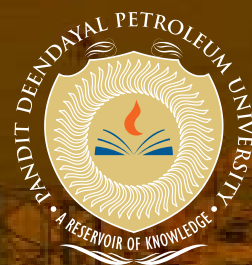


# SPM MIRROR



Volume - 2 | Issue - 38 | JANUARY, 2016



02

WHY "MAKE IN INDIA"  
CALLS FOR EFFECTIVE  
SCM PRACTICES?

04

THE FORGOTTEN  
CHAPTER- "ETHICS  
AND VALUES"

06

PAKISTAN'S NUCLEAR  
STAND: TENSIONS AMID  
ECHOES OF DESTRUCTION

08

THE NEXT  
GENERATION MRP  
SYSTEM



## FROM THE EDITORIAL ADVISOR'S DESK

New Year 2016 comes with lot of hopes and opportunities. SPM completed 9 years of its glorious existence on 18th of December 2015. Apart from the Fun & Frolic, all of us also reminded ourselves about the challenges that we must overcome and expected contributions to all stakeholders. The Placements 2015-16 season has started on a right note and positive buzz is in the air. All final year SPMites look forward to the fruits of their hard work.

In the meantime, around the world, Oil & Gas geopolitics is at play. Crude Oil prices have hardened slightly-perhaps in anticipation- after escalation of diplomatic crisis between Saudi Arabia and Iran. With countries like Bahrain and Sudan also joining Saudi Arabia in severing diplomatic ties with Iran, the situation has the prospect to get complicated. However at the same time, international community has also stepped in to deescalate tensions so that the Middle East geopolitical situation can be reined in.

As oil continues to be depressed, US Shale industry is under pressure to have a deep look unto itself. Not only financial measures are being taken to tackle the companies whose bottom-line is witnessing tremendous pressure, but also contracts are being re-written and the industry may see a wave of M&As as well.

Indian government is maintaining its bold posture of holding on to Petrol/Diesel prices-though it may not be popular to do so- by upwardly revising excise duty on these products. Hopefully the war-chest shall help the government to wriggle out of trickier situations in future.

I am very happy that SPM Mirror Editorial Team has yet again organized a wonderful, all-encompassing issue.

My best wishes!!



WISHING A HAPPY NEW YEAR 2016 TO SPM-PDPU COMMUNITY

## DIRECTOR'S MESSAGE

**DR. C. GOPALKRISHNAN,**  
I/C, Director, School of Petroleum Management, PDPU

It gives me immense pleasure to pen the message for this issue of SPM Mirror.

SPM encourages its students to undertake activities which are beyond the routine of classroom based education-SPM Mirror being one of them. SPM Mirror is a reflection of extra-curricular and creative bent of mind of students of a Business School.

At SPM, the exposure of students to the world of Management through rigorous classroom training by our highly qualified faculty is supplemented with regular sessions from experts from business and industry.

As a matter of fact SPM firmly believes in regular sessions by management practitioners as an essential part of

good management education and training. In addition, recurring events, seminars, conferences and occasional special lectures enrich the knowledge base of students at the School. Students at SPM have opportunities to listen and learn from experts from abroad who are invited to the University from time to time. We are also in the initial process of planning for an optional short duration of stay for students in one of the reputed universities abroad as part of their education programme at SPM.

SPM Mirror issues attempt to capture these happenings.

My best wishes for this and all forthcoming issues.

## EDITORIAL MESSAGE

The past month was a perfect mix of events and activities that lead to value addition to students in the best possible way.

Students got the enlightening exposure to guest sessions from Mr. Ganesh Ramamurthy and Mr. Prashant Goyal, from Reliance Industries Ltd, Professor Vijay Modi, Columbia University, Shri Ashish Kundra, IAS, Administrator - Daman, Diu & Dadra and Nagar Haveli and Mr. Mark A. Salkeld, President and CEO, PSAC.

Students also enjoyed the Navratri Celebration, Colour week, Energy Run and Christmas Celebration. The trimester went on from mid-term to end-term examinations, paving a way to a new trimester in the New Year.

Amidst the various activities, the college commemorated Adharshila- the 9th Foundation Day of SPM-PDPU where faculty, alumni and students filled their basket of memories with a fun filled occasion of interaction, dance, music and drama.

This issue contains articles on:

- Why "Make in India" calls for effective SCM Practices?
- The Forgotten Chapter- 'Ethics and Values'
- Pakistan's Nuclear Stand: Tensions Amid Echoes of Destruction
- The Next Generation MRP System

This newsletter offers a platform for students to express their experiments and views. We hope that it drives this process of partaking of knowledge and becomes a name to reckon with.

## WHY “MAKE IN INDIA” CALLS FOR EFFECTIVE SCM PRACTICES?



KVNKC Sharma, PGP'15

Increasing uncertainty of supply networks, globalization of businesses, proliferation of product variety and the ever shortening product life cycles have led Indian organizations to look beyond their four walls for collaboration with supply chain partners. With a gross domestic product (GDP) of over USD 474.3 billion, the Indian industry spends 15 percent of its GDP on logistics. In Supply Chain Integration, Supply chain management (SCM) executives face unique challenges, with respect to integrating supply chain specific strategies with the overall corporate business strategy.

General understanding about the business environment in most industries is that the competition has increased, and the conditions under which business is done is more turbulent. SCM integration challenges can be classified through the challenge of systematic relationships. The SCM system has two kinds of relationships:

### 1. The relation between sub-systems

2. The relationship between business strategies and SCM system. This classification emphasizes the technical challenges that came from the relation between SCM system and internal business strategy. Unfortunately, this classification bypasses the challenges that the companies may face from the external environment.

Supply Chain Management (SCM) is the backward flow of prior practices wherein manufacturers supplied product to customers. This is an era wherein customers tell suppliers how and when they want their inventory delivered. Supply chain management strives to remove inefficiencies, excess costs and excess inventories from the supply pipeline which extends from the customer and then all the way back to the upstream value chain. By having the program initiated by the customer, it is hoped that inventories, caused by uncertainties and slow response, will be significantly eliminated. It should be noted that supply chain management has both technical and human resource aspects, reflecting the fact that the SCM is an amalgamation of many disciplines, such as marketing, procurement, management, operations research, logistics etc. It might be supposed that social network analysis – originating as it does in social psychology – would have its greatest and

most natural application on the soft side of SCM, helping to understand how patterns of personal relationships translate to competitive advantage through diffusion of information, social control of opportunism, coordination and aid and so on (Stephen P. and Xunli, 2009).

Indian supply chain management techniques are not the most effective owing to the lack of infrastructure. While the bureaucracy is improved in the presence of an overall restructuring of decision making policies and elimination of red tapes, the infrastructure required to facilitate the implementation of these initiatives is simply insufficient. Average road speeds in India are in the range of 30-40 kmph while the worldwide average road speed is between 60-80 kmph. Moreover, a KPMG report also notes that India's road network logistics and transportation bottlenecks hinder its GDP growth by one to two percent (US\$16 billion – US\$32 billion). Going by India's 2014 per capita income basis, this was equivalent to an annual loss of about 20 million new jobs.

The operations of many industries are still determined by the availability of power supply severely limiting the capacities. Apart from poor physical infrastructure, the continuously rising input costs are the prime motivators for organizations to improve the efficiency of SCM practices.



India is also home to a diverse and complex consumer base whose demands are unpredictable. This unpredictability has been resulting in over supply or under supply of goods; thereby leading to supply bottlenecks, scarcity and volatility. Thus, it is important for organizations to partner with local retailers or distributors to obtain help in developing products which can appeal to the particular segment of the population. The increase in choices amongst product portfolios, margin profiles and geographic coverage calls for a segmented supply chain by the organizations. This is not a widespread concept across India wherein organizations have been notorious for a one size fits all approach and hence compromising segment specific requirements. The supply chain challenges can also relate to the prevailing complex tax structure in India, with products being mostly taxed twice; once each by central and the respective state government. These transaction taxes tend to have a direct impact on the maximum selling price (MSP) of goods in India. Other threats to the development of Indian manufacturing sector include the failure of organizations to adopt technology at a faster rate. Also, the sole dependence on roadways does limit the volume capability. It is time that we look at alternatives such as waterways and railways as far as logistics are concerned. And then comes the existing weak distribution network,

albeit which has dramatically improved over the past decade.

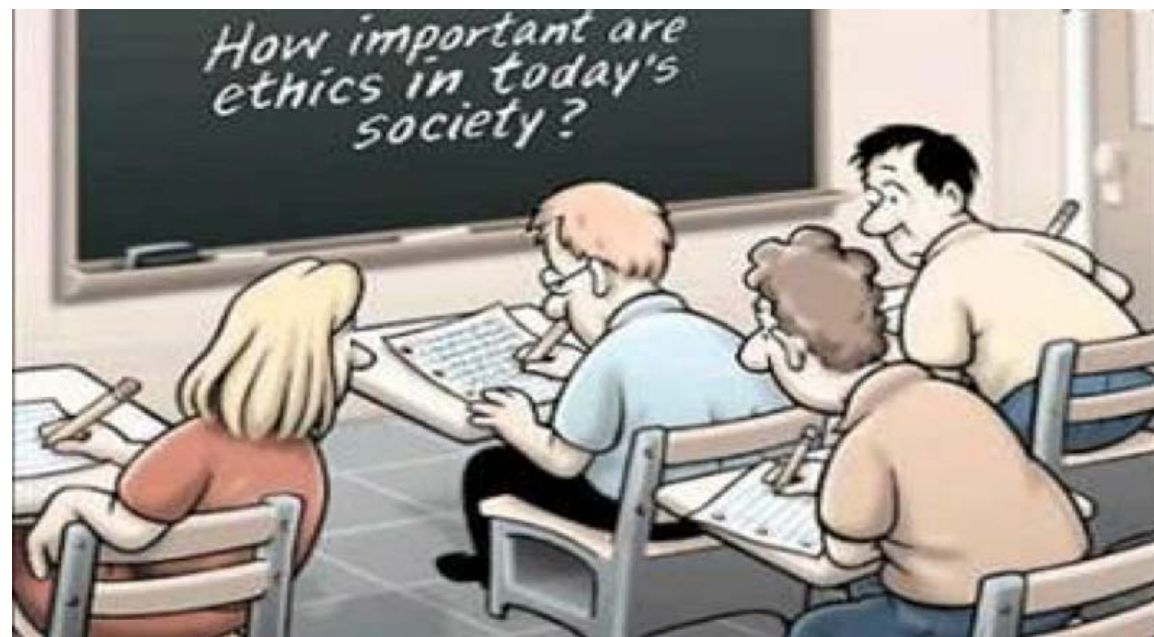
The recent fall in oil prices also led to a record low current account deficit of \$27.5 billion in the fiscal year ending March 2015, compared with the record high \$88 billion deficit in 2013. Cheaper oil has also enabled India to reduce its budget deficit by reducing state subsidies for fuel and fertilizers. Indian has also seen the highest inflow of FDI in the first half of 2015. Indian organizations need to utilize these macroeconomic instances to their advantage while significantly increasing the productivity and quality at the plant level and pursuing global competitive manufacturing strategies and operations. Since the maturity of the supply chain dictates the performance of an organization, it would be of immense benefit if the transition to efficient SCM techniques and practices- is swift and fluid. The latest initiatives undertaken by Govt. Of India, Make in India (MII) and Made for India (MFI) are further projected to increase investment in supply chain which makes it worthwhile to understand and develop effective supply chain practices to bolster these efforts of the government to boost the Indian manufacturing sector.

## THE FORGOTTEN CHAPTER- "ETHICS AND VALUES"



Marisha Bhatt, PGP 15

In today's dynamic scenario, attributes like ethics and values are often stepped aside to give way to the bottom lines of organizations and their growing profits. The various organizational theories have always focused upon intellect, skills and strategic vision as important criteria for any person to achieve vertical growth in an organization. Realizing these flaws took a century and it is only off late that, ethics and corporate governance have been assigned top priorities. It is very difficult to define Ethics in absolute terms. But no matter how you define it, the central idea is to take decisions that do not harm people or society. Hence, from a managerial perspective, Managerial ethics can be defined as "a set of principles and rules dictated by upper management that define what is right and what is wrong in an organization. It is the guideline that helps direct a lower manager's decision in the scope of his or her job when a conflict of values is presented".



Managerial ethics is a huge responsibility for the top brass of an organization, especially in today's era where Corporate Social Responsibility plays an important role in any organization, in fact, CSR is widely credited for nurturing and developing an organization's "Ethics Score".

Over the past few years, global corporations have been hit by scandals, and it mostly boils down to culture - or the lack thereof. For multinational companies as large as Volkswagen, British petroleum and Nestle, it's fair to assume that most of their staff will tend to act in a responsible and ethical manner. However, organization or department specific cultures resulted in a set of employees pursuing unethical ways.

Analysis of each of these outrages reveals a common set of drivers for employees to engage in unethical practices. Inappropriate goals, reward system and testing have been clearly observed as the key motivators for individuals to deviate from their code of conduct. Chasing sales targets, acquiring market share, obtaining new contracts are just a few goals that could create the pressure to act unethically. Similarly, organizations that reward only on the basis of results (instead of evaluating the means of achieving the outcome) may work towards a better reward scheme by having a holistic approach. Many times, improper testing facilities or processes allow the unethical practices of the organization to go unchecked. For example, a research tells that 9 of 10 diesel vehicles on the road in the EU exceed EU pollution limits. Review of previous scandals like Satyam also revealed that, more often it was the lack of equal transparency at all levels of an organization which has

always led to the boss's bad behavior go unreported, and then the collapse of the organization.

For an employee to act with integrity requires that his behavior be governed by honesty, respect for others and fairness, which shall enable him to recognize that his decisions will affect others, i.e. people who do not have the opportunity to make decisions. The accumulation and induction of such mindset across the organization will be the key reason for an unprecedented growth in the long run.

The effective integration of corporate social, ethical and environmental responsibilities has potential to realize greater value for both shareholders and wider stakeholders: moving beyond compliance, to creating value through new products and services that meet societal norms; and collaborate to solve the complex and demanding social and environmental problems that threaten to grow beyond our control. This would provide a more fruitful context in which people would have greater opportunity to exercise moral values and ethical commitments. However, corporations capable of working on investors', stakeholders', and society's interests in a collaborative, creative and productive way would require a further fundamental redesign of the concept of the corporation and the institution of the market. It is possible that confronting the dilemmas of social, economic and ecological survival, which governments, business and communities face, will help the organizations in restructuring their corporate objectives, structures, and activities wherever necessary.



## PAKISTAN'S NUCLEAR STAND: TENSIONS AMID ECHOES OF DESTRUCTION



Dhaivat Acharya, PGP'15

*"Japan learned from the bombings of Hiroshima and Nagasaki that the tragedy wrought by nuclear weapons must never be repeated and that humanity and nuclear weapons cannot coexist."*

*-James Lovelock*

Pakistan's Defense Minister Khawaja Asif recently said in an interview that if at all the need arises; Islamabad will use nuclear weapons against India to ensure Pakistan's survival. "We should pray that such an option never arises, but if we need to use these weapons for our survival we will," Asif said. The statement is indeed worrying. Firstly, unlike India and China's "No First Use" Nuclear doctrine, Pakistan has always said that it could resort to nuclear weapons to cover an unanticipated attack from India. Secondly, Khawaja Asif is not the only one who has threatened to use the nuclear arsenal against India. Former Pakistan President Pervez Musharraf issued a similar threat, when he stated: "We do not want to use nuclear capability, but if our existence comes under threat, why do we have these nuclear weapons for?"

If we look at India's nuclear doctrine, it has always adopted a "No First Use" policy since January 2003. India says it will use atomic weapons only in retaliation for a nuclear attack on the Indian soil. It also says it will not use nuclear weapons against non-nuclear weapon possessing states. Also the possibility of "Mutually Assured Destruction" or MAD as its known prevents their use as all countries know the havoc nuclear arms brings with it as was evident from the horrific Hiroshima-Nagasaki attack which killed approximately 2,00,000 people.



And yet the assessment published by Sweden based Stockholm International Peace Research Institute on 18th September 2015 on current trends in world nuclear arsenals is indeed alarming. It states that Pakistan now has more nuclear warheads than India. In 2014, India's nuclear warheads count is between 90-110 while Pakistan leads at 100-120 nuclear warheads. An important point here is that this is despite Pakistan conducting its first nuclear test in 1998 while India conducting its test much earlier in 1974. India, Pakistan, China, US, Russian, Britain, France, Israel and North Korea- have been identified as 9 nuclear arsenals- possessing nations by the SIPRI. Its Data collected from 2010 to 2014 revealed that Pakistan always outnumbered India in terms of its nuclear forces and warheads. The total number of nuclear arms of all nine nations in 2014 is approximately 16,300 as compared to 17,270 in 2013.

Year	India	Pakistan
2010	60-80	70-90
2011	80-100	90-110
2012	80-100	90-110
2013	80-100	100-120
2014	90-110	100-120

*Pakistan has outlined a number of scenarios where it could use a nuclear attack on India. These are:*

- If India conquers a large part of Pakistan
- If India destroys a large part of Pakistani Army or Air force
- If India tries to destabilize Pakistan economically
- If India tries to destabilize Pakistan politically

Pakistan is currently backing up the 4th scenario by stating that India is supporting terrorist groups in Pakistan and trying to create a proxy war in the country and therefore trying to destabilize the political system. No proof of these has ever been found. In fact the Peshawar school attacks last year actually proved that if not fought now, terrorism could easily eat away the country economically. But, having more warheads than your opponent does not necessarily translate into greater security. India has grown its nuclear base much stronger with nuclear-armed strike aircraft, land-based intercontinental ballistic missiles (ICBMs) and sea-based submarine-launched ballistic missiles (SLBMs). It is said that a nuclear warhead with a yield of 1 MT can destroy almost 210 sq km, therefore it actually does not matter much if Pakistan has 10 more warheads or China has 140 more.

With a growing nuclear arsenal, rising tensions along the LoC border and cancellation of bilateral talks over small issues, South Asia is indeed turning into a troubled region with growing nuclear risks. With Pakistan army influencing most of the decisions in its country, India will have to carefully monitor the growth in nuclear arms and weapons possessed by neighboring countries. The government in a Delhi has an extremely tricky and complex job at hand. Hope the History never repeats itself....!!

### REFERENCES:

- [http://www.business-standard.com/article/current-affairs/should-india-worry-about-having-fewer-nuclear-warheads-than-pakistan-115041000274\\_1.html](http://www.business-standard.com/article/current-affairs/should-india-worry-about-having-fewer-nuclear-warheads-than-pakistan-115041000274_1.html)
- <http://nationalinterest.org/blog/the-buzz/watch-out-india-pakistan-ready-use-nuclear-weapons-13284>
- <http://www.ibnlive.com/news/india/where-india-and-pakistan-stand-against-each-other-in-nuclear-race-1017638.html>
- <http://www.dailymail.co.uk/indiahome/indianews/article-3240567/Why-does-Pakistan-threaten-India-nuclear-attack.html>

## THE NEXT GENERATION MRP SYSTEM



Brijesh Panchal, PGP'15

**M**aterial Requirements Planning (MRP) is a Computer based material control system that attempts to keep adequate inventory levels to ensure that required materials are available whenever required within the plant. MRP is performed by User friendly ERP softwares like SAP. In current era of automation, we can realize that each and every small industrial process is performed automatically with some amount of human intervention. Reasons for the same are to increase productivity, minimise requirement of human labour and hence, less number of human errors in the processes.



Manual Storage System (PAST SCENARIO)

## MANUAL STORAGE SYSTEM (PAST SCENARIO)

Manual storage and manual inventory control system where mostly in all industries, storage of raw materials & finished goods are done with the help of vertical storage rack system. Here, up and down movement of materials is done with the help of material handling equipments like automated guided vehicles. This is entirely a manual storage system.

**Inventory control Process:** Once the material is stored in storage rack system, it is then entered manually in excel sheet about its particular storage location in rack, quantity, etc. for data tracking and for overall inventory control. This data is stored in computer system and used whenever required. Once a worker allocated to a particular warehouse came to know about reordering of materials, when inventory level came down below predefined level, he would generate requirement in ERP system for purchase of that material, and then entire purchase process (Generation of purchase requisition – Searching for vendor – Generation of Purchase order – Receipt of Materials – Quality Testing – Payment) will start. This is entirely a manual process and it is still used by many small scale industries.

**Pros:** Low Cost System, Suitable for small scale industries.

**Cons:** No automation, hence major chances of human error and therefore more chances of poor inventory control system; there are more chances of misplacement of any materials as it is totally performed by human and hence it consumes more time to locate the same; little bit lengthy process.



Automated Storage System (CURRENT SCENARIO)

## CURRENT SCENARIO - AUTOMATED STORAGE AND MANUAL INVENTORY CONTROL SYSTEM

Recently, all major MNCs have started adopting automated storage system. Here, manual storage rack is replaced by automated storage rack which comes with integrated computer system. Generally, all major materials are coded with code numbers, and under this system, it is only required to enter the part number, and then it will automatically find that material within closed rack and its corresponding tray will come out. Therefore, operator is only required to enter the part number in system of rack for removal or for storage. Hence, it is not required to enter every time in excel sheet the particular location of material and then perform manual search. This system automatically locates the materials and also finds it.

**Inventory control Process:** Once the operator takes out the materials from the rack, he will manually enter in ERP system the number of units consumed, and accordingly inventory will be managed. If new purchased units are kept, then the operator will manually increase the numbers in ERP system. So here, ERP system shows the number of units currently the plant holds. Hence, like in the earlier process, operator continuously tracks the data and initiates the purchase process when inventory level comes down.

**Pros:** Automated storage system and hence negligible chances of misplacing of materials; Suitable for large-scale industries.

**Cons:** Only storage is done automatically, inventory control is done manually and hence there may be a chance like if operator forgets to enter the same in ERP system, then the system will not show correct number of units and hence it will be misleading; It is a costly system and hence not suitable for small-scale industries.

## SO WHAT CAN BE THE FUTURE?

FUTURE SCENARIO should be total automation, automated storage and automated inventory control system. Much better option for complete automation, is integration of automated storage rack's computer system with ERP software like SAP for better inventory control. Once the operator wants to take out any material, the system will ask the material code number. In addition, the ERP system will ask how many numbers of that particular material should to be removed or newly kept inside. So this ERP system, will automatically reduce or increase number of units in the system accordingly, and will generate the requirement, once number of units in the system reaches to a predefined reordering point. And once inventory level comes down, ERP system will automatically generate the requirements in the system. It will not require separate system and extra human effort to enter the same data in system.

Pros: All advantages of previous system; zero human intervention, and in addition, inventory is managed by the system itself – total automation, and hence no chances of human error; up to date inventory management.

Cons: It is a very costly system as it requires Integration of ERP system with computer system of storage rack and hence, suitable only for large scale industries.

## CAMPUS BUZZ

### GUEST LECTURE ON 'ENERGY AND RISK MANAGEMENT'

***"The first step in the risk management process is to acknowledge the reality of risk. Denial is a common tactic that substitutes deliberate ignorance for thoughtful planning."***

**- Charles Trempier**

SPMites were privileged to have Mr. Ganesh Ramamurthy and Mr. Prashant Goyal, from Reliance Industries Ltd, who took a guest session on 'Energy and Risk Management' on 17th October 2015.

Mr. Ganesh Ramamurthy is the Head Audit of Refining & Marketing at Reliance Industries Ltd (RIL), and Mr. Prashant Goyal is presently working with Reliance Industries Ltd as 'Team Lead' in Internal Audit team. His focus area is Supply & Trading vertical of Refining & Marketing business of RIL.

Both the guests conveyed their belief that 'Risk can only be transferred, not eliminated.' They talked about COSO ERM Framework, and mentioned about how important it is to identify and handle the risks, as first two lines of defence, and using audit as the third line of defence. Students also got to know about various verticals of Risk Mitigation and ways of reacting to risks, especially in accordance to the maturity level of the business.

Market risk for Energy business is Price Risk and Purchase Risk. The dignitaries discussed about various derivatives, futures & options, swaps, hedging vs. arbitrage, and various guidelines for a Risk Management Policy.

Students actively participated throughout the session, and were able to get the most out of such esteemed guest session.



Mr. Ganesh Ramamurthy



Mr. Prashant Goyal

## GUEST SESSION BY PROF. VIJAY MODI

**W**e had amongst us Professor Vijay Modi, Columbia University, USA on 26th October 2015, to speak on "Innovation in energy and irrigation for the poor".

Professor Modi has been professor at Columbia University since 1986 and has previously led the UN Millennium Project effort on the role of energy and energy services in reaching the Millennium Development Goals.

During the session, Professor Modi threw light upon the sub African irrigation projects he has been working on, and how in African nations technology-integrated development transformed the ways the electricity is delivered to the lives of the people who did not have access to the very basic energy requirements. The lecture also gave the students quintessential insights into the ground realities of developing countries.

The session was followed by a question-answer round where he answered questions related to Solar Panels, Irrigation projects and the usefulness of the technology he was working on.



## GUEST SESSION ON GOVERNANCE: ISSUES & CHALLENGES

**O**n 17th November '15 we had amongst us Shri Ashish Kundra, IAS, Administrator - Daman, Diu & Dadra and Nagar Haveli, Mr. Vinod Kavle, IAS officer serving as a Director Tourism, Mr. Vikram Singh Malik - IAS, Collector - Diu and Mr. Manish Agarwal, IGP, Union Territory of Daman & Diu who shared their views on "Governance: Issues and Challenges - A Union Territory Perspective".

The session gave quintessential insights on what all administrative, functional and managerial challenges they face while developing these union territories as tourist spots.

They also shared their experiences regarding planning, evaluation and implementation stages for Asia's Longest Beach festival of 75 days, and also discussed few strategies adopted by them to attract more and more of tourists, and also inculcating and managing the efforts of the locals in making this festival successful.

The session ended with a question and answer session which gave a clear view of how a government body functions, the hierarchy they follow and about their funding system.



## DISTINGUISHED LECTURE ON H.R. PRACTICES IN OIL & GAS INDUSTRY

**M**r. Mark A. Salkeld, President and CEO, PSAC (Petroleum Services Association of Canada), as a part of PDPD distinguished guest series week addressed the students of SPM (School of Petroleum Management) and SPT (School of Petroleum Technology) on H.R practices in Oil & Gas industry on 25th November. PSAC leads energy services, supply, manufacturing and innovation, and has over 200 member companies and employs more than 60,500 people.

The guest discussed the issues the industry face, especially in connection to the Canadian environment, and how they have been combating those issues, adopting various external and internal talent gap solutions. PSAC works on principles like acting with integrity, to operate safely and responsibly and to meet or exceed all environmental standards.

Mr. Mark talked about how adopting new important technology led to increase in productivity and employment in the industry. PSAC believes that one needs to have people skills, knowledge and willingness to join the industry, in order to leap ahead successfully.

The lecture gave a lot of insight to students and faculty members, as it further ended into a healthy and fruitful question & answer session.

## FACULTY FOYER

Dr. Pramod Paliwal,

Professor & Dean, School of Petroleum Management participated in an international conference organized by IABE, USA in Las Vegas, USA during 11th & 13th October 2015. He presented a research paper titled 'Teaching Sustainability in Business Schools: The Context of Marketing Management'. The conference witnessed about 200 delegates from different parts of world. Dr. Paliwal's research paper also had insights from a course on Sustainable Marketing that he developed and delivered for the MBA class at SPM.



The 3rd ICBMIS (International Conference on Business Management and Information Systems) was held on November 17-20, 2015 at the National University of Singapore. The conference aimed at providing a forum for sharing ideas in contemporary topics in Management and Technology to researchers, academicians, students, industry practitioners and government. The subthemes included the following:

1. Digitized Marketing in Globalized Market
2. Management of Education
3. Big Data and Cloud Computing

Dr. Tanushri Banerjee,

Associate Professor at SPM-PDPU, had presented a paper on the following topic: "Text Mining Survey Responses to Identify Data Science for Decision Making in Developing Economies".



## NAVRATRI CELEBRATIONS

Navratri-A traditional Gujarati festival, symbolizes the strength of GoddessAmbe and triumph of good over evil. To worship this strength, 'Aarti' was performed at SPM on all 9 days of Navratri. A two day garba workshop was especially organized by the members of Cultural Committee, to make all the SPMites ready for the garba event organized at PDPU level.

The Cultural Committee also came up with the idea of distributing sweets in nearby slum area, from the donation received from the students, as well as the faculty members and college staff. On the day of Dusshera, SPM students distributed jalebis and faddas to the slum children from the donation collected. The festival of good over evil thus ended with a noble cause.



## SPM CELEBRATES COLOUR - WEEK



Welcoming a change from daily routine, and rekindling a sense of oneness by doing something as a group, SPMites celebrated Colour Week. For an entire week, students followed a colour code, and it included days like Traditional Day and Aflatoon (mix & match) Day.

Colour Week ended with lots of group pictures and selfies, and SPMites thanking the cultural committee for planning this event.

## Students visited exposition organised by CREDAI

As a part of their field assignment, the 'Strategic Marketing in Practice' course SPM students visited Real Estate/Construction & Building Materials Exposition organized by Confederation of Real Estate Developers Association of India (CREDAI).



## CII'S MARKETING & BRAND SUMMIT 2015

SPM students visited(Confederation of Indian Industry) CII's 3rd edition of Marketing and Brand Summit 2015 on 19th December. The theme for the summit being 'Making the Indian Lion Roar Globally', students got interesting insights through various well carried out lectures and panel discussions.

There was discussion on topics like 360 degree Branding, Rethinking Rural Marketing, Indian Brands going Global and It's a Women's World; that proved to be a great value addition for the students.



## AADHARSHILA 9TH FOUNDATION DAY

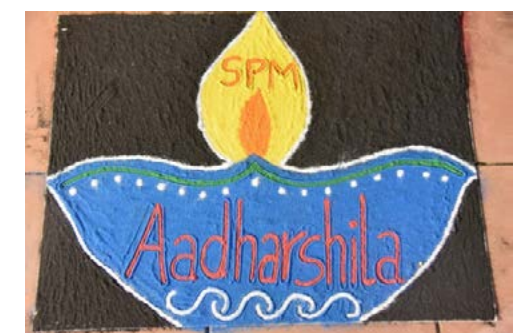
It was a proud moment for SPM family, as we gathered to commemorate the ceremonial occasion "AADHARSHILA" on 18th December 2015.

As SPM grew a year older, Dr. D.J. Pandian, Director General – PDPU, Dr. C. Gopalkrishnan, Director – SPM, Dr.Pramod Paliwal, Dean – SPM, Mr. Palak Sheth, Director – Planning & Development, PDPU, along with our esteemed alumni and students, celebrated this milestone and made it memorable, and were ready to take another walk-through of this fascinating journey of SPM.

Cultural Committee and Sports Committee were the organisers for the event, constantly supported by the fellow students, to make Aadharshila a success.

Students and faculty members were occupied the entire day with events like Energy Run, Sports Event, Blood Donation Camp by HDFC Bank, Aadharshila ceremony, followed by Cake cutting and Talent Evening. The event ended with dinner and interaction with the alumni. Simultaneously, students and alumni enjoyed their time getting clicked at the photo-booth that was set up, and signing their names with quotes or wishes on the 'wall of memories'.

Here is the glimpse of the entire day.



## ENERGY RUN

Faculty and students gathered at 6.30 in the morning to charge themselves with energy, by making a 3 km long run to the PDPU main gate.

First three prizes for boys, and a winning prize for girls, were awarded with a token amount on achieving the same.



## SPORTS EVENTS

Faculties and students came together for sports events like cricket and volleyball, which added to the energy created during energy run.



## BLOOD DONATION CAMP BY HDFC

SPMites as well as students, staff and faculty members from PDPU, came forward to donate blood for a precious cause called Life.

**Blood Donation Camp**  
Friday, 18th December 2015

**1 Unit** Blood  
can save  
**3 Lives**

**Venue**  
Block-A,  
School of Petroleum Management,  
Pandit Deendayal Petroleum University.

**In association with**  
School of Petroleum Management,  
PDPU.

**9<sup>th</sup> FOUNDATION DAY**  
"Aadharshila"  
18th December

**organized by**  
**HDFC BANK**  
We understand your world

**Donate blood for a reason, let the reason be life.**

## AADHARSHILA CELEBRATION & TALENT EVENING

The ceremonial occasion was graced by the presence of Dr. D.J. Pandiyan, Director General – PDPU, Dr. C. Gopalkrishnan, Director – SPM, Dr. Pramod Paliwal, Dean – SPM, Mr. Palak Sheth, Director – Planning & Development, PDPU. The ceremony started with introduction of the guests followed by speech from the dignitaries.

The dignitaries then came forward with the alumni and students, for cake cutting ceremony, and thus called for the commencement of the Talent Evening.

Talent Evening was donned with solo singing by few students and faculties, group singing, drama, mimicry and group dancing.



## EDITORIAL TEAM

APURVA MITTAL • MEHERNAZ PATHAN • PRANJAL KISHORE • PRATIK NAKER  
RIYA GIRI • DRASHTI SHAH • KVNKC SHARMA • NUPUR PARIKH • PRACHI SHARMA • SHOBHIT GARG



### PANDIT DEENDAYAL PETROLEUM UNIVERSITY SCHOOL OF PETROLEUM MANAGEMENT

Off Koba-Gandhinagar Highway, Raisan, Gandhinagar- 380027, Gujarat, India.  
Ph: + 91 79 23275107, +91 79 23275112 | Fax: + 91 79 23276364  
Visit us at [www.spm.pdpu.ac.in](http://www.spm.pdpu.ac.in)

*Disclaimer: The views expressed herein are solely those of the authors and the pictures/graphics have been sourced from web-media in order to contextualize with the articles. The editorial team or SPM Mirror and SPM-PDPU do not in any way endorse or authenticate them. The views cannot be duplicated or used without the permission of the Editorial Team. SPM Mirror is for internal circulation of SPM-PDPU stakeholders and is not for commercial Purpose.*