

SPM MIRROR

Henceforth to be known as SoM Mirror.

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Dr. Pramod Paliwal

Professor,
School of Management,
PDEU

FROM THE EDITORIAL ADVISOR'S DESK

India has come a long way from the disturbances of the year before. Facing a pandemic was a challenge not only for India but a crisis for the world economy. Readjustment and reconstruction are what every economy has focused on. The issue of SPM Mirror comes in the backdrop of the major events of the past year (2022), such as the Russia-Ukraine war leading to the energy crisis in Europe, Russia- India trade in the Rupee, Rishi Sunak, the first person of Indian origin to take the prime ministership of the United Kingdom, the COP27 summit, and India's initiatives towards renewable energy, e-mobility, ethanol blended fuels, and green hydrogen. India becoming the fifth largest economy in the world, and many more. Students exhibited fervour, and competence and participated in numerous activities, conclaves, webinars, and symposiums. Briefing on the topics and understanding their repercussions on the business domain, experts from the industry with myriad personalities were invited to campus. International Conference on Energy and Infrastructure (ICEIM-2022), Samavesh 7.0, Business Management Symposium-2022, to name a few of the conclaves and symposiums, bespoke our SPM students' managerial skills in successfully organizing the events. As I move from administrative roles to focus on academics and writing, SPM, PDEU welcomes its new Director, Dr. Shubhasheesh Bhattacharya and Dean, Dr. Tanushree Banerjee.

It's a pleasure to share that SPM, PDEU has embarked on yet another exciting journey by signing an MoU with leading consulting company Value Creed (<https://valuecreed.com/>) for a deep-rooted association aimed at helping students gain superior training, learning and career opportunities. The memories of the establishment of SPM 16 years ago on 18th December 2006 overwhelms me with a gush of memories like the wind passed by that brought growth and success for all stakeholders with it. 16th foundation day-Aadharshila- signifies the affluence and advancement of SPM, PDEU as an institution. The foundation day keeps reminding all of us to keep catering to the needs of unpredictable and dynamic needs of the environment and do everything to keep SPM aligned its budding managers with all such professional requirements.

It is to share with the readers that School of Petroleum Management (SPM) has a new Namkaran - School of Management (SoM). This signifies SPM's additional focus on emerging areas of business and management-of course, keeping its concentration on Energy & Infrastructure Sector intact.

Looking forward to all our stakeholders enjoying yet another issue of SPM Mirror. The SPM Mirror Team appreciates its readers' continued support. Happy Reading.

Best wishes!



**Dr. Shubhasheesh
Bhattacharya**

Director,
School of Management,
PDEU

DIRECTOR'S MESSAGE

The School of Management (SoM) is situated in the beautiful campus of PDEU, in Gandhinagar, the heart of Gujarat. It provides a serene and congenial environment for students to pursue their dreams of MBA program and is a perfect place to study, live and connect. With its expansive green grounds, world-class amenities and outstanding academic environment, the institute is providing the best possible support to the students for their transformational journey of MBA program. With the help of simulation exercises, case studies, industrial visits etc., students gain insights into several business disciplines through an immersive learning method. The curriculum activities encourage them to engage in group projects, allowing them to acquire professional qualities like leadership, coordination, teamwork etc.

Students' active class participation, immersion in extracurricular events such as seminars, sports activities, and cultural activities are highly appreciated.

SoM is providing the required resources to the students which help them to harness their potential and as a result helping to create a lively atmosphere, an ecosystem in which they learn, connect and interact with others and acquire skills that will benefit them for the rest of their lives.

SoM wants students to have dreams and pursue them with determination; be fearless of failure or rejection and accept criticism and move on with self-improvement. The students should try innovations that will open doors for them while also allowing them to learn from their mistakes. SoM is putting in efforts to see that we prepare our students to be effective and ethical leaders and managers who can contribute meaningfully for the industry, the nation, and the society as a whole.



Dr. Tanushri Banerjee

Dean,
School of Management,
PDEU

DEAN'S WELCOME MESSAGE

With the beginning of the New Year 2023, there is a feeling of satisfaction of having completed two thirds of the academic curriculum and the joy and anticipation amongst our students of getting to the next stage. In the next couple of months it is Summer Internship and choosing the major/ minor course Areas for first year MBA students while it is graduating and taking the next leap in the professional world for the second year MBA students. Post graduate study brings together the variety in our students who aspire to be business leaders of tomorrow. Students, you join the MBA programme at SPM, after your undergraduate degree, which can be from different fields. However, by the time you complete the postgraduate programme here, you are ready to seek role of a business leader. The School prepares Management graduates who can withstand the uncertainty in the global business environment and contribute with confidence towards organizational needs, good decision making and personal career growth.

As is said, nothing dies faster than a new idea in a closed mind. Unlock your mind, keep on using your mind so that new ideas keep coming in. It is a mantra that keeps you energised - Dare to dream, dare to try, dare to fail and dare to succeed - G. Kingsley Ward. The curriculum at SPM has a bouquet of activities to offer that weaves creativity, understanding of emerging technologies, and innovative approach through a process of continuous learning - be it inside or outside the classroom via articulate presentations, case study discussions, simulations and experiential hands-on learning. The group discussions during club activities, workshops for skill building, conclaves for industry academia connect and the much awaited Annual fest! We wish to empower our students via many such medium, where Conclaves play an important role for knowledge gain. Industry support is invaluable in many forms such as guest lectures, MoUs with companies, inputs for curriculum development, supporting industry visits.

SPM Mirror has been a medium to show the inner strengths of SPM at regular intervals. I wish the team the very best for continuing the good work.

ACTIVITIES AT SPM

ORIENTATION PROGRAM FOR BATCH 2022-24

ORIENTATION DAY-0

Day 0 of the program began with a warm welcome from the admission chair, Dr. Sudhir Yadav. He greeted all the students and faculty members, and expressed his enthusiasm for the start of the program. He talked about how the program was designed to provide students with a thorough understanding of the subject matter, and how it would equip them with the skills and knowledge they need to excel in their careers.

Next, the Dean & Director of the SPM, Dr. Pramod Paliwal, took the stage and addressed the audience. He talked about the importance of the program and the high expectations that he had for the students. He stressed the need for hard work and dedication, and encouraged the students to make the most of their time at the program.

After that, the Program Chair, Dr. Narayan Baser, took the stage and gave an overview of the curriculum and the various activities that would be held during the course of the program. He talked about the different modules that the students would be covering, and how they would be assessed. He also talked about the importance of extracurricular activities and encouraged the students to get involved in the various clubs and organizations on campus.

Following this, the faculty members of the program were introduced to the students. The faculty consisted of experienced professionals and academicians who were experts in their respective fields. The students had the opportunity to ask questions and get to know the faculty better.

Towards the end of the day, Dr. Ashutosh Mruduli and Dr. Satish Pandey conducted an ice breaking exercise with the students. This was an opportunity for the students to get to know each other and feel more comfortable in their new environment. The exercise involved a series of fun and interactive activities that helped the students bond and form friendships.

Overall, Day 0 was a successful start to the program, with informative and engaging sessions that set the stage for the rest of the program. The students and faculty members left the day feeling excited and motivated for the coming days. They were looking forward to the challenging yet rewarding journey ahead, and were determined to make the most of their time at the program.

ORIENTATION DAY- 1

ORIENTATION PROGRAM FOR BATCH 2022-24

Mr. Chainsingh Rathod started the session with warm greetings, then addressing the fact that resumes are an integral part in a student's life and social media presence make everyone make a first impression stating that it's necessary to make your presence felt and ensuring that you set yourself apart and score above anyone else. He added points to build a strong profile and to stand out from others. "You never get a second chance to create a first impression", "your resume is one of your first impressions with a potential employer", were stated by him. The difference between bio-data, CV and resume was made clear to the students where, Bio data is short for biographical data, CV is short for curriculum vitae meaning "course of life" highlighting professional and academic background and resume is French for summary, summary of personal data educational background and training and professional data.

The tips to remember while making CV and the Dos and Don'ts of it consisted of short & precise, clear objective and CV summary, fonts professional and easy to read, easily visible and clear contact details, highlight relevant experience and certifications. never putting a casual picture, not copying and no lengthy model, it should be precise.

Mr. Rathod ended the session by concluding that building an effective network, connecting with seniors, senior professionals in your field, using job search and career advice feature and following relevant pages will take you far in the corporate world.

The second session of the first half was addressed by Dr. Lalit Khurana started by stating that with the recent economic and financial crisis and other excesses working as catalysts, corporate governance, regulation and internal control have become inescapable topics in our present day society. Despite the introduction of new rules and the strengthening of the existing control bodies, new events could shake the global economy and call into question the effectiveness of the current

control mechanisms. Between the obsession with formal control, which systematically leads to more regulation, and the search for other control systems, which would enable one to master the informal mechanisms, we have completed our analysis in this article with a review of the possible interactions between informal and formal control.

Dr. Khurana added that it is otherwise called as 'cost volume profit analysis.' It analyses relationship among cost of production, volume of production, volume of sales and profits. Here, total costs are divided into two fixed cost and variable cost. Fixed cost will never change according to the changes in the volume of production. Variable cost varies according to the volume of production. This analysis helps in determining the volume of production or sales and the total cost which is equal to the revenue.

He concluded the session by focusing on the excess of revenue over total cost which is termed as profit. The point at which sales is equal to the total cost is known as 'Break Even Point'. In other words, the break-even point is the point at which there is no profit or loss.

The second half was completely taken by Mr. Deepak Krishnan on the Introduction to Excel, students were asked to bring the laptop and a data sheet was shared to the students for computing various data and information through basic learning of Excel, he added that any B-school students should know how to operate Excel, because it will be necessary to differentiate people from the ordinary. The basic gist of what was going to be covered in the Excel Based Business Modelling class was given in the Orientation Programme, students were very keen and excited to know about various learnings and basics of the Excel programme and they were shown solving the data set and asking various doubts about any inconvenience they faced.

ORIENTATION PROGRAM FOR BATCH 2022-24

ORIENTATION DAY - 2

Dr. Akash Patel faculty at the School of Petroleum Management addressed the students by delivering the session of "I". This session made students think about whether they are prepared to start an MBA program. As "I" referred to individuals and was subject to students themselves, the students were asked some questions regarding self, such that the answers were self-explanatory. The ultimate aim was to make students aware of the do's and don'ts in the journey to make a successful career. The session concluded with understanding to students how to get the maximised learning from an MBA program to be ready to enter the corporate world.

The second lined-up session was delivered by Mr Parth Rana who is a Business Relationship Manager at CMIE - Centre for Monitoring Indian Economy. He demonstrated the software called ProwessIQ by CMIE. The Centre for Monitoring Indian Economy is a private limited company that provides access to the financial performance of individual companies with the help of ProwessIQ - a database software on the Indian economy and private companies. With the brief about ProwessIQ, he added that the database has around 50000 companies. The majority of them are listed on the National Stock Exchange and the Bombay Stock Exchange along with thousands of unlisted public limited companies and private limited companies. The database analysis the data to decipher trends in the economy and is built from Annual Reports, quarterly financial statements, Stock Exchange feeds and other reliable sources. The database and research work are delivered to the customer on a subscription basis but the students of SPM can avail of the services without any charges as the subscription and access for the same is sponsored

by the School of Petroleum Management. After explaining to students how to use the software effectively, he added that it would not only help students to study the financial performance of the company but also it will be beneficial in investment decisions in the stock market.

In the third lined-up session from Mr Kamal Kapoor as a Joint Controller at the Department of Telecommunication delivered his speech with warm greetings to students. The session was all about the Indian Telecom Sector - A driver for Growth and Change. With a brief overview of the industry, he shared how milestones were achieved in the sector along with the dominance of 4G telecom services in the Indian Telecom Sector. He also discussed the challenges that are faced by the sector and the impact of 5G on various industries. As he states, "Most of the people who are willing to become an entrepreneur will most likely move towards becoming tech-prenuers (tech entrepreneur)", 5G will power the Industrial Revolution 4.0. Therefore, 5G will be the next giant that is introduced in the Telecom Sector of India. The 5G services will not only upgrade the technology of the telecom industry but will also enhance the mobile brand which can result in to increase in demand for smartphones having the feature of 5G. The era of 5G will also create an impact on other sectors like the manufacturing industry, agricultural sector, health and medical sector, energy sector, media and entertainment industry, etc. In the end, the session was followed by a vibrant Q&A round by the students. School of Petroleum Management, PDEU extends its heartfelt gratitude to Mr Kamal Kapoor for taking out the precious time to share his valuable insights.

ORIENTATION DAY - 3

ORIENTATION PROGRAM FOR BATCH 2022-24

On the third day of the MBA class of 2022-24, two notable industry figures from diverse fields were invited to mentor the students. Mr. Purav Bhatt, Lead - Digitalization, Siemens Energy.

The students were given some valuable insight by Mr. Bhatt into the value of an MBA in their future lives. He went over the many ways in which students would be given the chance to develop their potential and surpass their current selves during the course of this adventure. He also emphasized the significance of making professional connections and how doing so might assist them in their future jobs. He also discussed the significant transition from the academic world to the business world as well as how students might work their way to the top. He went on to explain that by giving them various opportunities to demonstrate their worth, any company could benefit from having them on staff. Additionally, Mr. Bhatt discussed with the students the significance of career planning and how doing so might assist them in influencing their future. He added that receiving a master's degree in business administration (MBA) is not the program's only goal; rather, it is a journey that helps students develop into better people.

The day's second session was delivered by Mr. Achal Rangaswamy, Chief Executive Officer, Achal Rangaswamy the Coach, on Discovering the joy of selling.

He shared a narrative to emphasize the topics he wanted the students to learn about the joy of selling. He related his experience of working in sales, learning new things with enthusiasm, and negotiating deals with pride, decency, and respect. He shared the life lessons he had picked up along the way with the students and gave them some advice about the significance of sales in the operation of any firm. He also discussed his experience working with a wide range of customers and how this enabled him to better understand the psychological aspects of sales. He discussed the significance of selling, as well as how doing so could radically alter your life. He stated that if you are an effective salesman, people would always want to buy from you. Additionally, he urged the students to learn more about sales so that they could sell with self-assurance, pride, and respect for the customers they served. He emphasized the significance of having a firm grip on the psychology of sales and being aware of how individuals think. He also encouraged the students to overcome their fear of being rejected and instead view it as an opportunity to enhance their marketing abilities.

ORIENTATION PROGRAM FOR BATCH 2022-24

ORIENTATION DAY - 4

Three prominent industry personalities from diverse sets of fields were invited to coach the students on day 4 of the orientation of the batch MBA of 2022-24. Guest speakers and faculty interactions are the highlights of life at SPM. Creativity and innovation are the lifelines of the course of an MBA and diverse knowledge is the key to achieving it.

“Enjoy the journey. Never mind the terrain,
the weather of whether’s”

– By Mr. Achal Rangaswamy

The session started with the above quote narrated by Mr. Achal Rangaswamy, Chief Executive Officer at Achal Rangaswamy the coach. Mr. Rangaswamy walked the students through his journey in Sales and introduced them to “Discovering the joy of selling”. He started by narrating a story “The Wife’s Warning” wherein he was warned by his wife not to tell the story of an insurance salesman at an event. With this, he instilled an interest in students and sold the video of the story. He showed the importance of storytelling and its impact on the mind of a listener. He shared a few lessons that he learned. Lesson 1: enjoy the journey. Lesson 2: Learn joyfully. Lesson 3: be proud of what you do. Lesson 4: Sell with dignity, and pride Lesson 5: Learn to sell. He concluded the session with a piece of advice which is to acknowledge and discover joy by selling joy.

“Learn to apologize when you’re wrong, learn to bend like a tree, because wherever there is knowledge there is humility.”

– By Mrs. Radhi Nair

The second session of the day was delivered by Mrs. Radhi Nair, a communication expert. She talked on the topic “Importance of effective communication from campus to corporate”. She emphasized the importance of verbal and non-verbal communication with the acronym ABC where A stands for accuracy, B for briefing, and C for clarity. To know the target audience, clarity in terms of language, words, and voice modulation is necessary. There is a need for clear verbal and non-verbal

communication. She narrated three C’s of effective verbal communication, be concise, be coherent: logical and relevant, and have courtesy. For non-verbal communication, she emphasized effective body language, eye contact, facial expressions, tone of voice and voice modulation, and gestures. A few references she highlighted were from the book “Habits of highly effective people”- being proactive, setting priorities, and understanding before aiming to be understood.

The session continued with an interactive faculty interaction, with Dr. Kaushal Kishore on the topic “Challenges in the Global Marketing Environment” Dr. Kishore is a faculty of Marketing & Energy studies at SPM, PDEU since December 2009.

Dr. Kishore delivered an interactive session on emerging challenges in the field of marketing and the impact of technology and the significance of the global economy on trade. He touched upon the geopolitical turbulence of Ukraine-Russia and its impact on world trade. He talked about the importance of India as a consumer and as an important link of trade. He appertained to current affairs affecting the growth of the Indian economy and the significance of current developments of the world.

Followed by the last session of the day delivered by Mr. Mehul Parekh, Head of Human Resources at Siemens Energy India. He delivered the session on the topic “Employability in next-gen”

Starting with a question he emphasized self-reflection on the purpose of joining an MBA, the skills required to succeed after an MBA, and a reality check that what got you here, won’t get you outside. Detailing on the Future of industry and industrial revolution 4.0. Its impact on Employability answering questions such as how to be employable and how to have knowledge, skills, understanding, and personal attributes desirable to employers. Steps to build social media presence by looking approachable, with a professional photo, formal attire, and simple background. He introduced new buzzwords such as part-time work, work-life balance, work-from-home setup, workation, and the new normal to students.

ORIENTATION DAY- 5

On 01/07/2022

ORIENTATION PROGRAM FOR BATCH 2022-24

Day started with speech by SPM alumni Mr. Prashant Sagar, COO at IRM Energy, shared his personal experience and insights on the most important skills to acquire during an MBA program. According to Mr. Sagar, emotional intelligence (EQ) is a crucial skill that allows individuals to understand and manage their own emotions, as well as the emotions of others. It enables professionals to effectively communicate, collaborate, and lead teams. In contrast, a lack of EQ can hinder professional growth and lead to conflicts and misunderstandings in the workplace.

Mr. Sagar also emphasized the importance of understanding organizational behavior. He explained that a deep understanding of how organizations function and the factors that influence their behavior can help professionals make better decisions and navigate complex situations. In addition to EQ and organizational behavior, Mr. Sagar shared a list of must-know

software for MBA graduates, including Microsoft Office and data analysis tools like Tableau and SQL.

After Mr. Sagar's presentation, Mr. Anshuman Divyanshu, Business Head at Electric Mobility, JioBP, gave insight on the current market scenario of electric vehicles (EVs) and batteries in India and globally. He discussed the challenges and opportunities presented by the EV industry, and touched upon government policies and the macro view of the industry.

Finally, Mr. Vinay Pagaria, Co-founder & CTO at Stockedge & Elearnmarkets, spoke about his journey with Stockedge and shared his experience while selecting a team. He emphasized the importance of looking for complimentary skills in a co-founder, and discussed the various factors that should be considered when building a successful team. Mr. Pagaria's insights were valuable for anyone looking to start a business or join a new team.

ORIENTATION PROGRAM FOR BATCH 2022-24

ORIENTATION DAY - 6

On the last day of the orientation program, Mr. Ankit Jain - alumni of School of Petroleum Management and Mr. Anurag Upadhyay, was invited to give insight about "How to succeed in Corporate Journey".

Mr. Ankit is a current student of MBAEX (1-year full-time MBA for Executives) at IIM Calcutta. Ankit holds 7 years of work experience in the Oil & Gas sector in areas of Internal Audit, Risk Management, Drilling operation, Real-Time exchange, etc. Previously he worked as Consultant, Risk Consulting with KPMG India Risk Advisory Services. He was primarily responsible for the planning and execution of the Internal Audit assignment for the E&P sector. He is B.Tech (Electronics Engineering) from NMIMS University, Mumbai and MBA (Silver Medalist) focused on Energy & Infrastructure from School of Petroleum Management, PDEU.

Mr. Anurag is currently associated with the Manpower Group, for their Staffing Business in India, taking care of the West zone. Previously he worked with Adecco Group as Regional Head. He was a key member of the Senior Leadership Team of the Adecco Group India, for their (GS - BOPS) business, reporting to the Country CFO. Lead the

strategic sales function for all 60 Branch offices (PAN India), with the team of over 70 BMS & AMs along with 8 Ops Heads.

Both the speakers shared their corporate experiences with us. Mr. Anurag shared his experience about how learnings over the years helped him in orchestrating successful strategies in sales, operations, service delivery & client acquisition. Further added that he excelled in his career by learning & working with influential leaders in diversified roles & industry. Mr. Ankit shared the different challenges faced by him in his corporate journey. Curiosity of students about his work encouraged him to give detailed explanations about the work of Risk Consultancy and Risk Advisory Services. In their speeches, they emphasized more on the importance of Customer satisfaction. They also shared strategies to manage customer service, client relationships and how to provide them with an immediate need base solution.

"The harder you work for something, the greater you'll feel when you achieve". At the end of the session, both the speakers try to sum up their speeches with this thought provoking quote. So overall it was a very insightful session.

GUEST LECTURE ON UNFOLDING THE GST REFORMS AT SPM PDEU



A comprehensive and insightful session on understanding the depths of GST reforms was conducted on 21st July 2022 by the respectable Dr. Hasmukh Adhia, former revenue and finance secretary-GOI, at the campus of School of Petroleum Management, PDEU.

The session started with a brief introduction of the speaker by Dr. Lalit K. Khurana, outlining a context from the perspective of Tax Systems as part of an important element of the entire business ecosystem influencing the competitive advantage of nations. The speaker started an inspiring story on an interactive note with discussions on a few basic terminologies associated with taxation. It continued

with understanding the history and systems prior to GST. The pre-GST tax structure followed by India and the problems associated with the multiple indirect taxes and the story behind GST, the challenges faced before and after its implementation and the reasons behind undertaking these reforms were covered. The multiplicity of taxes prior to GST had some loopholes in terms of a cascading effect on taxation. With the arrival of GST reforms all taxes got subsumed in one and that eased calculation as well as reduced the cascading effect on taxes. And further it gave access to ease of doing business, supported the idea of Make in India, and reduced the inflation and many more alike.

8TH BIENNIAL INTERNATIONAL CONFERENCE ON ENERGY AND INFRASTRUCTURE MANAGEMENT (ICEIM 2022)



The 8th Biennial International Conference on Energy and Infrastructure Management (ICEIM 2022) was a highly successful event that took place in hybrid mode on July 27-29, 2022 at the School of Petroleum Management, Pandit Deendayal Energy University, located in Gandhinagar, Gujarat, India. The conference was dedicated to exploring the theme of Energy & Infrastructure Management in the Post Covid19 Era, focusing on the most pressing and relevant issues of the time, including the emerging Electrical vehicle ecosystem, Infrastructure policy initiatives, and the various challenges facing the industry in the era of Industry 4.0.

The conference attracted a wide range of participants from across India and abroad, with a total of 48 full papers being presented in various tracks such as Technology, Analytics, Finance, HR, Marketing, Operations, and Strategies. Eight papers were shortlisted for consideration of the best-paper awards, and all eight papers were further sent for a blind review and ranking. Based on the ratings from the paper reviewers, several papers received best paper award category, with the first award going to "Exploring the Role of Green Energy in the Circular Economy by the Systematic Literature Review" by authors Sarvesh, Darshana and Ranjan.

The conference was attended by several prominent figures from the industry and academia who shared their knowledge, experience, and insight into a plethora of issues and challenges in the energy sector. The conference was graced by the presence of Mr. Suresh P. Manglani, the CEO of Adani Total Gas

Ltd., as the chief guest. The conference was chaired by Dr. Lalit K Khurana and Dr. Asit B Acharya and had partnership support from organizations such as IGMA, ASSOCHAM, DEW Journal, Routledge Francis Taylor and Journal Press of India.



FIRST AWARD

PAPER TITLE

Exploring the Role of Green Energy in the Circular Economy by the Systematic Literature Review

PAPER AUTHORS

Sarvesh, Darshana and Ranjan

SECOND AWARD

PAPER TITLE

Brand Loyalty of Humanized Brands through Emotions

PAPER AUTHORS

Rajai and Modi

THIRD AWARD

PAPER TITLE

An Analysis of Utilisation of Risk-Budget by General (Re) Insurance Companies in India

PAPER AUTHORS

Chahar M

IIC VISIT

As a student of the School of Petroleum Management, we visited the Innovation & Incubation Center of PDEU on 25th August 2022 . Where we understand the main work of IIC and how it avails help to the different registered startups. We heard about innovative ideas from different startups and how they come across with best solutions to the real time problems.

Students, with at most interest, were trying to understand the business of different startups. Further, one of the startups explained their business model and revenue model in detail. They briefed us how their innovative idea is trying to solve real time problems. Students asked their doubts regarding the key challenges startups are facing nowadays and what steps they are taking to overcome it. It was a fun and interactive session. Overall students got detailed insights about the work of startups and IIC.

GUESTICH

Event Date: 16th October 2022

Our first event as marketing club (marcom) in SPM,PDEU under the guidance of Dr. Kaushal Kishore. The competition was divided into 3 rounds to score the best team from various participating teams, the rounds included test teams market knowledge and inculcate time management, innovation and creativity during each round. The first round was a guessing round which included guessing the brand through solving a riddle. Guestich"echoed in the venue. The next round was followed by allocating the products for pitching and continued with the quiz which each marcom member took of team participants.



The winners of the competition were "Team Starks" including Tanya Agrawal, Ayushi Sharma, Anushka Gupta.



The runner up "Team Latecomers" included Himanshu Dhanwat, Vinit Agrawal, and Darshan Parikh.

WELCOME OF NEW DIRECTOR BY SPM, PDEU

On 7th November 2022 SPM, PDEU cordially welcomed Dr. Shubhasheesh Bhattacharya as the new Director. Dr. Bhattacharya is a Ph.D-Management, UGC-NET, and an Alumnus of IMT Ghaziabad. With more than 33 years of experience in Academia and Industry, he has worked as Professor & HOD- (HR Spl.) with Symbiosis International Deemed University, Pune (SIIB), from 2011 to 2022.

He has more than 25 certifications and 52+ publications (17 in SCOPUS / WOS Indexed and ABDC-ranked Journals of INTERNATIONAL Repute). He contributed as Member-Academic Council and Member-Board of Studies. He was awarded the Best Professor in HR, by Lokmat National Education Leadership Awards, Best Professor Award by Higher Education Forum, Faculty-Guide Excellence Award from IBS Alumni Federation, and the National and Merit scholarship-secondary stage. Except for academia, Dr. Bhattacharya's areas of interest include Fitness, Singing, Conch Blowing, Chess, and Badminton.

The welcome address was inducted by the Dean of SPM, Dr. Tanushri Banerjee welcoming Dr. Shubhasheesh Bhattacharya. In continuation, the Hon'ble Director General Dr. S. Sundar Manoharan expressed the vision of SPM and PDEU as a whole and how the leadership of the Director will provide new heights of success to the institute.



Dr. Bhattacharya addressed and appealed to the students to utilize the 2 years of learning by breaking the bubble of comfort and working towards their goals and aspirations. The opportunity of 2 years of the MBA program has to be dedicated to meaningful learning, individual transformation, and self-development. This program is a cognitive development process for the students and he stressed inculcating values and high standards of ethics to adapt to the corporate culture of today. He put the utmost importance on the behavior and actions of students as they are the representatives of the university, hence they are expected to behave and conduct themselves in line with the ethos and values of the alma mater when they will interact with society and work in a corporation.

School of Petroleum Management and Pandit Deendayal Energy University is excited to grow and develop under the guidance of Director Dr. Shubhasheesh Bhattacharya as a Value Addition to the SPM fraternity.



SAMAVESH 7.0

Event Date: 16th October 2022

The School of Petroleum Management, Pandit Deendayal Energy University, Gandhinagar organized an 'HR Conclave' – Samavesh 7.0, with the theme "The future workplace: New Challenges and Opportunities. The event was conducted under the guidance of Dr. Ashutosh Muduli, Chairperson of Samavesh- HR Conclave. It was scheduled on 11th November 2022 and was divided into 2 tracks.

- 1) HR Technology 2) Diversity and inclusion



Each track had its uniqueness and significance in the uncertain world of business. Aimed at providing a platform and bridging the gap between industry and academia, Samavesh 7.0 brought eminent speakers belonging to the HR domain from a diverse set of industries on its platform. Preparing the workforce for the upcoming workplace challenges Samavesh 7.0 started in high spirits with Dr. Shubhasheesh Bhattacharya, Director of SPM, PDEU briefly introducing the role of technology and the importance of diversity and inclusion in the workplace of this era.

Continued by the keynote speaker of Samavesh 7.0 Mr. Nitesh Raj Co-founder and Managing Director - India, Value Creed, a premium ETRM consulting company. Being in the industry for 19 years, Mr. Raj elucidated the transition of the hiring era and the future of the workplace that should focus on employee experience, satisfaction, and growth.

SAMAVESH 7.0

TRACK - 1

Track 1 witnessed the esteemed first speaker of the day Mr. Raj Lalwani, Founder and Managing Director of Adler Talent Solutions Pvt. Ltd. With over 15 years of experience and expertise in the field of Executive Search and Resourcing and HR Strategy aligned with Business Goals.

Mr. Lalwani began by establishing a correlation between technology and Human Resource. He emphasized adaption to the changing technology and the necessity to adopt skills to survive in the marketplace. With the help of his knowledge and experience in understanding human workplace psychology, he established a relationship between businesses' profit and purpose through people. HR technology is an umbrella term that adopts and automates HR processes and companies are relatively adopting it faster than expected. Keeping the session interesting he kept interacting with the audience and urged the audience to raise queries. He focused on innovations and executions companies adopting is revolutionizing the work culture and with this where the employee is on their change journey also matters. Change is difficult to adopt but HR leaders seek the brain that thinks differently and therefore productive employees become the ones championing the adoption of technology.



Followed by another industry expert Mr. Pawan Alamchandani, Head of Human Resources at Vinculum Solutions Ltd. Mr. Alamchandani started by demonstrating the trends that Human Resource faces today such as the current behavioral trend of the upcoming GenZ workforce, technological accessibility, rigid millennial workforce, work-life balance problems, and last but not least globalization. He explained how the changing expectation of the workforce and emphasis on work-life balance is forcing HR to design and redesign policies consciously. Another challenge HR is facing is managing the workforce spread across different geographies and maintaining the diversity

and inclusivity culture in the organization. Therefore to help the audience understand he laid down a bunch of challenges and the opportunities it creates for the upcoming workforce. Challenges such as employee mental wellness, moonlighting, high attrition, etc are a few of them. To overcome these challenges HR uses technology, so instead of finding talent traditionally HR uses technology to find talent on a spot basis. This created opportunities for the workforce today such as enhanced onboarding experience, extensive training, growth opportunities, creating a multi-tasking workforce, etc.

The next esteemed speaker from the industry was Mr. Ashutosh Jani, Group Head- Human Resources at Rubamin Pvt. Ltd. Mr. Jani's expertise lies in Human Resources, Talent Acquisition, Talent Management, Performance Management, Compensation & Benefits, Learning and Development, Manpower Planning, OD, Strategic HR, HR Policy and HR Benchmarking. He believes in being an enabler instead of posing control over people.

He started the discussion with a basic discussion on Industrial Revolution 4.0 and the shift taking place and penetrating India. He stressed that no industry is untouched by the Industrial Revolution and no domain can work by ignoring it. He also emphasized the penetration of automation and AI in the HR Domain with the help of a visual example of Volvo-The Recruiting Car. Tech challenges that HR adopted are led by innovative CHRO (Chief Human Resource Officer).

The last speaker of track 1 was Ms. Leena Lopez, Vice President of Human Resources at Knowcraft Analytics. She has experience of 16 years in the Neuro Linguistic Programming and HR Domain.



Ms. Lopez shared her journey and being in the field she saw the evolution of HR. Tech has enhanced the HR processes and made them seamless without the hassle of manual records. It has also changed the face and importance of HR in the workplace. From a personal level, it has covered a journey to personnel management taking an important seat in the core management of the companies. HR is not only limited to recruitment, selection, and training it is about creating value and a growth-enhanced culture. Employee dashboards, automation, workforce analytics, SAP, Oracle, etc have taken wiped away all the mundane tasks and guided the focus toward areas like creating value for the organization. challenges are here to stay but Ms. Lopez concentrated on conveying to the audience that self-development will help in growth and retention in the competitive world.

SAMAVESH 7.0 TRACK - 2

Track 2 began by Ms. Mythili Sarathy, serves as Sloane built's Chief Human Resources Officer and Head of Strategy. Among the many insights, Ms. Mythili offered from her decade in the business world was the idea that women should prioritize work above family. This position is more of a career opportunity than a stepping stone, and they should treat it as such. She also emphasized the importance of working hard, and not just because it's your job. She said that it is important to set goals and work towards them.

PDEU PANDIT ENERGY UNIVERSITY
Formerly Pandit Dronraj Patel Institute of Technology

SPM SCHOOL OF PETROLEUM MANAGEMENT

Track : 2 DIVERSITY AND INCLUSION

Significant changes do not start with massive fluctuations. It all starts with little steps, the first of which is determining what you want and why it matters.

Mythili Sarathi
Chief Human Resources Officer and Head Strategy
SLOANE BUILT

PDEU PANDIT ENERGY UNIVERSITY
Formerly Pandit Dronraj Patel Institute of Technology

SPM SCHOOL OF PETROLEUM MANAGEMENT

SAMAVESH 7.0
"The Future Workplace:
New Challenges and Opportunities"

The next esteemed speaker from the industry was Mr. Mehul Mehta is Lead Global Projects at Solvay. Equity, inclusion, and diversity were at the forefront of the conversation's opening minutes. Mr. Mehul discussed the diversity tree concept, including its unseen and apparent components and how the latter affects our decision-making. He provided the students a bit of wisdom on human psychology.



The next esteemed speaker from the industry was Mr. Kaushik Chakraborty, Chief People officer at Savills India. Mr. Kaushik addressed the students on the importance of fostering an environment where everyone feels comfortable being open and honest. Concurrently, he discussed both conscious and unconscious bias and emphasised its detrimental implications. As part of the event, Mr. Kaushik also discussed the significance of empathy and its connection to prejudice. If we want to build a truly inclusive environment, we must become more aware of our biases in order to prevent them in our daily lives, he emphasized. He further discussed the importance of language in fostering an inclusive environment. He emphasised the significance of using language that is courteous and considerate to all community members. He emphasized that it is not only what we say, but also how we say it, that defines this type of language.



The next esteemed speaker from the industry was Ms. Nishanthi Balakumar, Associate Lead For Talent Acquisition at Infosys. Ms. Nishanthi Balakumar discussed with the students the significance of having a workforce that is both inclusive and encouraging. She also emphasized the importance of the ways in which organisations can develop an environment where employees of all diverse cultures and origins can connect effectively with one another. She also stressed the significance of ensuring that all members of an organization, regardless of their gender or ethnicity, have access to equal chances in the workplace. Ms. Balakumar highlighted that it is essential for companies to provide a thriving environment for all employees, especially women, and that this environment should be a priority.

NURTURING INTELLECTUAL CAPITAL



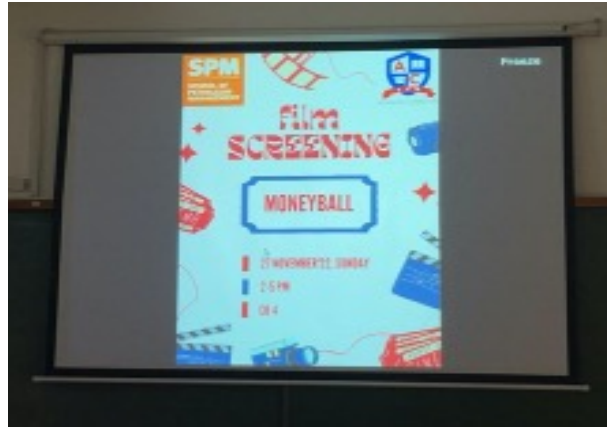
The next esteemed speaker from the industry was Mr. Shubhanish Malhotra, Assistant Vice President HCGA at Welspun India Limited. Mr. Shubhanish Malhotra shared his experience at Welspun Group with students. He explained how Welspun intends to diversify its workforce by hiring more women, specially-abled, and members of the Lgbtq+ community. He also discussed Welspun's efforts to foster an inclusive atmosphere that values each individual's uniqueness. Mr. Malhotra's message motivated the pupils, and several of them shared their own personal experiences with him. Students were also educated on Welspun's global presence and dedication to sustainable development. Mr. Malhotra concluded that the company's efforts to serve diverse communities, promote gender equality, and safeguard natural resources are aligned with Welspun's values.

MONEYBALL MOVIE SCREENING

On 27th November 2022, the Academic Committee organized a movie screening between 2 pm to 5 pm. The name of the movie was "Moneyball".

Data is the new oil, and predictive analytics is fast differentiating businesses in the market. Predictive analytics is powered by data-driven decision-making. It makes highly precise predictions about individual behavior using the available facts.

Thus, the great example of adaptive leadership style in the film "Moneyball." Billy Beane, played by Brad Pitt, bravely confronted the system in this film. He saw the issue as an adaptive difficulty rather than a straightforward technological one. He stated that we must "adapt or perish." This movie motivates us to find inventive, compelling solutions to challenging challenges.



The students found it very interesting and enjoyed it a lot. The activity successfully ended with a positive note.

GUEST LECTURE

BY
MR. PRASHANT SHARMA
CTO, ZYDUS



On 3rd December 2022, Mr Prashant Sharma as a Chief Technical Officer at Zydus delivered a session bombarded with huge learning about Inventory Management Systems and Designing, Ordering and Safety Stock Strategies Supply Chain Management. He started the session by explaining to the students how the role of technology helps in the Supply chain system with an example of setting up a retail store like D mart. The major challenges that are faced in operating a retail store like D mart are managing employees, inventories and retail footprint. For smoother Inventory management, it is necessary to utilize scanning and barcode systems in the data entry process which ultimately reduces risks associated with manual errors.

In the Pharmaceutical Industry, the major drawback in Inventory planning is perishability. Hence it is essential to manage safety stock and forecasting demand and supply wisely. With that, he also explained the concept of gross margin which means figuring out how much quantity to produce and how much to keep in stock when it comes to finished goods and semi-finished goods. There are several methods for inventory management and inventory control ABC Classification, Just-in-time Management, Material Requirement Planning, Economic Order Quantity etc.

For a clear understanding of forecasting and stock keeping, Mr Prakash gave an example which deals with the consumption of food by the guest when they visit our home. In that, there were discussions regarding the type of food to arrange in the required quantity. In such a context, it is important to think critically about the problem to bring practical solutions. Therefore, studying operation and supply chain management empowers you to solve your problems and keep the wheels turning smoothly in practical outcomes.

BUSINESS MANAGEMENT SYMPOSIUM 2022

Business Management Symposium, an initiative undertaken by The School of Petroleum Management in order to provide students with the perfect opportunity and platform to interact with the industry and domain experts so as to understand the realities of the market and current trends in the arena of the business.

Business Management Symposium 2022 was held on 7th December 2022. This year the event witnessed the discussion on the theme 'Sustainable Consumer Behaviour' by highly experienced dignitaries and experts in their respective domain and industry. The event started with introduction of BMS 2022 by the BMS Chairperson, Dr. Pramod Paliwal, DG-PDEU, Prof. S. Sundar Manoharan, Director-SPM, Dr. Shubhasheesh Bhattacharya and BMS Chair Dr. Kaushal Kishore addressed the students.

The event initiated with a brief discussion on the broad theme and concept of sustainability, it's contextual relationship with the business domain. And consequently, continued with detailed discussion over the topics followed in the Track 1 and Track 2.



Track 1: The Concerns and Behaviour of Consumers for Sustainable Consumption

Mr. Praveen Daas

Founder & CEO Pradco

Praveen Daas – Founder & CEO of Pradco was the first speaker in track 1 – Concerns & Behavior of consumer for sustainable consumption. He had started his speech with quote “Satyamev Jayate”. He talked about what is sustainability and how quality services by an organization provide them a gift of gratitude and loyalty from their consumers.

He gave examples of TATA and Apple through which he gave insights on how providing quality products and services gives more sustainability in society. Further, he explained how Apple as a brand moves from software to phone. Through which want to make some light on role of technology for sustainable environment.

He addressed us and gave suggestions to be goal oriented, independent and develop leadership quality that gives way to add to GDP. Further, talking about Pradco, he said 25% profit of it goes to women empowerment through which they try to give back to the society.

Taking about the real scenario, he said even states are implementing policy like Make in India, Skill India which gives ages to the organizations. At the end he concluded that Gujarat is better in terms of implementing these type of policies but bit challenging in terms of taxes and environment policies.



Mr. Gaurav Moondra

Associate Director Deloitte India

Gaurav Moondra, an associate director of Deloitte, spoke about concerns & behaviour of consumer for sustainable consumption in track 1. He started his speech with addressing us to do what we want to do through keeping in mind long term sustainability. He quoted “Disruption is an opportunity as Sustainability is an opportunity”.

Giving an example of Tesla, he tried to highlight the availing opportunities of 21st century and the ways through which we get billions of trillions profit through sustainability environment. Through PV ratio and revenue, he added financial perspective for sustainability. Further, he added how industrialization, forest distraction, exploration of resources which cause distractions can be converted into sustainable environment. While talking about the product, he said sustainability fails only if product fail and further added that it comes with value proportion. With the example of different companies like AKC Block, TATA etc, tried to showcase different policies adopted by these companies.

In nutshell, he wanted to convey that sustainability is the new evolved way of life. As user, consumer and disruptor of environment we have to ensure sustainability in every act to ensure better evolution of mankind in ages to come.



Mr. Akshayrajsinhji Jadeja

Partner Manager Aarti Industries Ltd.

Mr. Akshayrajsinhji Jadeja the partner manager of Aarti Industries Ltd. started his speech with questioning the sustainability about the cans used for selling soft drinks.

“Your subjective truth becomes invisible to me and vice versa. We need to have the kind of mindset that we are willing to come to the other side and exchange perspectives.” He talked about how the sustainability of the cans can be questioned and also about Nash equilibrium, which occurs when economic decision-makers choose the best possible strategy, taking into account the decisions of others. In other words, for example, a player will continue with their chosen strategy while knowing their opponent’s strategy as they have no incentive to change course. Students learned that small steps at an individual level may lead us to create a big difference in the world.

He mentioned about the merger of Vodafone and Idea, where there are cultural differences present but the main need of the hour was to provide the right amount of resources at the right time with the right people.

Lastly he talked about subjective truth which is different for everybody, despite whether it’s seen or invisible. It is the 11th hour for the human beings is what he believes.



Dr. Omkar Kulkarni

General Manager JIO - Bp

Dr. Omkar Kulkarni is a General Manager at Reliance Jio- BP and has over 17 years of experience in Business Analysis, Project Planning, and ESG Sustainability. Dr. Omkar Kulkarni began the speech by addressing students about the waste of drinking water. They gave a clear view about how the wastage of thousands of litres of water per day in a random city leads to the wastage of 300 million litres a day in a country. As a result, it is observed that 1.1 trillion litres of water is wasted in a year in India. With that being said, it is necessary to preserve water and save the environment. In addition to that, they said that “Sustainability as lifestyle is our duty. Therefore, we should always find opportunities that lie within us to achieve sustainability.”

From the viewpoint of Financial Investments and Economic aspects, the investment for climate change and environmental improvement requires USD 1.8 Trillion investment which could give a return of USD 7.1 Trillion in the coming 10 years which is around 295 % of the return. The mindset of every individual should think about how to utilize people, the planet, and profit. Looking into the importance of sustainability and environmental causes, it is necessary to include sustainability as a core subject in Educational Curriculum.



Track 2: The Concerns and Initiatives of Companies to drive the Sustainable Production and Consumption

Ms. Noopur Srivastava

Director Vision Spring

Ms. Noopur Srivastava is a consummate professional with over 17 years of experience in strategic partnerships, country-wide project management, business development, and social marketing. Ms. Srivastava is currently working as Director of Vision Spring a social enterprise working to provide affordable eyeglasses to those who cannot afford them.

Having hands-on experience in launching impact-driven products and services in the underserved market. The belief of Vision Spring is that clear vision is the foundation for social and economic development. It underpins SDGs (Sustainable Development Goals) and has served as many as 5.5 million people. Supporting its noble work of serving society, it also produces glasses in India to support the initiative of the government of "Atamnirbhar Bharat" and "Made in India" and reduce the dependence on imports.

This initiative has not only provided a way of life to people but also helps in increasing productivity happened due to the health intervention. Her experience and passion not only narrated the importance of serving society but also sustainable production with the initiative of "Made in India".



Mr. Praveen Rao

Director Marketing SAP

He talked about the importance of considering and understanding what value does a product offer to its customers and how can the resources be utilised in an efficient and effective manner such that they are utilised at the optimum level but aren't creating or impacting the environment in a negative way. He also emphasized on the need to develop ways in which we can build products such that they can be reused. Along with that he discussed the sustainable practices adopted in their offices and small ways in which we can reduce the negative environmental impact of our actions. Responsible behaviour towards resources and the society as a whole must be taken care of.



Mr. Rohit Dabholkar

CEO India SME Accelerator Network

Rohit Dabholkar, CEO of the India SME Accelerator Network, addressed the challenges faced by small and medium-sized enterprises (SMEs) in India and the crucial role they play in the country's economy.

Mr. Dabholkar emphasized the importance of SMEs in driving economic growth in India. He said, "SMEs generate 111 million jobs, contribute 45% of manufacturing output, account for 30% of GDP, and represent 90% of family-owned businesses in the country."

In addition to their economic contributions, Mr. Dabholkar also talked about the environmental impact of SMEs, as they contribute 110 million metric tons of CO₂ emissions each year. This raises the question of how to balance the need for economic growth with the need to address environmental concerns.

However, Mr. Dabholkar also acknowledged the challenges faced by SMEs in India, including access to working capital, low employment retention, and the impact of the COVID-19 pandemic on business operations. He suggested that there is a need for support from the government and other organizations in addressing these challenges and promoting the growth and development of SMEs by creating an Ecosystem.



Mr. Deepak Tamoli

General Manager HR Wagh Bakri

He narrated the story behind the brand name Wagh Bakri and some of the actions that the company undertakes in order to promote sustainability. He discussed the importance of recycling and waste management practices that shall endorse a sustainable behaviour in the society. Along with that he also highlighted some of the operating practices and sustainable initiatives undertaken by Wagh Bakri like utilisation of tea waste.

The discussions ended on an interactive note by having a question-and-answer session where in the student various questions related to the practical aspects of energy consumption and sustainability. The event was successful in enriching the students with right kind of knowledge, encouraging them to think and act in the right direction and path that promotes a sustainable culture.



GUEST SESSION BY **MR. RANDAL KATZ** DIRECTOR - VALUE CREED

School of Petroleum Management, Pandit Deendayal Energy University, is privileged to host Mr. Randal Katz, Director of Consulting, Value Creed, USA on Friday, 9th December. His address on Energy Trade and Risk Management shall mark the first step of Memorandum of Understanding signed with Value Creed.



With his wide knowledge and experience in the domain, students of SPM, PDEU were certainly enlightened by gaining his invaluable insights. He addressed the requirements of the company, emphasized on students who were keen to learn new things and the curiosity to be best in the field. The session started with a lighter note, took a leap where various profiles that the company required was discussed, ETRM profile was the main highlight of the session and students asked various kind of questions that helped them get clearer about the company's portfolio, lastly a case solving activity was given which students had to submit within the deadline.

EVENTS BY SPORTS COMMITTEE

School of Petroleum Management in line with the Sports Committee (22-24) organized a Badminton Tournament in the SPM Lawn from 16-18th December. The event commenced with various faculties participating with zeal and enthusiasm where our Dean Dr. Shubhasheesh Bhattacharya started the tournament, students from batch 21 and 22 participated in the tournament showing great interest and cheerfulness. More than 60 student participants along with their batch mates were present to cheer up at the SPM Badminton Court from 6:00 pm onwards.



Day 1 of the tournament consisted of many matches in both male and female singles and mixed doubles of female and male pairs were also very entertaining. Many matches happened out of which, 4 students from male singles and female singles entered the semi final round. The semi final round consisted of Amruta Vibhute versus Anushka Pal and Shivang Tripathi versus Dhananjay Mishra. The semi-finales round in the category of mixed doubles consisted of Shalin Dhar-Amruta Vibhute versus Shivang-Anushka.

Finally, Shivang Tripathi and Vishwas Asnani played the finals in the category of Male singles which was won by Shivang Tripathi from the batch of PGP22. In the category of mixed doubles Shalin Dhar-Amruta Vibhute versus Aakash Patel and Krisma Patel which was won by Shalin Dhar-Amruta Vibhute from the batch of PGP21. Overall, more than 50 matches were played in the three-days tournament where the student's active participation, audience's moral support and with the management of the Sports Committee it was a very successful event.

ALUMNI SESSION ON CORPORATE FINANCING BY MR. SUSHANT SIVAPRASAD, SHELL

Mr. Sushant Sivaprasad, a graduate of the PGP class of 2009-2011, discussed his experiences with the students during a session that was organized by the SPM, PDEU Alumni Relations Committee on 18th December 2022. Mr. Sushant is working for Shell as a Process Expert.

The first thing that he did was shared the knowledge that he had gained throughout the many years that he had spent working in the industry, more specifically about the relevance of corporate finance. He conducted significant research into the field in order to gain knowledge about the potential future careers in the field of finance. In addition, he emphasized the significance of understanding fundamental accounting principles and remaining current with advances in the industry. He also emphasized the value of being able to use the Advanced features and VBA programming and advanced Excel. Following the discussion, there was a question-and-answer session during which students had the opportunity to ask him questions regarding his professional journey and personal experiences. He emphasized how important it is to select a career path that is not only difficult and fulfilling but also has the potential to contribute to the greater good of society.



CULTURAL ACTIVITIES AT SPM

TEACHERS DAY CELEBRATION @ SPM



In honour of Teacher Day, the Cultural Committee of SPM, PDEU set up a special event for the community. After the welcome and introductions from the hosts, Dr. Pramod Paliwal, Dean of the academic institution, gave a speech to all of the people who were present for the occasion as the official start of the event.

A significant number of students took the opportunity to express their gratitude to the professors. This day is commemorated so that students can express their gratitude and appreciation for them.

He explained that we honour teachers on this day because they have been so influential in the development of our lives up to this point and deserve our gratitude for all they have done.

The students gave speeches and recited poems to demonstrate their gratitude and appreciation for the professors. A vote of thanks was given by Dr. Paliwal as the event came to a close.

CULTURAL ACTIVITIES AT SPM

MEL-MILAP 3.0



On 15th October 2022, the Cultural Committee of the School of Petroleum Management, PDEU organized 'Mel-Milap 3.0'. This was the very first event organized by Cultural Committee 2022-24. The event was organized to make acquaintance with everyone and provide a platform to showcase talent. Mel-Milap is the official freshers' fest organized to welcome the new batch every year.

The highlight of the event was its unique theme which was Bollywood Night. With decorations, photo booths, and food on standby, the event started with performances by students. Starting with a poetry series by seniors showcasing their inborn talent and delivering soulful performances. It cheered the crowd. Soon followed by the melodious voices of the students who displayed creativity while exuding exhilaration through solo singing and dancing.

Followed by the most awaited 'Ramp Walk', where students duplicated the walks of the characters they were dressed as. Followed by the 'Dialogue Delivery' and 'Iconic dance moves' rounds. The 'Ramp Walk' round was incomplete without announcing winners.

The evening was indeed refreshing, filled with fun and food as the crowd looked cheerful. As the event came to a close, juniors and seniors shook a leg to the latest Bollywood anthems. Dance and music are the life of any party. Last but not the least, was the beats of DJ Vasu, and everyone danced to the fullest, swaying to the tunes and beats of the DJ. Mel-Milap 3.0 came to an end with an appetizing dinner. No doubt it was indeed an exceptional event that enhanced the bonding between students. SPM extends its heartiest gratitude to the Cultural Committee and the faculty members for their support and conduct of an amazing event, Mel-Milap 3.0.

CULTURAL ACTIVITIES AT SPM

SHAAM-E-MASTANI BY CULTURAL COMMITTEE

Events at SPM shape the social and intellectual fabric of the school. As students want new and authentic ways to connect, interact, and socialize, events are a great way to introduce fresh opportunities.

The celebration of Shaam E Mastani, witnessed on 1st December 2022 at SPM Lawn, brings the utmost joy among the students of SPM with the musical jamming evening.

The cultural committee organized and made the event successful by encouraging the live performances of students to make the evening more memorable.



With the same excitement, the students showcased their talent for Dancing, Singing, Poetry, etc. The celebration of Shaam E Mastani brings the utmost joy among the students of SPM with the musical jamming evening.



As it is said "You don't need an occasion to celebrate any event" keeping this in mind, the Cultcomm of SPM came up with another delightful event to start December with energy and enthusiasm. The students performed solo, duet, and group singing. Along with the Karaoke night, other talents such as Dance, Shayari, and Poetry were also performed. The refreshment snacks after the event brought a happy ending to Shaam E Mastani and a moment of appreciation by Cultcom to all the students who participated and made the event more cheerful.

The Cultural Committee had managed the event so effectively that active participation from students was seen from both the senior batch as well as junior batch. More ever, the ultimate aim of the committee is to encourage maximum participation and satisfaction in students when it comes to campus functions and events of SPM.



Viral Shah
Guitarist



Kawan Sevak
Singer

CULTURAL ACTIVITIES AT SPM

AADHARSHILA: 16TH SPM FOUNDATION DAY

On December 20, 2022, the School of Petroleum Management (SPM) celebrated its 16th Foundation Day with a range of exciting events and activities. The celebration was organized by the cultural committee of SPM and attended by students and faculties from various schools within the Pandit Deendayal Energy University (PDEU).



The celebration began with a video presentation, which was in collaboration with the Media Publication and Relation committee, featuring alumni and faculties of SPM. They shared their experiences about their time at the school and talked about how the education and training they received at SPM helped shape their careers. The video provided a great opportunity for current students to learn more about the experiences of those who had graduated from SPM.



After the video, the Hidden Talent Show took place, in which students and faculty showcased their singing, dancing, and poetry skills. Everyone participated with great enthusiasm.

The celebration ended with the prize distribution ceremony for the badminton tournament, which took place the previous week. The tournament was well attended and saw some fierce competition. The winners were presented with their prizes, and there were also prizes for the runners-up. The ceremony was followed by a cake-cutting ceremony to mark the occasion.

The day ended with a delicious supper, which provided an opportunity for everyone to mingle and reminisce about their time at SPM. Overall, it was a day filled with fun, laughter, and memories that will last a lifetime. The 16th Foundation Day celebration was a great success and everyone is looking forward to the next one.

FACULTY FOYER



DR. NARAYAN BASER

Associate Professor & Program Chair,
School of Petroleum Management, PDEU

Dr. Narayan Baser has got the following recent publications to his credit:

- i. "Factors affecting emission revelation: Evidence from an emerging economy", NMIMS Management Review, Volume 30, Issue-4, July 2022, ISSN: 0971-1023. This journal is Web of Science Indexed.
<http://doi.org/10.53908/NMMR.300402>
- ii. "Global mutual fund market: the turn of the month effect and investment strategy" Journal of Asset Management, 23, 466-476 August 2022, ISSN: 1470-8272 (print) ISSN: 1479-179X (electronic), This journal is Scopus listed and "B" Category in ABDC List,
<https://doi.org/10.1057/s41260-022-00282-0>,
- iii. "Impact of carbon emission on financial performance: empirical evidence from India", South Asian Journal of Business Studies, Sept. 2022, Vol. 11 No. 4, pp. 450-470. This journal is Scopus listed and "C" Category in ABDC List.
<https://doi.org/10.1108/SAJBS-10-2020-0384>
- iv. "Influence of fear on purchase of health insurance" Journal of Financial Services Marketing, January 2023, ISSN: 1479-1846. This journal is Scopus listed and "B" Category in ABDC List.
<https://doi.org/10.1057/s41264-023-00209-9>

Dr. Baser has successfully supervised Dr. Hitesh Gujarati for his PHD award on 26th August 2022 with topic of "A study on Impact of Crude Oil Price on Indian Stock Market and Scope for Trading Based on Their Price Differences" at Gujarat Technological University.

Dr. Baser has also recently presented the following paper in international Conferences:

- i. Presented a paper titled "Comparative Study of Three-Factor Model with Downside Risk-Based Four Factor Asset Pricing Models: Empirical Study Using Indian Companies Focusing on Sustainability" at 2nd International Multidisciplinary Conference on Sustainable Development, Ganpat University, Faculty of Social Sciences and Humanities, March 2022.
- ii. Presented a paper titled "Rural Transformation in Gujarat: An empirical assessment of Multidimensional Indicators" at International conference on Embracing Transformation, Kodolanyi Janos University Hungary, May 2022.

Dr. Baser has invited as speaker and chaired sessions in the following conferences:

- i. Panel Speaker for round table discussion on SDG 7 Affordable and Clean Energy at 8th International Youth Symposium organized by Department of Public Policy and Governance, B.K. School of Professional and Management Studies, Gujarat University, January 2023.
- ii. Key note Speaker at Inaugural Function of Global conference on emerging technologies, business, sustainable innovative business practices and social well-being organized by Confab 360 Degree and SJPI, National Institute of Cooperative Management, Dec. 2022
- iii. Technical Session Chair at Multidisciplinary International Conference, Gujarat Technological University Ahmadabad, Sept. 2022
- iv. Technical Session Chair at National Seminar on Atmanirbhar Bharat: Building Resilience, Sustainability and Global Competitiveness, Central University Of Jharkhand, Ranchi, Nov 2022
- v. Technical Session Chair in Finance Track at 14th International Conference on Emerging Management Practices, Ganpat University, March 2022



DR. KAUSHAL KISHORE

Asst. Professor,
School of Petroleum Management, PDEU

1. Paper Published in the Journal: 'Strategies for Cluster Branding in MSMEs Clusters: A Grounded Theory Approach', Global Business Review (A Scopus Indexed & ABDC Category Journal), pp. 1-19, Oct 2022
2. Paper Presented in the Conference: Brand Management of SMEs Clusters: A Study on Role of Brand Identity, Cluster Brand Ambassadors, Digital Marketing and Geographical Indications', ISDSI Global Conference 2022, International Society for Data Sciences and Innovation (ISDSI), UNIVERSITY AT ALBANY, State University of New York & Jagdish Sheth School of Management (JAGSoM), Bengaluru, Dec 27-29, 2022

STUDENT ACHIEVEMENTS

Students at the School of Petroleum Management look beyond the academic curriculum to display their talents through various co-curricular activities and competitions while bringing laurels to the institution, especially competing with the top B-schools during their two-year MBA program. The pandemic hasn't been able to subdue their competitive spirit, as the students continued to participate in events conducted online primarily through platforms like Unstop. Therefore, this column is dedicated to those special achievements by our students.

Batch 2021-23

S. No.	Student Name (s)	Event Name & Description	Position	Organizer
Individual Events				
1.	Viraj Bhatt	Pratibha Summer project competition	2nd	Ganpat University
Team Events				
1.	Viraj Bhatt Rushabh Doshi	Nation-wide Financial Markets quiz contest	Regional Runners-up	NISM and SEBI
2.	Shreya Singh Shalin Dhar Paritosh Joshi Anushka Singh	Infosys Ingenious 2022	National Runners-up	Infosys

Batch 2022-24

S. No.	Student Name (s)	Event Name & Description	Position	Organizer
Individual Events				
1.	Bhavya Shukla	Nrutya Darpan A Reflection of Dance - All India 7th Cultural National Dance Contest & Festival	2nd (Semiclassical)	ANASS INDIA Akhil Natrajam Aantar Sanskrutik Sangh Nagpur - MH
2.	Shreya Patel	California State University Northridge (CSUN) - received funding that covers 70% of the tuition in the intensive program that I applied for.	one of the students getting scholarship	IBS Americas programs
3.	Kawan Sevak	Examination conducted by Trinity College London - Grade 2- Classical and Jazz Piano Exam	Distinction Score- 90/100	Trinity College London
4.	Himanshu Dharmawat	Marcom-Debate competition	Winner	Marcom, SPM
5.	Srushti Trivedi	Marcom-Debate competition	Winner	Marcom, SPM
6.	Abhijeet Chaudhary	Value Creed case study competition	One of the Winner out more than 45 students.	Value Creed
7.	Darshan Parikh	Value Creed case study competition	One of the Winner out more than 45 students.	Value Creed
Team Events				
1.	Tanya Aggarwal	Sustain Bidders	3rd	Bharti Vidyapeeth's College of Engineering, New Delhi
2.	Tanya Aggarwal Anushka Gupta Poorvesh Sanghvi Darshan Parikh	Fandom Quiz - It was an extensive Quiz Competition testing pop culture knowledge based on Game of thrones, Shiva, Harry Potter and Twilight.	1st	Jarokha × Mind Ripple, PDEU

NURTURING INTELLECTUAL CAPITAL

3.	Darshan Parikh Himanshu Dharmawat Vinit Agrawal	Guestich - Organised by Marcom, Marketing Club of SPM, PDEU. The Event consisted of Brand Quiz, Elevator Pitch etc.	Runner-up	Marcom, SPM
4.	Janvi S. Hemani	Business Standards Campus Reporting	Star Reporter of the Month	Business Standards
5.	Bhavya Shukla	Nrutya Darpan A Reflection of Dance - All India 7th Cultural National Dance Contest And Festival	1st	ANASS India Akhil Natrajam Aantar Sanskrutik Sangh Nagpur-MH
6.	Bhavya Shukla	World Records India - Maximum Artists Tribute to Mahatma Gandhi On Live Social Media From Across The World	World Record Holder - Classical Dance	Rangsagar Performing Arts
7.	Utsav Mahecha Kritik Tak Sanskriti Srivastava	Wipro B-PRO 2.0	All Indian Semi-Finalist	UnStop Formerly Dare2Compete

SPM Mirror team congratulates the winners and best wishes to all the students for such endeavors in the future.

MEET OUR TEAM

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