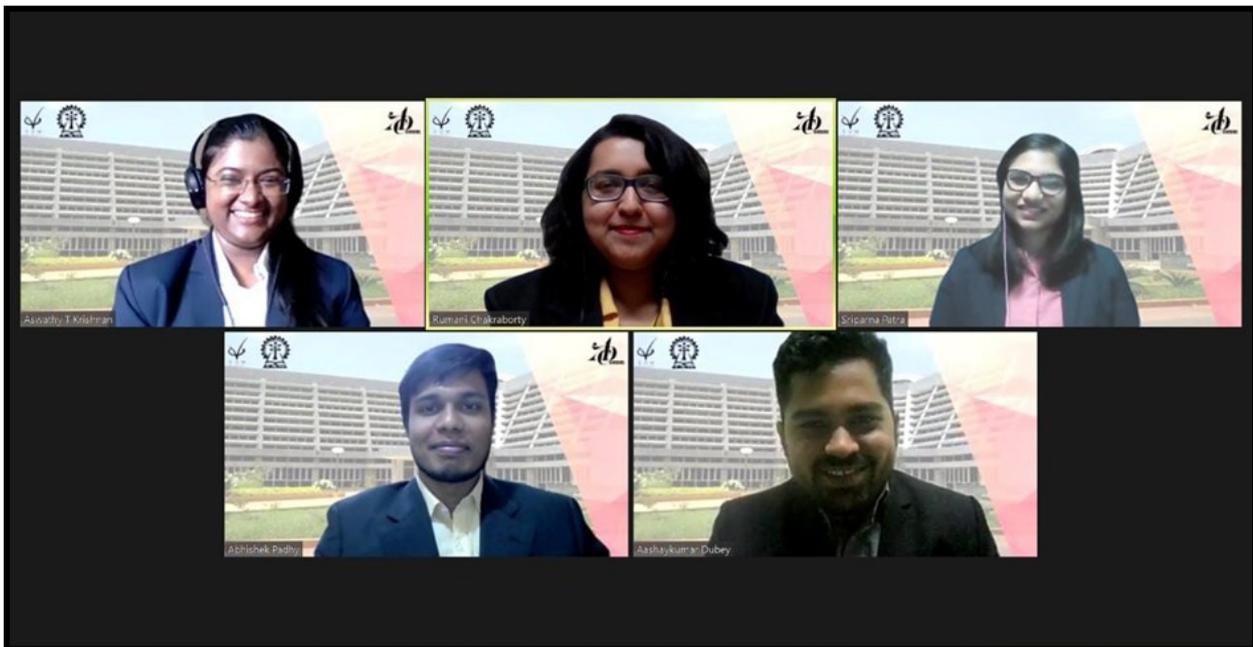
This student body coordinates with the Admissions office and ensures the seamless execution of the admission process for the prospective candidates to VGSOM. Through a dedicated mentorship program and WAT-PI kits, the Committee strives to ensure that each candidate qualifying for PI is properly equipped to ace the selection process. This Committee addresses all of the candidates' queries swiftly and effectively, guiding them throughout the process and helping them make an informed decision. A first-hand virtual tour of the entire campus as well as a glimpse of life for the next two years are given through its annual admission video and the brochure.



Once selected, the incoming batch is groomed by the Admission Committee through tasks handpicked in collaboration with the various clubs and committees as a part of Pre-Induction Activity that helps them hone their business acumen. This makes the candidates ready for the two-year program in this B-school and the future thereafter.

## V-Connect

The Admission Committee organized this short webinar to give the VGSOM aspirants a first-hand virtual tour of the entire campus as well as short glimpses to various clubs and committees along with their roles and responsibilities.



*Admission Committee*

#HomeVGSOM



## Cultural Committee

*"An institute's culture resides in the hearts and the soul of its people."*

VGSOM gets its dose of fun and frolic through its Cultural Committee, which is responsible for organizing and managing all the cultural activities and festivals in the B-School. The committee celebrates the cultural diversity by organizing events that bring about all-time fun-loving competitions and events to the otherwise rigorous life of an MBA student.

Amidst the rigorous curriculum of a B-school, the cultural committee did not let the element of fun die in the online academic session. It started with **Induction Activity** which involved **SCAVENGER HUNT**, a **RIDDLES QUIZ** to bring objects to display as answers. We moved on to **HOOK-STEP CHALLENGE 2.0** where a hook-step of a dance or enactment of a movie scene was to be submitted.

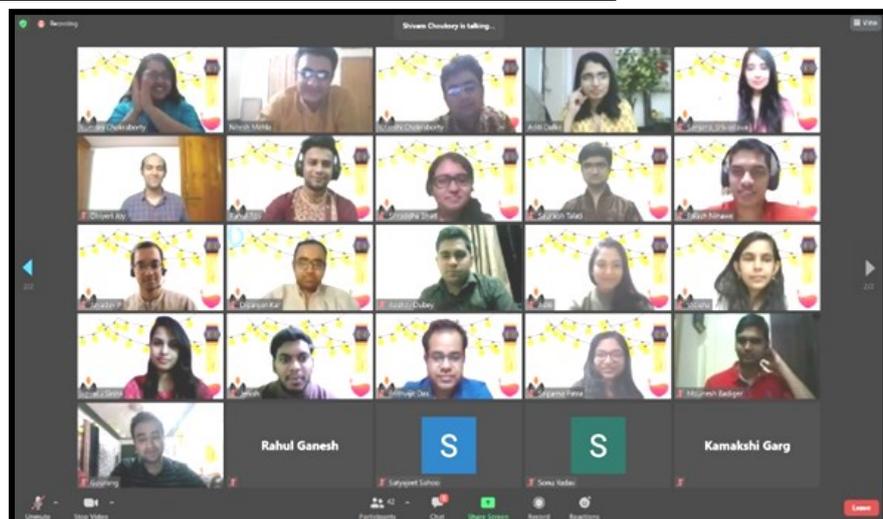
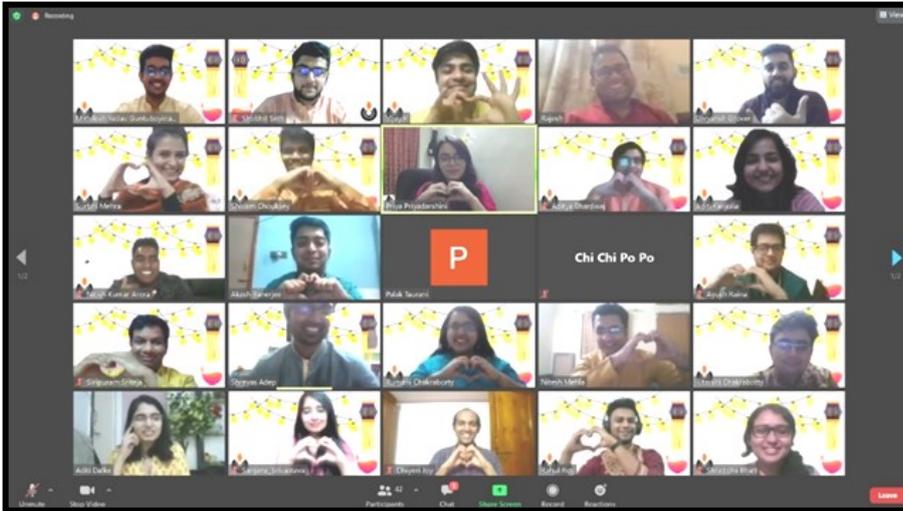
The committee celebrates festivities like Diwali for the whole batch along with the faculty and VGSOM's staff where both this year the batches enjoyed playing **Tambola** and witnessed few mesmerizing performances. A **RANGOLI CONTEST** was also held laterally which brought out the artistic display of the batches.



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The committee organized *Valentino*, an online event with many facets and bustles, picking a lighter note around Valentine's Day aura. The committee also plays a crucial role in the organization of Vinculum, the annual day of VGSoM. Through these activities, the committee aims to infuse the competitive spirit in students while bringing synergy among the diverse cultural backgrounds they share and to foster feelings of togetherness and sharing happiness.



#HomeVGSoM



## DevSoc

VGSoM Development Society (DevSoc) is a club dedicated to development of student community. DevSoc took form in August 2020 amid the pandemic time, out of the founders' thought for better engagement of the batch, better guidance in the virtual interactions in MBA environment. DevSoc strives to achieve this through various initiatives in the B-School.

The club, as part of **Personal Mentorship Program (PMP)** has facilitated several students from both batches (1st and 2nd year students) to find industry leaders as mentors.

In order to prepare the first-year students of VGSoM with the summer internship as well as to enable them to crack the summers to PPO, DevSoc started its industry expert summer internship guidance initiative called **Prakalpa**, series of masterclass.

**Students interacting with Ms Neha Kharde, founder and director at NKubate in the first masterclass**



In order to keep the students of VGSoM updated with the latest ideas and innovations in the field of management and at the same time improve their managerial aptitude, we at DevSoc sends a fortnightly newsletter to both batches (1st and 2nd year). Newsletters are sent for all the major fields of management. Transcend help DevSoc take a step towards its broader purpose of holistic development of the students of VGSoM, IIT Kharagpur.

When management lessons taught in B-Schools could not be used to solve social issues, they cease to be impactful and hence, DevSoc has started an initiative called **VGSoM ABC (Article for Better Changes)** with an aim to address issues plaguing our society. We collect articles from the faculty as well as the student community on ways to solve these social issues by implementing concepts taught in class. This initiative exposes the entire fraternity of VGSoM to a broader readership and thus enhances the brand image of VGSoM as an institute through appreciation of our scholarly articles.

Through these initiatives, the club aims to infuse the knowledge, guidance and competitive spirit in students while bringing synergy among the students. The club will keep on striving to elevate the brand of VGSoM along with all other club and committees



## Drishtee Capital

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

Drishtee Capital is the trading and investment club of VGSOM, IIT Kharagpur, which is effectively run and managed by students. Drishtee Capital maintains an open-ended equity fund, mainly focusing on the investment opportunities available across various sectors in the stock market. The objective is to learn the nuances of investing and thereby create wealth for stakeholders. The investment decisions are carried out through interpretation of financial reports, application of valuation techniques, portfolio management theory, and security analysis. The critical piece of the jigsaw puzzle is to correlate the current trends and financial acumen to real-time market phenomena. The club has been in place **since 2012, and the fund went live on October 31, 2013**. Drishtee was founded by a group of finance enthusiasts with the sole motive of establishing our institute as a centre of excellence in finance.

At Drishtee we focus mainly on generating long-term value rather than short-term profits. We follow a top-down approach while making investment decisions. We start with macroeconomic and sector analysis to find profitable investment areas in the economy, and we do fundamental and technical analysis of various companies in that sector to invest. We believe that, **'a good company in a healthy sector is better than a great company in a troubled sector'**. Based on this, we build a diversified investment portfolio with stocks from various sectors. Few of our investments in the past year have done well and gave good returns.

This year, Drishtee Capital successfully conducted **"Synergy 2021- A Competition for Stock Market Enthusiasts"**, in association with StockGro during Purvodaya, the B-School fest of VGSOM, IIT Kharagpur. This included an amalgamation of trading and investment quiz and case studies for the finance enthusiasts that saw good participation from some of the elite B-Schools in India. We conducted **"Stock Mania - the stock market simulation challenge"**, where the participants from VGSOM competed for maximizing the profits in their portfolios. Along with this, the team conducts regular knowledge-sharing sessions, **TradeShastra**, for the trading enthusiasts of both batches.

To extend the benefits of this club to a broader audience, frequently, we opened up our very own and exclusive community of trading enthusiasts, **DC Prime**, to the batches within VGSOM. Here the participants share and discuss trading ideas, stock picks, and financial news among each other, fostering growth and in-depth understanding of various subjects.





## E—Cell

Entrepreneurship Cell of Vinod Gupta School of Management is a student-run body that strives to promote entrepreneurship ethos.

### ***LBOC:***

Learning Business Outside Classroom (LBOC) is a newly introduced part of the academic curriculum, where the students can gain hands-on experience of business problems. Each group of students is tied up with a startup or small/medium-sized enterprises in and around the campus area. We are proud to inform that E-Cell has worked tirelessly to collaborate with various stakeholders to ensure that it sets the perfect platform for the students to inculcate entrepreneurial qualities.

### ***Winter Internships and Live Projects:***

The number of winter internships and live projects we provided to VGSOM students would be a big highlight (2020-21), with well-known companies such as Concent Solutions, GoWebbo, Periwinkle Technology, Froogal.ai, H-Bots, Multiliving, Yoga Fountain, Verzeo, and others collaborating with E-Cell to provide students with transformative learning opportunities. ECell has made **50+ internship and live project** programs available in a variety of disciplines, including consulting, marketing, product management, and analytics, allowing students to broaden their skill sets and pursue their career goals.

### **Events:**

***Srijan***-Present your Brainchild- Our flagship National level B-Plan competition in Purvodaya 2021, organized in association with Ethna Attributes and BPlan Experts, drew participants from top institutes. Srijan offered aspiring entrepreneurs a once-in-a-lifetime opportunity to pitch their startup plans to venture capitalists and investors. Flight ticket sponsorship for the ISET 2021 conference in Singapore was given to Srijan's top three teams to increase their entrepreneurship visibility. In addition, BPlan Experts has given incubation and financial assistance to the top three teams.

***Vichaar***-Business Learning Redefined- Vichaar, 2021 is a national level event held online in collaboration with Ecole Intuit Lab. Vichaar offered a one-of-a-kind platform for aspiring entrepreneurs to put their analytical talents to use solving real-world startup issues. The first round was an elimination round with an entrepreneurship quiz, followed by a case study on Gaming Art and Design in India in the final round.



**Lovator'21**- On the eve of Valentine's Day, a 'Lovator' pitch competition was held with the aim of getting entrants to submit ideas that were infused with entrepreneurial knowledge and business jargon.

**Thinker's Hat** - Thinker's Hat was an event aimed at igniting the participants' entrepreneurial spark. Participants had to don the hat of an entrepreneur to solve and discuss an intriguing business problem by playing CFO and CMO's roles.

**Esummit'21** - ECell hosted its inaugural edition E-summit'21 on March 21st,2021. E-Summit '21 was a full-day event aimed at bringing together the best and brightest creative minds to deliver ideas-focused conversations on a broad range of subjects, encourage learning, and ignite the entrepreneurial spirit within the students in attendance. A series of workshops and guest lectures, as well as a competition, was held to provide VGSOM, IIT Kharagpur students with a detailed understanding of entrepreneurship.

As a result, E-Cell has made tremendous strides in all fields by providing students with the requisite career resources and promoting the entrepreneurial spirit. Our industry connections have aided students on many occasions, and we will continue to instill an entrepreneurial spirit in the students.



## Flash

*“Photography is a way of feeling, of touching, of loving. What you have caught on film is captured forever, it remembers little things, long after you have forgotten everything.”*

The year 2020-21 was the most challenging year of Flash as a committee. With the campus closed down, we were unable to do what we do best, that is capturing memories through photographs and other forms of media.

However, we took it up as a challenge and made it a point to create memories in other ways. We created events that were designed to make the students push their boundaries, put forward their best version of themselves thus creating memories during the entire journey.

The first event that we took up was “Throwback”, where we asked the students of VGSOM to delve into their past photo albums and share with us the most beautiful pictures of their past travels. This helped them revisit their most cherished memories in those beautiful places from the confines of their homes.

On the occasion of Diwali, we asked them to showcase their photography skills through the event **“Lights! Camera! Action!”** based on the theme Lights and we were mesmerized by the photographs submitted which showed their sensibilities and various interpretations of the theme.

Under the banner of Purvodaya, the annual pan India B-school fest organized by VGSOM, IIT Kharagpur we organized two events, **Destello** and **Lights! Camera! Shutter!** was photography and slow-motion video-making event respectively. The event saw massive participation from all over India with the best photographers and video makers being a part of the competition. Destello was judged by Jonk, a French Professional photographer of international fame and repute and he applauded the quality of entries received.

Finally, to put an end to the year’s events, we conducted two events. The first was **Beg, Borrow, Selfie** and the second was **Riddle, Seek, Click** which was conducted under the banner Vinculum, the annual day of VGSOM. Both of these events were a mix of treasure hunt coupled with a selfie clicking event where participants had to decipher clues and then take a selfie with those items. Both these events generated huge excitement and kept the participants on their toes as they rushed around to find as many items as they could.



## Finterest

Finterest, the finance club of VGSOM, IIT Kharagpur is a student run initiative. This club is for finance enthusiasts, with a mission to nurture the students by providing a platform to enhance skills by sharing, analysing and applying concepts.

This year Finterest organized four events. Let us deep dive into those events.

### ***FinJack 1.0***

It is the first event conducted by the members of the Finterest for the academic year 2020-21. The participants were tested on their knowledge of Financial Technical knowledge, History and Current affairs. The event comprised of an interactive quiz on KahootIt followed by a bidding round where participants placed bids on their answers to a complex quiz. The event was one of its kind and received huge appreciation from its participants.

### ***Mulyankan:***

A financial valuation flagship event at Purvodaya which saw participants from B-Schools like IIMs, IITs, XLRI, XIMB to name a few with more than 600 registrations. This event comprised of an online Quiz followed by a corporate case study to test the financial acumen of participants in terms of financial valuation of companies present in the same sector of economy..

### ***Budget Briefcase '21:***

Third edition of Budget briefcase was organised, where budget analysis and its impact was discussed on various sectors of the economy by eminent panellists. Mr. Satish Reddy , IRS, Commisioner of Customs and GST (Retd.), Consultant, Asian Development Bank, Mr Rakesh Singhania , Chief Financial Officer at Wells Fargo India and Mr Prasun Kumar Maiti, Partner at Price Waterhouse & Co LLP had graced the event with their presence as panellists. There was an active participation from the students who clarified their doubts regarding the budget with panellists. A quiz was taken after the session, to check the knowledge of the current budget that was presented by the panellists.

### ***ICICI Stockmind 9.0***

A national level virtual trading competition to raise and test trading knowledge among finance enthusiasts. This competition was organised in collaboration with ICICI Direct. The event saw participation from all batches of VGSOM. Stock market acumen was on display by the students. It was held on an ICICI online platform for virtual trading. Helped a lot of participants get the taste of the stock market



## MAD Club

The Marketing and Advertising Club (MAD) has been a leader in organizing activities in the marketing and advertising functional domain. It has been its top priority to inculcate and cultivate a passion for marketing not only within the VGSOM family, but also across India, through social media, magazines, and competitions.

MAD Club in association with **Forevision**, conducted a 9 hours workshop on the topic FMCG Scientific Field Sales and Marketing Techniques to maximize learning and career growth opportunities.

**Venalicium'20** the Pan-IIT Mega Business Quiz, conducted by MAD Club received a great response from different departments of IIT with 487 registered teams

The club published its flagship magazine- **MADAZINE**. Being the biannual magazine, **Madazine** featured interviews from industry stalwarts, interesting articles, ad analysis, and a lot of interesting features.

MAD club kick-started the year 2021 with Purvodaya where the team conducted two events viz.-

- **Think Vent** - engaging multimedia event on Branding and Advertising
- **Leader's Challenge** - case study competition that attracted participation from top B-School students throughout the nation.

The club received appreciation from one and all for its event **Kotlergiri'21**. This was an exciting multiple round event to test the wit and marketing knowledge.

Another fun-filled event of MAD was **Snap ASAP**. The event encouraged participants to click selfie with their favorite brand products with a short creative story to sell the same.

Finally, the club concluded the academic year 2020-2021 with the team event **Ad-Mantra** as a part of the 10th edition of Vinculum, the annual day of VGSOM, IIT Kharagpur. This event encouraged creative minds to leverage upon their team spirit and win exciting prizes.



## Purvodaya

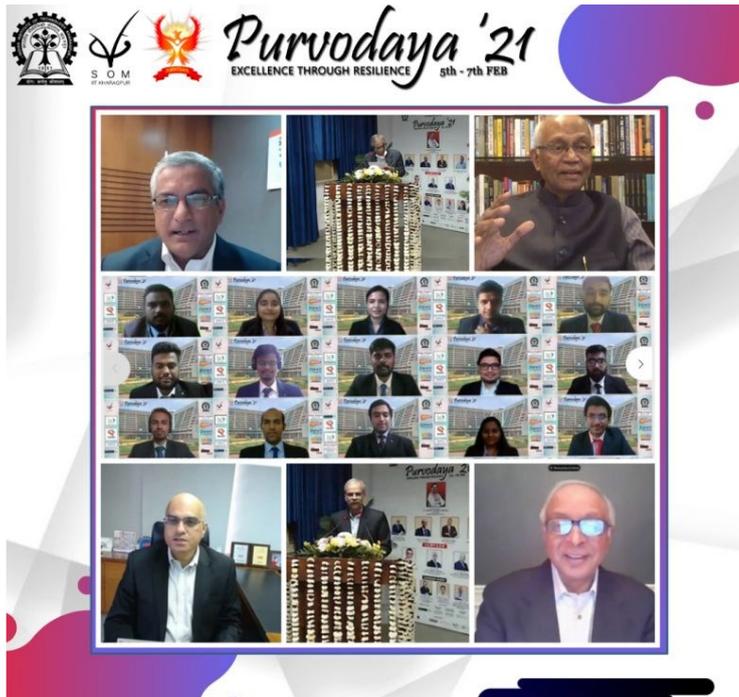
Purvodaya, the annual B-School fest of VGSoM, IIT Kharagpur coalesces young business minds from B schools across India creating a platform for them to showcase their knowledge and business skills and compete with the best in the nation. It is an extravaganza spread over three days, offering a plethora of events to test the knowledge of budding managers across multiple domains of business management. Attended by a myriad of industrial stalwarts, eminent speakers and the best minds in the country it offers a platform for everyone to share their insights on a range of topics.

Purvodaya-2021 in its first online edition revolved around the theme **“Excellence Through Resilience”**, IIT Kharagpur’s Annual Business Fest, was a tremendous success on many levels; setting benchmarks in terms of participation, reach, promotion and enthusiasm of the people. The event reached a participation of more than 6000 students including registered participants and surpassed last year’s statistics.

The event was inaugurated on 5th February 2021 by our esteemed Director, Prof. V.K. Tewari, and our respected Dean, Prof. Pradip Kumar Ray, with the lighting of the auspicious lamp. A heart-warming welcome address by our respected Dean, Prof. Pradip Kumar Ray, and the words of wisdom shared by our esteemed Director, Prof. V.K. Tewari, marked the illuminating commencement of the event. A valuable message from the **Chief Guest, Hon'ble Minister Dr. Ramesh Pokhriyal**, and the inspiring words from our **Guest of Honour, Mr. Ronojoy Dutta, CEO of IndiGo**, were the key highlights of the inauguration ceremony.



**Samvaad**, a platform where distinguished business leaders come forth to engage in a captivating discourse, set the tone for the first day. This year, we were privileged to host **Mr. Sanjeev Sharma**, Managing Director & Chief Executive Officer, ABB India & South Asia, **Dr. Raghunath Mashelkar**, a Padma Vibhushan Awardee, Board Member of RIL & Ex-Director General of CSIR and, **Mr. Ramesh Ramadurai**, Managing Director of 3M India Limited, who enlightened the audience by sharing their insights on the importance of developing a culture of resilience and corporate excellence.



The **Leadership Summit** centered on the theme "**Reimagining Leadership: Building resilient and sustainable businesses**" was the highlight of the second day. Our renowned panelists, **Mr. Nikhil Chandarana**, CFO at Tata Starbucks Pvt. Ltd., **Mr. Stefano Pelle**, former MD at Ferrero India & Piaggio India, **Mr. Milind Thatte**, MD & VP - India Sub Continent at P&G Health Ltd., **Ms. Bhuvana Subramanian**, CMO at Randstad India and, **Ms. Kavita Kurup**, Global Head of Talent & Organizational Transformation at UST, and our esteemed moderator, **Mr. Sathish Rajendren**, COO & Head - Facilities & Asset Services India at Knight Frank & Board of Director at CoreNet Global, took us through a deliberation that helped us reimagine the facets of leadership for thriving in a world where new and evolved ideas are born every day. The final day of Purvodaya began with **Reminiscence** which revolved around the theme "**Zooming into the Past**", where the institute's notable alumni revisited their memories and fondly recollected their days at the campus.

We also witnessed an influx of great ideas and intense competition in the final rounds of the events organized in the domains of consulting, analytics, finance, supply chain management, and social entrepreneurship. Events such as the **Leader's Challenge**, **Sumantran**, **Muyankan**, **Destello**, **Modus Operandi**, **Aalekh**, **Srijan**, **Quizzard** etc., were organized by the various clubs and committees. The three-day extravaganza of events concluded in high spirits bringing along greater hopes and promises for the next edition.

#HomeVGSOM



## Quiz Club

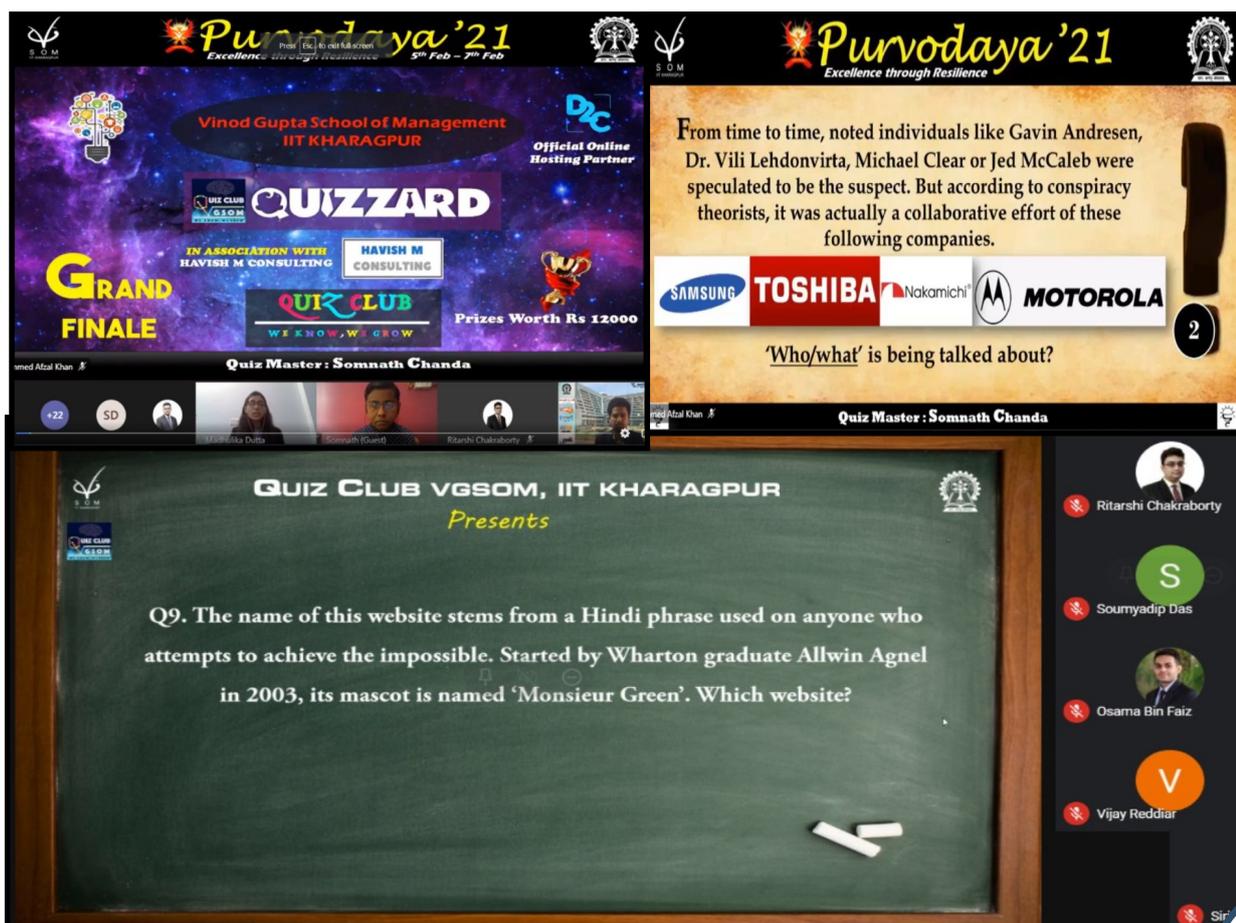
“...when you have eliminated all which is impossible, then whatever remains, however improbable, must be the truth.” -Sherlock Holmes

Quizzing is probably the closest manifestation of the ‘art of deduction’ in the real world. It is the welcome relief of something strange, something new and something exciting in the mundane routine of a b-school student. However, as we are making rapid strides into the wide network of the world wide web, the old art of quizzing is dying a slow death and is being replaced by a simple google search. This brand of good old human ingenuity which has inspired great many inventions is what we at the VGSoM Quiz Club are looking forward to revive.

***It is our endeavor to make people think beyond heir virtual boxes of AI and online databases and search engines to arrive at solutions in the classical way.***

Keeping this in mind, in the past year, the club has primarily hosted major events such as **Quizzical** – the online PAN India quiz, **Quizzard** – the flagship event held during Purvodaya, **Quizzario** – part of the celebrations of Vinculum, **WhatsApp Quizzing League** and **Quizzy-Fizzy** – VGSoM exclusive events conducted over online platforms.

Apart from these the club kept on our social media engagements by posting several awareness articles and on critical pieces of information throughout the lockdown.



#HomeVGSoM



## Saamanjasya

Saamanjasya, the CSR club of VGSoM, IIT Kharagpur is aimed at creating harmony between all stakeholders of this society. A unique endeavour pioneered by the students of VGSoM, the club's vision is to bring together corporates, NGOs, and academicians on a common platform to ensure inclusive growth and to inculcate a culture of giving back to society in our aspiring and educated youth.

Aligning activities with the virtual medium, the club organized **Natyashala**, an online adaptation of the **Nukkad Natak**, where students creatively addressed pressing social issues and helped increase awareness on these topics. To maintain a continued digital presence, the club has starting a series of social media posts highlighting impactful CSR activities undertaken by organizations and individuals. A social media campaign titled **Anyone Can Help** was also organized for the students of the college where they could post pictures or write-ups to recount personal experiences of doing something for the betterment of their communities. With events like a blood donation drive planned once campus activities resume, the club would continue in its endeavor of giving back to society.

The club organizes an annual T-shirt sales drive and uses the funds raised for empowering underprivileged children, adding joy to their lives by celebrating each Diwali together. Owing to the Covid-19 pandemic, Saamanjasya organized an online Diwali celebration **Apno Ki Diwali** for the students at the Sanskar Kendra School in Noida.



In association with the start-up Foliage Society, the club conducted a drawing competition for the students and also organized the distribution of art supplies for the event. In December 2020, members from the club donated more than 200 food packets to those in need in the cities of Baroda and Delhi as a part of the mass **Food Donation Drive** in collaboration with One Rupee Foundation.

In association with SBI Youth for India, the club conducted a pan-India case study competition: **Parishram: Social Empowerment Case Study Challenge** as part of the annual college fest Purvodaya 2021, providing students an opportunity solve real-life CSR problems for NGOs.



The club also conducted a national-level article writing competition Aalekh, based on the theme of social and management challenges.

As part of the annual day celebrations of VGSoM, Vinculum'21, Saamanjasya felt it is their duty to upkeep the activities of social welfare. Hence, intending to raise awareness about the importance of maintaining hygiene in the wake of the pandemic, the club members initiated a **mask and sanitizer distribution** campaign for underprivileged people across the cities of Delhi and Durgapur in the month of March 2021.

**Food Distribution**



**Mask and Sanitizer Distribution**

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## ScOpe Club

The Supply Chain and Operations Club (ScOpe) is an academic club that engages in various activities to build core operations knowledge. The club conducts quizzes, case study competitions, and industry-level certification programs to help the students implement the learning in real-time and upgrade their knowledge base.

This year's activity plan had a mix of different activities, very decisively spread throughout the academic year to keep the students engaged. ScOpe started the year with the third edition of the annual supply chain and operations magazine *Srrnkhala*. Srrnkhala served as a one-stop reference for all the important events related to the supply chain and operations. This edition had insights about real-life supply chain management, interviews of professionals from the supply chain and operations domain – **Mr. Sandeep Chatterjee**, CEO at ISCEA -International Supply Chain Education Alliance India, Associate Director with Deloitte, **Mr. V. Venkataraman**, Head of supply chain division of Reliance Industries Limited, **Mr. Alvis Lazarus**, CEO at Hesol Consulting and **Mr. Raunak Zatakia**, Manager at Vedant Fashions Private Limited (Manyavar)

ScOpe, in association with International Supply Chain Education Alliance (ISCEA) SCNext, also facilitated certification drives like ISCEA CDDP, ISCEA CSCA, amongst others, for interested students in the field of supply chain and operations.

With its aim to impart knowledge and skill development, ScOpe organized the "*Lean Six Sigma Green Belt Workshop*" in association with KPMG India. The workshop helped broaden students' outlook and look at the problem from a consultant's view, enabling them to have the upper hand in the panorama of current industry trends.

In Purvodaya'21, the annual management fest of VGSOM, ScOpe, in association with ISCEA, conducted its flagship event, "*Modus Operandi*," which attracted 600+ participants from B-Schools all over India.

The club organized multiple quiz events like "*OMG*" (Operations Management Game) and "*Ops Forte 3.0*" aimed at testing the students' knowledge in Supply Chain and Operations concepts.



ScOpe was proud to conduct the inaugural edition of Supply Chain and Operations Summit, **OpsConnect '21** - Panel discussion on current advancements in the field of Supply Chain and Operations. Panellists in this summit discussed the theme "**Hyperlocal Commerce - Achieving Customer Centricity & E-Commerce Disruption**". Panelists included eminent personalities like **Mr. Amit Pandey** - CEO, PinCap , **Mr. Jitender Lalit** - GM, Welspun Group, **Mr. Ashutosh Taparia** - Business Head, BigBasket, **Mr. Arpit Mishra** - Sr. Manager, Accenture, **Mr. Shailen Shukla** - CLO, WIZ holding and **Mr. Surendra Mishra** - Ops management and Strategy expert

The event calendar ended with an article writing competition on "**Logistics: Challenges & Opportunities in the post COVID world**". This allowed students to pen down their thoughts regarding problems, solutions, and innovations in the field.

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## Sports Committee

Team Olympia, the Sports Committee at VGSoM, came up with a unique event structure for the first-ever online semester. The session for 2020-21 included four major events:

1. **GAMATHON**: The marathon of online games with a team of 3 members, each participating in one of the following games: **Online Monopoly** (Android & iOS), **Skribbl** (skribbl.io), **Pocket tanks** (Android & iOS)

2. **IPL Fantasy League & WhatsApp Predictions**: The event was conducted during playoffs and finals of the IPL, creating an ideal fantasy team in excel according to a pre-determined format and predicting the match stats live in WhatsApp.

3. **Enduro'21**: The mega event that went live with the new online semester with a multitude of games and events:

**Runathon** - A marathon of 3 km and 1.5 km for men and women, respectively, and online submissions of their completion duration.

**CrossFit** - Online submission of short 1-minute videos of students performing skipping and push-ups, the most reps win.

**Chess** ([lichess.org](http://lichess.org)) - An online Chess tournament full of strategic openings and endings.

**Scavenger Hunt** - The live event of two rounds with a highly interactive quiz and a final puzzle-solving round based on cricket.

**Call of Duty Mobile** (Android & iOS) - A highly awaited tournament played 5v5 using the mobile app for COD.

**8 Ball Pool** (Android & iOS) – Standard 8BallPool rules with a knockout-style tournament.

4. **Vinculum**: As a part of the events under the 10th edition of Vinculum, SportsComm conducted three events: **Poker** (Android & iOS), **CS: GO** and **Among Us** (Android & iOS)

Cheers!!



## Springfest Committee

The year 2020-2021 brought a lot of challenges with the entire world going into a lockdown. Our college was no exception with everything moving to an online mode of functioning. In such a scenario, the Spring Fest committee of VGSOM , IIT Kharagpur had the challenge to deliver the promise that it had always lived upto, to provide fun and entertainment to the students and provide respite from the academic stress and deadlines.

And we are proud to say that we were able to pull it off in a grand style. We managed to curate and deliver events that pushed students to put forward the best versions of themselves. We conducted an event called **Fun-A-Thon** which was made of various games such as **Fastest Fingers First, Lottery , Dumb Charades** and more. We also conducted **Memegram** which as the name suggests was to create memes pertaining to the world of MBA. Both these events were exclusively for the students of VGSOM and we are blown away by the level of creativity and enthusiasm the students showed.

Under the banner of Spring Fest , one of the largest fests of Asia conducted by IIT Kharagpur we conducted pan India events such as **Jumble the Good word** which tested the students on their wit and memory , **Impromptu** which was the extempore competition where we had the best speakers of India competing against one another and Dumb charades which turned out to be one of the most exciting events ever as participants acted out given movie titles while their team mates had to guess the name.

Finally to cap of the year ,we conducted the event **Connections** under the banner of the 10 edition of Vinculum ,which is the annual day of VGSOM, where the students had to put their quizzing ability on the test on a variety of subjects such as movies, idioms and more.

It was an exciting year for the committee and the way we could transcend from the physical mode to an online mode of entertainment, fun and games was indeed a big win for us and we promise to do better next year helping students make more memories for a lifetime.



## TCC

The Consulting Club of VGSOM, IIT Kharagpur provides a platform for consulting enthusiasts to hone and polish their skills through competitive events and knowledge sharing sessions.

The club conducted knowledge-sharing sessions with prominent guests from the Industry. **Mr. Vikas Patel**, the youngest manager with the strategy and design wing of a leading management consulting firm, shared his insights on how to approach case studies, guesstimates, and the prerequisites for a consulting role. **Mr. Kuladeep Tummala**, an alumnus of VGSOM, and a Marketing Analytics professional with a leading firm, shared his knowledge regarding pursuing a career in analytics, what an analytics role entails, and future career prospects in the field of analytics. The sessions witnessed interactive participation from both batches.

The Consulting Club organized a competitive event – *Excelsior* in which the participants got a chance to leverage their analytical and Excel skills to solve problems and emerge on top.

As part of Purvodaya'21, the club conducted 2 events. *Sumantran* – Hunt for the Star Consultant brought the best from the world of consultants with a divergent blend of competitions that whetted the curiosity of analytical brains and tested the country's best minds. The other event in Purvodaya'21 was the highly-participated *Guesstimates*. The competition evaluated a consultant's most important and widely used skill - estimating the dimensions of a solution using valid and realistic assumptions.

*Hunt-Ablaze* was another highly successful event of the club. It was an online treasure hunt centered around excel, statistics, analytics, consulting, and general knowledge. The event had VGSOM students race against time to reach the ultimate treasure using a sequence of clues. *Chanakya Niti 2.0* was the much-anticipated sequel that packed all the power despite being online this year. Participants battled each other in debates on topics around strategic consulting. The event had healthy audience participation as they joined to witness the engaging and energetic debate. The debate round was judged by **Mr. T R Srinath**, an alumnus of VGSOM, and an experienced professional in data-driven consulting and project management.

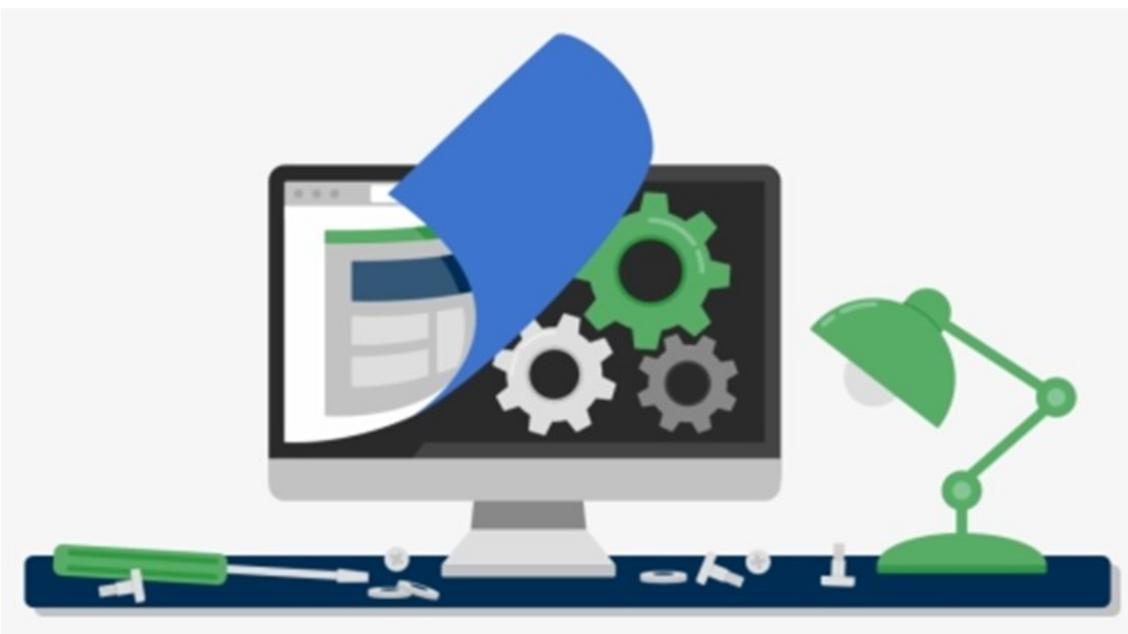
The Consulting Club also contributes to the VGSOM community by sharing *PPTs containing important information of companies visiting for Summer Placement and the Final Placement processes*. The club also prepares the Consulting Compendium, which covers topics on analytics, statistics, and consulting in general. Such documents serve as a ready reference for students, and augment their preparation for the placement processes.



## Tech Club

The IT team, also known as the Team Club of VGSOM, IIT Kharagpur is a group of tech enthusiasts. The team is responsible for maintaining and upgrading the website. The Club coordinates activities with various clubs and committees of VGSOM and helped them publish their events and activities on the website. Along with regular banner, brochure, gallery updates, club & committee members detail changes, the below updates were handled

- 1) Critical timely support was provided to all admission changes on a priority basis including admission criteria changes, deadline changes, shortlist declaration, etc.
- 2) Common portal for applying MBA in all IITs was integrated with the VGSOM website. The URL for the same is <https://som.iitkgp.ac.in/mbafromiits/html/mba-from-iits.html>. It was a collective effort taken by both admission committee, tech team & external vendors, ensuring aspirants for an even smoother experience during the online application process
- 3) Weekly updates of all Corporate Interactions and competition-winning student details are added to the website by collaborating with CMI.
- 4) Providing website support to Purvodaya by timely announcements of events, sponsors, theme updates, posters, gallery images, team details and other related information on <https://www.purvodaya.in/website>.



## ALUMNI COMMITTEE 2020 –22



Aditi Dalke



Ajay Kumar



Ayush Raina



Akash Banerjee



Debjyoti Das



Gargi Ghosh



Gourang Kalra



Pranav Kumar



Siddharth Agarwal



Sriparna Patra

Please feel free to drop your queries and suggestions.

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