

SoM

SCHOOL OF
MANAGEMENT



SOM MIRROR

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Dr. Pramod Paliwal
Professor,
School of Management,
PDEU

FROM THE EDITORIAL ADVISOR'S DESK

It's a pleasure once again to present the issue of SOM Mirror. In the world of emerging geopolitical realities, the Israel-Hamas conflict has added to the already existing gravity of the Russia-Ukraine war. It is challenging for emerging economies like India to swim, keeping their head above the water. Fortunately, with deft macroeconomic and geopolitical management, India has not only managed its domestic affairs, but also has demonstrated global leadership under PM Shri Narendra Modi's able leadership.

This issue of SOM Mirror comes out under the new editorial team. And I'm happy to see the team's enthusiasm, creativity and content management capabilities!

The issue aptly captures the life & times at SOM-PDEU.

Since the last issue, SOM has undergone some critical administrative changes. I take this opportunity to welcome Prof. A.K.S. Suryavanshi, Director-SOM on board.

Please read this issue of SOM Mirror and enjoy!

Best wishes!



SOM MIRROR TEAM EXTENDS A WARM WELCOME TO DIRECTOR-SOM, PROF. A.K.S. SURYAVANSHI

Prof. A.K.S. Suryavanshi

Director,
School of Management,
PDEU

Dear All, We are pleased to inform that Professor A.K.S. Suryavanshi has joined us today and would be taking charge as the Director - School of Management. Dr Suryavanshi is an academic, corporate coach and mentor to start ups, independent director and a Professor in the areas of marketing and strategy. He has rich experience of 28 years, across corporate and academic organizations. He has led two universities as Vice Chancellor. Professor had held several senior leadership roles in premier organizations such as Chandigarh University, SGT University, S P Jain Institute of Management & Research Mumbai and Amity University where he also held role of Head-Executive Education as well. In his splendid academic career of more than two decades, he has been associated with international universities like Queen Mary University of London and Robert Kennedy College, Zurich as visiting Professor/ Instructor/ Research Guide and advisor. Professor Holds a full- time Ph.D. degree in business management besides Post Graduate in International business and graduate degree in economics. Professor Suryavanshi has been member of prestigious Project Review Committee of CDC, DSIR, Ministry of Science & Technology and International Life Science Institute. He has also guided several Ph.D. Scholars and large number of international dissertations.

ACTIVITIES @ SOM

ORIENTATION DAY - 1

With the induction week organized for the incoming batch of MBA students at SPM, PDPU, on 20th June 2023, the session continued with the Academic Chair Dr. Sudhir Yadav by welcoming the batch 2023-25, then Dean Dr. Tanushri Banerjee took over and explained the points of culture at SPM.

She welcomed the batch of 2023-25 and discussed the Indian economy, future world, things essential to achieve excellence in the corporate world. Beginning with the session, she explained about the transition of the Indian economy from pre-independence era to the present situation and explained it with a graph and the reasons for the change and compared it with other economies of the world.

Commencing a captivating chapter, the prestigious School of Management at PDEU (formerly known as SPM-PDPU) warmly welcomed the MBA 23-25 batch. SoM, PDEU was elated to have Mr. Parag Desai*, Executive Director of Wagh Bakri Tea Group, on campus. The excitement to gain invaluable knowledge from him learning decades of journey, dedication and work from generations that has brought Wagh Bakri to the level that it is now. He explained the reason behind their tagline 'Humeshha Rishte Banaye'. They did a lot of extensive research during COVID-19 times, and he taught that relations should be made to be more active. Creating value was necessary and so they did that through their Advertisement Campaigns and Brand Communication.

The esteemed guest speaker, Mr. Desai, concluded with saying "Give out something worth, so that people have something to value".

Professor Gopal Mahapatra, IIM Bangalore started with explaining transformation and exploring the new fields, and he stated that making a difference was necessary and also that everyone is different. He added what you conquer is what you become and had an interactive session with the students. The session ended by delivering inspiring keynote addresses, setting the tone for an exceptional journey ahead.

Then the expression of gratitude to Dr. S. Sundar Manoharan, Director General - PDEU, Director, SOM-PDEU, Dr. Tanushree Banerjee- Dean SOM-PDEU, Dr. Sudhir Yadav, Chairperson Admission & Registrar - PDEU for addressing the new batch of MBA SOM, PDEU.

Day 1 of the Induction programme for the batch of 2023-25 was a success. With the same enthusiasm and zeal, they were ready for Day 2 of Induction. SOM, PDEU welcomed our esteemed guests to impart their wisdom of knowledge and guide the students for their journey ahead.

*Unfortunately, Mr. Parag Desai passed away in October 2023.

SOM PDEU family offers their solemn prayers for the peace of the departed soul



ORIENTATION DAY - 2

On International Yoga Day, Day 2 of Induction for students at SOM (School of Management), PDEU (Pandit Deendayal Energy University) started with a unique and invigorating experience by practicing yoga early morning to kickstart their upcoming induction sessions. The day began with an early morning yoga session, promoting physical and mental well-being.

Dr. Hasmukh Adhia, former IAS officer and an esteemed public figure and Chairman of the Standing Committee & Vice Chairman of the Board of Governors - PDEU, shared his wisdom with the students. He imparted ten principles for leading a successful life and emphasized the profound significance of yoga in both their MBA journey and life at large.

Professor Dr. Pramod Paliwal, from the SOM, PDEU inspired the students with a challenging quiz and encouraged them to understand the value of hard work and dedication during their academic pursuits.

Furthermore, Ms. Radhi Nair, a communication expert, an expert-trainer in public speaking and communication shared invaluable insights on overcoming stage fright and evolving into poised public speakers. Her interactive session galvanized students to embark on their learning journey with newfound confidence, marking a pivotal first step in their educational odyssey.

This holistic approach, combining physical wellness, wisdom, and communication skills, sets the tone for a promising academic journey at SOM, PDEU, nurturing both the mind and spirit of the students.





ORIENTATION DAY - 3

Students Visited the various PDEU Centres of Excellence; learned about Entrepreneurship, Renewable Energy, Internal Combustion Engine, 3D Printing, Time Management, HR Aspects, and an overview of the Corporate World.

Their first stop was the Innovation & Incubation Center, where they interacted with many entrepreneurs and received plenty of insights into entrepreneurship. They then visited the 1 MW Solar Power Plant, where they learned about the solar segment of the renewable sector.

Next, the students visited the British Petroleum Laboratory and the Additive Manufacturing Laboratory, where they learned about engines and 3D printing, respectively.

In addition to visiting the Centers of Excellence, the students also attended sessions on time management, HR aspects, and the corporate world. Director of SOM, took a detailed session on ways to make the most of their time and energy at SOM for two years. He also guided the students on how to prevent stress by successfully performing task management.

Dr. Sanjay Kumar, Director-Personnel, Western Coalfields, Coal India Ltd., delivered a talk on various aspects of Human Resources with real

examples and ways to tackle them. He also informed the students about some reports to read to learn certain things from them.

Dr. Pawan Alamchandani, Global Head of Human Resources at Vinculum Solutions, took the stage and delivered an interactive talk. His 10 Golden Nuggets and corporate understanding surely brightened the students' upcoming 2 years' journey and also prepared them for the corporate world ahead.

The students' visit to the Centres of Excellence and the sessions on time management, HR aspects, and the corporate world was a valuable learning experience. It gave them the opportunity to learn from experts in a variety of fields and to gain insights into the world of business.

By visiting the Centres of Excellence and attending the sessions, the students were able to learn about a variety of topics in a hands-on way. This type of learning is essential for students to develop the skills and knowledge they need to succeed in the workplace.



LEVERAGING AGILE WORKFORCE IN THE CONTEXT OF INDUSTRY 4.0: A GUEST LECTURE BY DR. SINDHU BHARATH AT SOM PDEU



The Guest Lecture Committee of the School of Management, Pandit Deendayal Energy University was honoured to invite and have Dr., Sindhu Bharath on its premises addressing students. Dr. Bharath is an Associate Professor at JSS Science and Technology University. With her vast and varied knowledge, she shed light on the importance of Leveraging the Agile Workforce in the era of Industry 4.0.

The session was interactive as it started with Dr. Bharath posing questions to students to spark an intellectually thinking process. Continuing, she explained the shift of the corporate world from VUCA towards a BANI type of model. It signifies the importance of the Emotional Quotient of the workforce and the stress upon uncertainty that persists.

With the world changing, technology adoption is rapid, which leads to stress of losing jobs. On this, she discussed the importance of human intervention, therefore the mindset towards adoption needs to change. “Since the skillset requirement will be changing, the workforce will have to upgrade with time.”

“When it comes to Agility it’s not limited to employees. Agility should exist in HR, employees as well management.” Therefore, to embrace agility, Dr. Bharath discussed embracing a mindset, co-creating employees’ experience, faith-driven change vs. value-driven change, organizational design, etc.

The discussion concluded with “A butterfly story” and a concept for students called “KASH- Knowledge, Agility, Skills and Habits” to help them adopt change and develop an agile.



DIGITAL TOOLS FOR HR: GUEST SESSION BY MR. PARAG BHATT

The SOM HR Area organized a thought-provoking guest session focused on “Digital Tools for HR,” featuring Mr. Parag Bhatt, Group HR Head at Tatvic Analytics.

Mr. Bhatt initiated the discussion by delving into the evolution of Human Resources over the years and elucidating the challenges that technology effectively addresses in the HR domain. He highlighted the pivotal role of Big Data in enhancing talent acquisition, payroll management, and talent retention. In this context, he shed light on various indispensable tools, including the Application Tracking System (ATS), Looker Data Studio, Google App Script, and Payroll Management systems.

The session continued with valuable insights from industry experts. Ms. Dhruvi Sodha, HR Generalist at Tatvic Analytics, elucidated the significance of

data studio in presenting HR analytics effectively through user-friendly dashboards. Ms. Pooja Shah, another HR Generalist at Tatvic Analytics, introduced students to cutting-edge software like Chat GPT, Virtual Reality for honing presentation skills, and platforms like Prezi & Canva for creating captivating presentations.

The enriching session, conceptualized by Dr. Ashutosh Muduli, culminated in an interactive Q&A session, offering students an opportunity to clarify doubts and gain deeper insights. SPM, PDEU expresses profound gratitude to Mr. Parag Bhatt, Ms. Dhruvi Sodha, and Ms. Pooja Shah for their illuminating discourse on the current technological landscape in the HR domain, equipping students with valuable knowledge and tools for the future.

GUEST SESSION BY MR. SUDHIR MISHRA, VICE PRESIDENT OF TALENT ACQUISITION AT INFOSYS

Guest Lecture Committee of the School of Management, Pandit Deendayal Energy University invited Mr. Sudhir Mishra, VP of talent acquisition at Infosys. His session left an indelible impact on all attendees, shedding light on the unique operational ethos of Infosys. Addressing first-year MBA students, Mr. Mishra generously shared two invaluable habits that every student should aspire to cultivate: firstly, a robust foundation in domain knowledge, and secondly, a keen awareness of current global events.

Furthermore, he underscored the paramount importance of studying for knowledge, not solely to secure employment. Mr. Mishra articulated that while individuals may amass knowledge similar to, or even surpass, their superiors over time, they will never gain the same depth of experience. He emphasized that effective navigation of challenging situations requires the wisdom accumulated through years of hands-on involvement.

Concluding the session, Mr. Mishra imparted a profound notion: “High living, high thinking.” This concept advocates elevating one’s thinking and principles in tandem with leading a prosperous life. It serves as a powerful reminder that true success encompasses not only material prosperity but also intellectual and moral growth.



GUEST SESSION BY MR. ANAY MASHRUWALA

Anay Mashruwala, an LLB graduate from C U Shah Law College, holds an MBA in Entrepreneurship and Marketing from Nirma University. As a founding member of PDEU IIC, he has taught entrepreneurship and innovation to students at NID, IIT Mandi, IIT Hyderabad, and IIT Delhi. Presently, he serves as a partner, overseeing marketing and quality control at M/s. Venus Engineering Works.

In a thought-provoking session, Mr. Anay Mashruwala delved into the intricacies of life's journey, offering a myriad of insights to MBA aspirants and individuals seeking to design a more fulfilling path. At the core of his discussion was the concept of "affordable loss," a concept that resonated deeply with the audience.

Mr. Mashruwala emphasized the importance of recognizing one's strengths as a crucial step in navigating the enigmatic labyrinth of life. He noted that a staggering 85% of people are unaware of what they truly love to do, which is an eye-opening statistic. This lack of self-awareness, he argued, hinders personal growth and success.

The analogy of the "marathon of life" was aptly used to convey the long and arduous nature of the journey ahead. While the security of an MBA job may seem tempting, he urged students to follow their passion and commit to the race, pursuing what truly ignites their souls.

A standout point in the discussion was the exploration of the "multiverse of madness." He encouraged individuals to uncover their unique version within this multiverse, to understand why they aspire to live a certain life and what drives their aspirations. This reflection can lead to a deeper understanding of one's true desires.

Intriguingly, Mr. Mashruwala posed the question of why someone else is living the life you aspire to. This introspective query forced the audience to contemplate their aspirations and motivations, shedding light on the importance of defining their paths.

As the session concluded, Mr. Anay Mashruwala left a profound message in the minds of his listeners: "Book an appointment with yourself and figure out how you can make sense of it." This invitation to self-discovery and the pursuit of one's passions is a powerful beacon of guidance in the tumultuous journey of life.

GUEST SESSION BY MR. ANAND BHATNAGAR

Mr. Anand Bhatnagar, currently working as Assistant Vice President at Reliance, has completed MBA in marketing from South Gujarat University. He has completed his graduation in B.Sc. (Physics) from PT Science College, Surat. He has worked as a general manager at HCL Technologies before joining Reliance. His work experience also includes being the DGM at ING Life and working as AVP- Management Training at Max New York Life Insurance Co. Ltd.

School of Management at Pandit Deendayal Energy University (PDEU) was honoured to have Mr. Anand Bhatnagar as a guest speaker. Mr. Bhatnagar, a student of the "University of Life," as he affectionately refers to his journey, delivered an inspiring talk on the importance of mind set in personal growth and development.

During his address, Mr. Bhatnagar expressed deep gratitude towards his parents, acknowledging their pivotal role in shaping his character and mind set. Despite his achievements, he remains remarkably humble and grounded, emphasizing that humility is a virtue that should never be underestimated.

One of the key takeaways from his talk was the significance of staying true to one's beliefs and values in the face of challenges and adversity. He highlighted the value of authenticity and stressed the importance of being unpretentious in life, advocating that genuine authenticity is a crucial element of a strong and resilient mind set.

Mr. Bhatnagar's insightful discussion left the audience with a renewed appreciation for the journey of continuous learning and self-improvement that life offers. His wisdom and humility were truly inspirational, making his presence at SOM PDEU a cherished and enlightening experience for all in attendance.

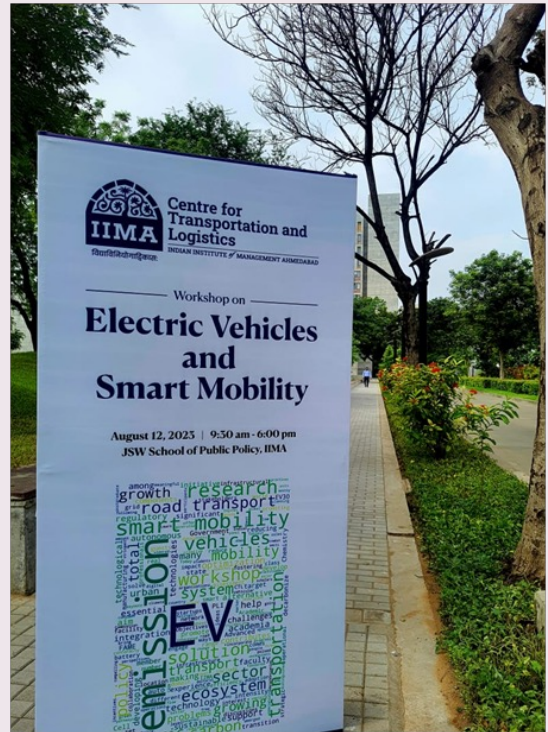


END ICE AGE

Centre for Transportation and Logistics CTL IIMA organized a workshop on ELECTRIC VEHICLES – Smart Mobility on 12th August 2023 and I got this opportunity to be part of the event. And received chance to have one to one interaction with various Industrial Professionals in the field of EV and got the industry insights from them. I would like to share my key takeaways and excerpts of the workshop.

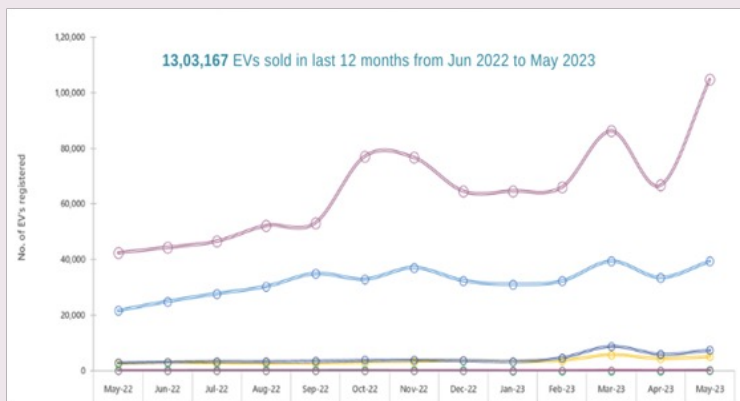
India is tussling with a significant surge in automobiles, resulting in a considerable increase in harmful gas emissions. To address this issue India is now inclined towards the transition from fossil fuelled engine vehicles to Electric moving vehicles that utilizes resources like battery exchange systems and power charging stations. However, the progress of EV adoption in India has been relatively limited. To tackle this challenge effectively, it is crucial to develop sustainable supply chains that encompass economic, social, and environmental considerations.

India has world’s second largest road networks and road travel remains a popular choice for the majority, with around sixty percent 60% of the population relying on private or shared vehicles. The automotive sector is a significant contributor to the Indian economy (approx. 7.1% of GDP, 49% of Manufacturing GDP). The problem which INDIA is facing currently is Energy Security- Oil Import (close to 87% in FY23), Oil import Bill, Transport Sector consumes 40% of the oil. Import Dependency- Import of raw material used for manufacturing sector. Carbon Emission- 4th largest CO2 emitter. Few of the ways to tackle such problems is by using domestic sources, Local supply chain, Renewable energy. India is moving towards EV vehicles,



Why is India electrifying?

- Cost of ownership is quite low compared to ICE engine vehicles.
- Upfront subsidy provided by the central/state government further reduces the overall cost of EVs.
- To combat the rising menace of air pollution and reduce India’s over dependence on crude oil imports.



Excerpts from EV reporter: India is the largest exporter of 3-wheeler EV’s electric vehicles sales are dominated by 2-wheelers and 3-wheelers with combines value volume share of almost 94% for Q1 FY 2022-23. For 3-wheelers, L3 category EV’s dominate compared to high speed L5 category. The trend of 4-wheeler EV has seen an increase in the number of units sold, but the category wise share remains low.

Source: EV reporter – Graph indicates sales of different variants of EV.

KEY CHALLENGES AND DRIVERS OF EV'S:

Upstream

Import Dependency:

India Imports raw materials from China, Korea, Germany like semiconductors, PCB boards, lithium-ion cells and few other components which in turn increases the cost of the final product.

Manufacturing and infrastructure challenges:

Lack of Skilled Labor:

The lack of skilled personnel, engineers is another significant challenge that must be managed in the long run. The EV industry in India is at a very nascent stage, and the automobile sector will face a challenge in talent procurement. Also, for EV we need trained engineers in Power electronics and there is a shortage in this field.

Lack of Standardization and Infrastructure:

The lack of skilled personnel, engineers is another significant challenge that must be managed in the long run. The EV industry in India is at a very nascent stage, and the automobile sector will face a challenge in talent procurement. Also, for EV we need trained engineers in Power electronics and there is a shortage in this field.

Battery Recycling:

Currently India doesn't possess the capacity and infrastructure to recycle and reuse the components of EV vehicles so scrapping of EV vehicles is challenges right now.

Client concern issues:

High Upfront Cost:

The initial high cost makes the customer to ponder upon its buying decision of EV. When compared to the ICE engine vehicles the price difference is more of EV.

Range Anxiety:

Sticking factor as it gives you a feeling of insecurity about the vehicle's capability to reach the destination before the battery dies out and the absence of charging infrastructure.

Geographic - Indian Roads

Looking at the current geographic roads of INDIA

the model of EV's used in foreign country won't be suitable fit here. It will take time to become compatible according to the Indian road's requirement.

GOVERNMENT INITIATIVES TOWARDS EV ADOPTION.

The Government of India has launched several initiatives to promote the manufacturing and adoption of electric vehicles (EVs). These include the National Electric Mobility Mission Plan 2020 (NEMMP), the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme, and the National Mission on Transformative Mobility and Battery Storage.

The FAME scheme provides subsidies for the purchase of EVs and for the development of charging infrastructure. The latest amendments to the FAME scheme have increased the subsidy for electric two-wheelers and allowed manufacturers to offer higher discounts to consumers.

The Ministry of Power has clarified that charging EVs is considered a service, which means that operating EV charging stations does not require a license. The Ministry of Road Transport and Highways has announced that battery-operated vehicles will be issued green license plates and exempted from the commercial permit requirement.

The National Mission on Transformative Mobility and Battery Storage aims to create a Phased Manufacturing Program (PMP) to support the setting up of large-scale, export-competitive integrated batteries and cell-manufacturing Giga plants in India.

These initiatives are expected to help India achieve its goal of having 30% of all new vehicles sold in the country be electric by 2030.

The government has also announced several tax incentives for EVs, such as exemption from registration fees and road tax.

Several states in India have also implemented their own EV policies, which offer additional incentives such as subsidies and free parking.

The EV industry in India is growing rapidly, with several new manufacturers entering the market. However, there are still some challenges that need to be addressed, such as the lack of charging infrastructure and the high cost of EVs.

Overall, the government of India is taking several positive steps to promote the adoption of EVs. These initiatives are expected to help India become a global leader in the electric vehicle market.

EFFICIENT SUPPLY CHAIN MANAGEMENT:

Optimizing the supply chain is key to reducing the ecological footprint of the EV value chain. India should focus on:

Localizing manufacturing:

Establish manufacturing facilities close to suppliers and markets to minimize transportation distances for components and finished products. This reduces energy consumption and emissions associated with long-distance shipping.

Lean Inventory Management:

Adopt “just-in-time” inventory practices to minimize excess inventory and reduce waste. Efficient inventory management reduces the need for storage space and energy consumption in warehouses.

Shared Mobility and Public Transportation:

Encourage the use of EVs in shared mobility services and public transportation. This reduces the number of individual vehicles on the road, mitigating congestion and emissions.

Consumer Education:

Educate consumers about the importance of eco-friendly driving habits, proper vehicle maintenance, and the benefits of EVs. This can lead to more responsible vehicle use and longer product lifespans.

Collaboration:

Collaborate with suppliers, manufacturers, regulators, and consumers to collectively work towards reducing the ecological footprint. Partnerships can lead to innovative solutions and shared best practices.

HOW DEMAND/ADOPTION OF EV CAN BE INCREASED IN INDIA

Innovation mindset:

Create a supportive environment for innovation by fostering collaboration between industries, research institutions, and startups. Encourage the development of new EV technologies, charging infrastructure solutions, and business models.

Capability building:

This approach will enhance capacity across various segments such as skilling labours, advance technology, charge infrastructure to drive higher EV sales. Multi-layer manufacturing capability should be built.

Affordability:

Lowered cost with localizing manufacturing.

Centralized EV FLEET- EV public vehicles like BRTS of Ahmedabad using the electric buses for intercity traveling.

Service:

Know the problem, manage and debug by providing suitable services.

Performance:

Intracity viability to be introduced. Vehicle to grid integration.

OEM – Control system should be introduced for better quality assurance and reliability and optimized technology utilization with standardized components will be there.

CONCLUSION:

The electric vehicle (EV) supply chain is a complex network involving manufacturers and technology providers, where numerous stakeholders are interconnected, each contributing to intricate decision-making processes. By Business model – innovation and Improved Battery service along with Buy back contract, supply chain of EV can be improved. With the help of Research analytics also one can understand the EV future market.

NISHTHA BHARGAVA –PGP 23

Sem 1 - E&I Batch'25

EXCITING SESSION ON 'IMPLEMENTING TECHNOLOGICAL R&D' WITH DG - PDEU, DR. S. SUNDAR MANOHARAN

28th July 2023

The esteemed DG - PDEU, Dr. S. Sundar Manoharan, held an insightful and challenging two-hour workshop on the subject of "Implementing Technological R&D" for the MBA (E&I) students at PDEU. The session covered a wide range of important technical research and development topics, giving the students a thorough grasp of the subject. This special session was part of the Corporate Strategy course instructed by Dr. Pramod Paliwal.

The students participated in exciting discussions with Dr. S. Sundar Manoharan on a variety of subjects. These covered the fundamentals of managing R&D projects as well as the complexities of venture financing, the value of patenting, and the art of the elevator pitch. The seminar also looked at management dimensions of technological innovation, focusing on encouraging an innovative culture inside organizations.

One of the highlights of the workshop was the opportunity for students to learn about the elevator pitch, a concise and persuasive presentation technique used to attract investors and secure funding for projects.

Dr. S. Sundar Manoharan himself delivered a 45 second elevator pitch to fund his own innovation on demand, providing the students with a real world example of how to deliver an elevator pitch effectively.

The session ended with an engaging Q&A session that gave students the chance to dive further into their questions and build on Dr. S. Sundar Manoharan's extensive knowledge.

BUSINESS ANALYTICS AND BLOCKCHAIN CONCLAVE 2023

6th January 2023

TRACK – 1

Business Analytics and Blockchain Conclave 2023-I: Pioneering Digital Health

The 2023 Business Analytics and Blockchain Conclave commenced with a keynote address by Mr. Chintesh Dwivedi, Senior General Manager at Zydu Lifesciences Ltd. Mr. Dwivedi ignited the discussion by exploring the realms of Industry 4.0 and 5.0 in the digital health domain, emphasizing how these dynamic shifts are propelling innovation.

With a forward-looking perspective, he delved into the evolving landscape of healthcare technology, asserting that “the future of healthcare is digital.” He elaborated on the potential of technology to revolutionize healthcare, enhancing productivity while reducing costs. This digital transformation is poised to benefit healthcare providers and patients, ushering in a patient-centric era.

Mr. Dwivedi’s insights set the tone for the conclave, promising a wealth of knowledge at the intersection of business analytics and blockchain in healthcare. As we navigate this transformative journey, it’s evident that the conclave will continue to illuminate the path toward a digitally empowered future for healthcare. Stay tuned for more ground-breaking discussions and revelations.

Mr. Manan Chandna – head of AIoT Product Ventures at Bosch Software and Digital Solutions, was invited to give insights about “Digital Transformation in Retail Industry” under Track 1. He started his discussion with the challenges which are being faced in retail industry through digital transformation. He addressed that it is essential to know technology through providing services to customers. He tried to cover his topic through digital, sustainable and profitable way of digital transformation. Further, he talked about the society revolution, where it started from “Hunting Society” to now “Society 5.0”.

He talked about the key trends in the retail industry and various reasons to go digital like driving efficiency, customer experience, new revenue streams etc. through the examples of brands like Grofers and Bigbasket, and explained how these companies are leading the world, without physical assets. Further, he highlighted on how connectivity, computation and storage tied up with the cognitive mind to make a change where technology plays an important role. At the end, he summed up his speech by advising us to use infrastructure, data and available resources for better and fast digital transformation.

Mr. Chintan Dave was the 3rd speaker of Track 1 who continued to give insights on the Block chain Technology. He started the conversation with a brainstorming question “Will Block Chain Technology be an Integral Part of the Business in the Future?”

The students were explained the meaning of Block chain as a method to co-ordinate among many parties when there are no single trusted party. He added in the next 15-20 years the banking industry will change drastically and Block Chain will be used when there will no trust left.

The expert conveyed that Block Chain Web 3.0 will emerge soon as there will be no control of all the control points. Web 2.0 failed and thus Block Chain came in the picture, it is the peer distributed ledger that is Cryptographically secure.

The closing statement conveyed about the main three types of transactions where two or more parties engage

TRACK – 2

Digital Transformation in SME

Sohil Patel, the co-founder of Entrivis Tech Pvt. Ltd., stands as a seasoned professional with almost 13 years of valuable experience. His expertise extends to being an Odoo consultant and an entrepreneur, showcasing a diverse skill set in the tech industry. Prior to this he served as a software engineer at Infosys, where he honed his technical skills, contributing to the field of software development. Subsequently, he transitioned into a role as a business analyst at Bista Solutions. Sohil earned his Bachelor's degree in Electronics & Communications from A.D. Patel Institute of Technology, laying the educational foundation for his successful journey in the field. He started the Track by giving an overview of Digital Transformation and importance in Modern Business Landscape. Digital Transformation was emerging in Retail, Healthcare, Manufacturing and Financial Services and during the COVID -19 times, the education sector also had taken transformation by Zoom and Google Meet.

The transformation is highly productive and effective which improves customer experience. There is enhanced competitiveness, and the market presence is when there is reduced cost and profitability.

He continued with the challenges about limited resource and expertise and the main reason being Resistance to change because people are too comfortable with their own ways of using the traditional methods and the key areas of focus being the Marketing and Sales with Digital Marketing challenges and Implementation in E-commerce.

Operation and Supply Chain was an emerging area where automation and process optimization with the Implementation in Inventory Management System, Utilizing Logistic Technologies. He concluded by giving last two examples of Customer Service and Support in the after Sales section and HR and Communication.

Mr. Pradeep Rathi, Director - Arjun Rathi Pvt. Ltd.

In today's rapidly evolving business landscape, entrepreneurship has emerged as a driving force behind innovation, economic growth, and job creation. Mr. Pradeep Rathi has over 30 years of experience in Mentoring, Entrepreneurship, and Information Technology and is currently working as a Director at Arjun Rathi Pvt Ltd. He brought a wealth of experience and knowledge to the session. With a successful track record of founding and managing multiple startups, he has encountered and overcome the challenges entrepreneurs face at various stages of their ventures. With that, he delivered valuable insights about the importance of Structure and Design in the SME Sector.

The SME sector contributes to 30% of the GDP, which supports economic growth by offering the country over 111 million employment opportunities. He also shared the scope and future of the SME sector by unveiling opportunities in various industries. His emphasis on resilience, idea validation, team building, technology adoption, customer-centricity, and continuous learning served as a roadmap for the students of SOM.

TRACK – 3

Mr. Samprit Srivastava

In the discussion led by Mr. Samprit Srivastava, Regional Service Manager in SMA Solar Technology AG, talked on “Digital Transformation in Renewables,” key insights were shared on three major trends that is digitalization, decentralization and, decarbonization. He also discussed how the digital age is reshaping the renewables landscape. One of the primary takeaways was the pivotal role of data in enhancing customer satisfaction. Real-time access to energy consumption and billing information empowers consumers, making them more informed and satisfied.

Moreover, the integration of digital technologies is improving agility and decision-making across the renewables sector. Automation reduces human errors, ensuring safer and more efficient operations. As a result, the industry is achieving excellence in productivity and service quality.

The talk also delved into specific applications, such as the involvement of contracts in digital transformation efforts, the influence of digital tools on power infrastructure, and the journey from power line surveys to commissioning.

Furthermore, the importance of digital solutions in project scheduling, supply chain optimization, inventory management, and barcode systems cannot be overstated. Store management and client management called ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) software streamlines business operations, leading the renewables sector into an era of innovation and efficiency. This digital transformation promises a greener and more sustainable energy future.

Mr. Alakh Shrivastava

Mr. Alakh Srivastava, a distinguished Technology Consultant at Tata Consultancy Services, illuminated the path to the future in a recent discussion on “Digitalization of the Energy Industry,” with a particular emphasis on Thermal and Renewable Power sectors. With a trove of practical experiences to draw from, Mr. Srivastava shared invaluable insights that left an indelible mark.

Mr. Srivastava also delved into the digital transformation of future power plants, highlighting the increasing prevalence of digitalization in the industry. He compared global energy production data and delved into the government’s 2030 target to reduce carbon footprint, shedding light on the vital role that business managers play in achieving this mission.

He underscored the pivotal role of historical data in fuelling data analytics, all while keeping the session engaging and interactive, ensuring students were active participants in this educational journey. Creative thinking and the pursuit of continuous learning were pillars of his discourse, and he championed the ethos of embracing risks and challenges for personal and professional growth.

In a comprehensive analysis, he explored the challenges and opportunities that the renewable energy sector presents. His focus on identifying pain points and bridging the gaps in this dynamic industry ensures a promising path forward. He emphasized on identifying the gaps to make an initiative, as an entrepreneur or manager, profitable. Mr. Alakh Srivastava’s insights undoubtedly served as a guiding light for those navigating the evolving energy landscape in the era of digital transformation and seeking a career in the vast sea.

Mr. Mayur Thanki – DGM, Kalpataru Power

In a compelling discussion, Mr. Mayur Thanki, Dy. General Manager at Kalpataru Power Transmission Ltd., Gandhinagar, shed light on the topic of “Digital Transformation in Transmission Line EPC Contracts.” His insights offered a roadmap to a digital future in the energy sector.

Mr. Thanki commenced by demystifying the essence of digital transformation, underlining its capacity to interconnect digital platforms to craft innovative solutions. He emphasized that this transformation is anchored in refining procedures, optimizing processes, and, above all, adding value for all stakeholders, encompassing clients, customers, and companies. The pivotal areas he highlighted included bolstering customer satisfaction, harnessing data-driven insights, refining communication channels, and mitigating human errors. It became clear that the collaborative synergy of these efforts is the linchpin of bolstering productivity while optimizing costs.

Transitioning from these foundational principles, Mr. Thanki delved into Kalpataru’s role as an EPC (Engineering, Procurement, and Construction) contractor in building power infrastructure. He illuminated the journey of digital transformation for EPC contractors, encompassing project scheduling and planning through tools like SAP, the significance of an efficient document management system, the orchestration of supply chain functions, and an insightful use case illustrating how real-time tracking through GPS technology can resolve delivery challenges, along with adept inventory and store management.

In conclusion, Mr. Mayur Thanki’s presentation stands as a testament to the transformative potential of digital technologies in the energy sector. His guidance on the integration of digital solutions promises not only increased efficiency but also enhanced value for clients, customers, and businesses, setting the stage for a more resilient and dynamic energy landscape.

JIGLOG

Under Dr. Kaushal Kishore's direction, the SOM, PDEU Marketing Club (MarCom) organized a Quiz. The quiz was split into two rounds to determine the top performers among the numerous students who participated.

Knowledge, idea generation, and thinking were all incorporated in the rounds.

Jiglog's main objective was to give spice to the challenging rounds by attempting to identify the brand from its image.

Jig-log's primary objective was to promote knowledge with fun about companies by using music in the setting. After both the rounds got over PGP 22 students delivered a creative presentation on Adani Group.

The Quiz Competition winners included:

- Dev Visana**
- Harshi Shah**
- Tanya Aggarwal**
- Poorvesh Sanghavi**
- Nachiket Soman**
- Parv Gandhi**
- Biraj Desai**
- Harsh Dhruv**
- Harshil Pambhar**

Cheers to a successful event!!



VICHAR VIMASH 2.0- MARCOM

MarCom held an event dubbed “**Vichar Vimarsh 2.0**” on January 4, 2023. It was a friendly argument battle covering market competition strategies like price, consumer targeting, positioning, branding, and data-driven comparison of two organizations divided into separate teams.

The event was the brainchild of batch 2021-23 members Vishwa Patel, Kunal Patil, and Nidhishree Gandhi.

Dominos and La-Pinoz served as the first debate topic for the teams. The teams presented their marketing research with compelling arguments and addressed the issues with eye-catching facts and figures. The pitch to wrap up the discussion concluded the first round.

Teams were given Amazon and Flipkart as their second topic, which included information about the companies’ identities, market presence, customer satisfaction scores, market shares, customer loyalty, buyer personas, and other factors. Both games finished with a team member promoting their brands to close the discussion.

The **Vichar Vimarsh 2.0** Performers, Srushti Trivedi and Himanshu Dharmavat were declared at the event’s conclusion.



ALUMNI EVENT: MARKETING 101 - BY MS. JUHI SHAH

The Alumni Relations Committee (ARC) invited a proud alumna of the School of Management, Pandit Deendayal Energy University, Ms. Juhi Shah, Marketing Manager at O2H Ventures. Ms. Shah's enthusiasm and experience kept the audience captivated, as she discussed her journey in SOM, PDEU (formerly known as SPM, PDEU). It is reasonable to assert that she was a very active student whose interests lie in contributing to the growth of budding startups and businesses. Even with a major in Finance, she proved to be a great motivation for students as she worked in the field of Marketing.

She graciously narrated this interesting tale of her corporate journey and advised students to keep an open mind when it comes to career. She also emphasized on alignment of goals with career objectives. Moving on she discussed the difference between traditional and digital marketing and explained the process of converting leads to potential customers with the help of organic page rank.

She concluded the session by explaining some of the digital marketing tools that a digital marketer uses to create a marketing campaign and analysed its performance. She also coined terms such as SEM, SEO, Page ranks, etc. for students to explore later. She talked about the importance of developing analytical and designing skills as well as creativity to be a successful Digital Marketer.



MS. ISHA GANDHI - DEPUTY MANAGER AT ADANI PORTS

Ms. Isha Gandhi, an SOM-PDEU alumnus and Deputy Manager at Adani Port and Logistics started by quoting "If you haven't made a difference yet believe that everything is possible, therefore this is a crucial time to set a different path for yourself."

The discussion began with Ms. Gandhi explaining the meaning of 'The Elephant in the room' in which learning was shown as trying to choose a different path in the rat race. She emphasized on dimensions of wellness and EQ.

She focused on self-awareness, self-management, social awareness and relationship management. For a success in life and career she explained one should focus on a 'Growth Mind-set' instead of a 'Fixed Mind-set'. She put a strong focus on developing one's own self as it was really important and only that would make the self-awareness segment of the session more fruitful and justify it with the development of one's own self. She concluded with a Q&A session, and a lot of people responded perfectly well.



IMPORTANCE OF CREDIT RATINGS - MS. KRISHNA BHATT

The Alumni Relations Committee organized an alumni session delivered by Ms. Krishna Bhatt from PGP Batch 2018-20 batch on the topic of the "Importance of Credit Ratings". Ms. Bhatt began the session with an explanation of Credit Ratings and how credit ratings play a crucial role in the financial world. Credit Rating is a numerical evaluation of a borrower's creditworthiness based on their financial history, credit repayment behaviour, and other financial factors.

No bank or money lending companies would like to give money to a risky customer. With credit rating, they get an idea about the creditworthiness of a company and the risk factor attached with them. By evaluating this, they can make a better investment decision, so she explained that credit rating is important and with that Credit Rating Agency is also important.

She raised a lot of thinking in the minds of the students as how and when should anybody require a need of Credit Rating facility.



GUEST SESSION ON COMPETITION AND STRATEGY BY MR. SANDEEP BAHL

A session on “Competition and Strategy” was recently conducted by Mr. Sandeep Bahl for first-year MBA students at SOM. The session was organized by Dr. Lalit Khurana and was designed to provide students with insights into the realm of corporate strategy.

The session covered a wide range of topics, including the different types of competitive strategies, the importance of understanding the competitive landscape, and the factors that contribute to a company’s competitive advantage. Mr. Bahl also shared his own experiences in the business world and offered advice to students on how to formulate and execute effective strategies.

The session was well-received by the students, who found it to be informative and helpful. They appreciated Mr. Bahl’s insights and his willingness to share his knowledge.

The session discussed the five forces model of competition, which is a framework for analysing the competitive environment of a business.

The session also covered the concept of competitive advantage, which is what gives a company an edge over its rivals.

The session ended with a discussion of how to formulate and execute effective strategies.

SPSS WORKSHOP@BATL

On 24th of February 2023, the Business Analytics and Teaching Laboratory (BATL) Committee of the School of Management, PDEU under the guidance of Dr. Tanushri Banerjee and Dr. Vipul Patel, hosted an insightful workshop on SPSS (Statistical Package for the Social Sciences), featuring Director Research Dr. Kishor Bhanushali from Karnavati University. The workshop commenced with a detailed overview of SPSS, including its functionalities and applications.

To enhance the understanding, Dr. Bhanushali conducted practical demonstrations using a dataset, allowing students to grasp the software’s intricacies. Students actively participated, posing questions and seeking clarification, and the professor readily addressed their queries, fostering an engaging learning environment. The workshop, facilitated by SOM core faculty, spanned 3 hours, during which every student gained valuable knowledge about SPSS. It was a highly productive session that equipped students with essential skills for statistical analysis and data manipulation, enriching their academic journey.



CORE ACTIVITIES @ SOM

PRATIBIMB - THE ANNUAL FEST 2023

27th - 29th January 2023

DAY - 1 Introduction and Inauguration

Pratibimb is an annual festival with various fun-filled activities that the SOM Core Committee in coordination with other committees organizes. It's an event that every student eagerly waits for. Each student gets a chance to be involved in the organizing of the events and get hands-on experience in management and coordination.

Pratibimb is not just an event; it's an experience that celebrates the perfect fusion of creativity and management prowess. Each year, our talented students come together to create a whirlwind of fun-filled activities that showcase their innovative spirit and business acumen.

From engaging management games that challenge strategic thinking to awe-inspiring creative displays that ignite the imagination, Pratibimb has it all.

The event commenced with an inspiring address and blessings from Director, SOM. Following this, the occasion unfolded with awe-inspiring performances by our talented student artists.

PRATIBIMB emerged as a catalyst for student innovation, giving birth to the exceptional club known as "Euphoria." This student-led music club made its debut on the PRATIBIMB stage, enchanting the audience with their beautiful melodies and showcasing their remarkable talent.



CHARCHA - (A PARLIAMENTARY DEBATE)

Imagine a gathering where young minds come together to talk, argue, and discuss a popular topic of the Indian Constitution. That's precisely what "Charcha" is all about. This event highlighted the parliamentary debates and encouraged critical thinking and good communication among our students. The event centred on the highly relevant and pressing issue of the "Data Protection Bill." This legislative proposal, aimed at safeguarding individuals' data privacy in the digital age, served as a catalyst for intense discussions and rigorous debates. Participants were tasked with dissecting the bill's provisions, implications, and potential impacts on society, sparking insightful exchanges.

The climax was at its highest when the ruling party and the opposing party had strong arguments to bring, countered opposing viewpoints, and exchanged unique ideas regarding the Data Protection Act. Once all debates were completed and the scores were tallied, the judges declared the winner- Mr Vipresh Pandya and the Runner-up Mr Himanshu Dharmavat. This recognition served to motivate and acknowledge the dedication of the participants.



CELEBRATING ARTISTIC TALENT: FLAUNT YOUR CREATIVITY

During the Pratibimb-23, the Culture Committee hosted the “Flaunt Your Creativity” competition, an event that ignited a spark of artistic passion among participants.

With all necessary materials provided, the challenge was to craft a stunning Toran, a decorative door hanging.

Teams enthusiastically embraced the opportunity to showcase their creativity. The atmosphere buzzed with imagination and the joy of creation, as each team brought their unique artistic vision to life.

Ultimately, it was Team Hani Prajapati, Priy Patel, and Prem Gajjar whose Toran masterpiece captivated the judges, earning them well-deserved recognition. Their triumph not only celebrated their artistic prowess but also highlighted the collaborative and creative spirit that defines our community.

“Flaunt Your Creativity” was a resounding success, showcasing the remarkable artistic talent. It served as a reminder that creativity knows no boundaries and flourishes when given a platform. Congratulations to all participants, with a special salute to the winning team for their exceptional contribution to this celebration of artistry.



MGT - MANAGERS GOT TALENT

On the inaugural day of the Annual fest-Pratibimb, "MGT - Managers Got Talent" was marked as one of the standout events. The event was held in the auditorium and undoubtedly, it was almost filled to its full capacity. The judges for the event were a panel of experts from the entertainment industry. This unique showcase from students of SOM brought into the spotlight remarkable skills and talent.

The stage was set ablaze with a diverse array of performances, ranging from soulful singing and mesmerizing dance to instrumental music performances. The audience was thoroughly entertained by the diverse range of talents on display. The judge for the event was a panel of experts from the entertainment industry and was thrilled to announce the winner of MGT- Akash Akvashi, Harsh Limbani, Devang Kumar and Vraj Mehta.



SQUID GAME

The SOM cultural committee organized an extraordinary feat at this year's annual fest, Pratibimb, by ingeniously weaving the captivating world of the popular Korean series "Squid Game" into their event. The atmosphere was electrifying, mirroring the nail-biting tension and excitement of the series. Students from various backgrounds and departments eagerly embraced the challenge, participating in games inspired by those depicted in "Squid Game." The competition demanded a combination of skill, strategy, and a dash of luck.

Ultimately, Janvi S. Hemani emerged as the triumphant champion of the event, Vraj Mehta, the runner-up, also exhibited remarkable skill and sportsmanship. The competition brought together students in a thrilling and entertaining manner, emphasizing the competitive spirit and camaraderie within the School of Petroleum.

Pratibimb'23 Squid Game-inspired competition will surely be remembered as a fun and enjoyable event at the School of Petroleum, highlighting the creativity and spirit of its students. As the echoes of cheers and applause faded away, it remained a delightful and memorable moment that brought students together in a shared celebration of talent and camaraderie, creating lasting memories for everyone.



TREASURE HUNT

During the School of Management, PDEU's annual three-day festival, an exciting treasure hunt event was organized by the Cultural Committee. The competition consisted of two thrilling rounds. In the initial round, participants were tasked with the challenge of matching puzzle pieces, with the fastest individuals advancing to the second round. In the second round, the selected participants engaged in a captivating treasure hunt. They deciphered written puzzles, leading them to various hidden clues and challenges. The atmosphere was filled with enthusiasm as students from our college and other esteemed business schools participated wholeheartedly.

Finally, after intense competition, the team of Ajinkya Tinde, Tanya Agarwal, Satyam Jaiswal and Anushka Gupta emerged victorious, claiming the coveted prize. Not to be outdone, the runner-up team of Himanshu Dharmawat, Neharika Gupta, Hiral V. Aswani, and Janvi S. Hemani demonstrated exceptional teamwork and determination, earning them a well-deserved spot on the podium. This fun-filled event not only entertained but also fostered a sense of camaraderie and excitement among all the participants, making it a memorable part of our annual festival.



DAY - 2

Fintank Competition: Nurturing Financial Genius at Pratibimb

The stage was set for a battle of financial wits as students from all corners came together to participate in the highly anticipated Fintank Competition. This exciting event not only showcased the financial acumen of these young minds but also ignited their entrepreneurial spirits.

The competition witnessed fierce participation from numerous students who put their financial knowledge to the test. Shyam Bhatt and Group emerged victorious, securing the top spots and basking in the glory of their achievements.

The essence of the Fintank Competition lay in its unique format. Participants were tasked with crafting challenging financial quizzes that kept their peers on their toes. Beyond testing their theoretical knowledge, the event delved deeper by requiring students to pitch innovative business ideas, drawing upon their collaborative skills to highlight the advantages of their concepts.

In a display of remarkable teamwork, Vaibhavraj and Group earned the runner-up position, proving that innovation and financial savvy are a powerful combination. The Fintank Competition at Pratibimb showcased not only the intellect but also the creativity of these young individuals. It served as a testament to their potential to shape the future of finance and entrepreneurship. With such promising talents, the world of finance is certainly in safe hands.



FLIP IT TILL YOU MAKE IT

“Flip it Till you Make It” emerged as a highlight within the vibrant tapestry of SOM, PDEU’s annual three-day festival, thanks to the efforts of the Cultural Committee. This captivating competition was more than just an event; it was an exhilarating journey that had participants and spectators alike on the edge of their seats.

The heart of the competition revolved around a deceptively simple task – flipping a bottle. However, beneath the surface simplicity lay a fierce battle of precision. The stakes were high, as only the person whose bottle defied gravity earned the privilege of playing a high-stake round of tic-tac-toe.

The intensity of the tic-tac-toe round lay in its ‘throw the rules’, adding an element of lightning-quick decision-making to the mix. Participants had to summon their inner strategists to outmanoeuvre their opponents.

In essence, the game was a perfect fusion of fun and challenge, embodying the spirit of the annual festival and leaving participants with unforgettable memories of an event that showcased their agility and wit.



INSTA GAMES

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KALKIS OF GEN Z

In a unique event named “Kalki Gen Z,” the next generation, known as Gen Z, showcased their skills and talents in a thrilling competition. The primary objective of this competition was to identify and celebrate the outstanding qualities and abilities of this young generation. With a focus on logical reasoning and problem-solving challenges, the event was divided into three main rounds, making it an engaging and intellectually stimulating competition.

The first round tested the competitors’ logical reasoning skills. This initial challenge set the stage for the subsequent rounds, where the teams would have to apply their problem-solving abilities to the fullest. The questions and puzzles posed during this phase were designed to assess the participants’ ability to think critically and find innovative solutions. As the competition progressed, it became apparent that Gen Z possesses impressive skills and talents. Their adaptability, digital fluency, and collaborative spirit were displayed throughout the event. These young individuals demonstrated that they are not only well-equipped to tackle complex problems but are also adept at working together as a team.

In the end, after intense competition and numerous rounds of testing their mettle, the winners of the ‘Kalki Gen Z’ competition were announced. The triumphant team included Tanya Agrawal, Ajinkya Tikde, Satyam Jaiswal, and Anushka Gupta. These young talents showcased a remarkable blend of logical thinking, creativity, and teamwork, making them the ultimate champions of the event.

‘Kalki Gen Z’ serves as a testament to the potential and promise of the Gen Z generation. With their unique set of skills and perspectives, they are poised to make a significant impact on the world, addressing the challenges and opportunities of the current generation. This event not only celebrated the intellectual capabilities of Gen Z but also highlighted their ability to collaborate and innovate, setting a positive example for the future.

In a world that is constantly evolving, the Gen Z generation has proven that they are not just the future but also the present. ‘Kalki Gen Z’ was a platform that recognized and appreciated their talent and potential, and it will be interesting to see how these young champions continue to make a mark in the years to come. This competition is a testament to the fact that the future is bright, and the world is in capable hands with the Gen Z generation leading the way.



DAY - 3

Fintank Competition: Nurturing Financial Genius at Pratibimb

ZEPHYR'23- THE ANNUAL ALUMNI MEET

The “Zephyr” event was a joyous and heartwarming gathering that brought together alumni from our esteemed institute-School of Management, PDEU for a memorable reunion and celebration. Held on 29th January 2023 at our campus, this event rekindled old connections, celebrated achievements, and created new memories. Following the heartwarming welcome by the Director, Dean and faculty members, Zephyr was carried on with a captivating musical performance by the team of juniors and seniors.

With the melodious musical performance, the evening transitioned into a delightful dinner, which provided an informal meeting for alumni, faculty, and students to network, catch up with old friends, and forge new connections. It highlighted sharing experiences, discussing future collaborations, and strengthening the bonds with the school. The celebration at Zephyr continued to crescendo as the night unfolded in an electrifying DJ party and concluded on a very positive note with a happy ending.



ENERGY CUP

Keeping up with the tradition, the Sports Committee at School of Management, PDEU organized ENERGY CUP 2023, from 27th January to 29th January 2023. This three-day sporting event witnessed several corporates, as well as B-schools, participate and play to be the Energy Cup champions. The games involved in the tournament were Cricket, Football, Basketball, Volleyball, Throwball, Badminton, Table Tennis and Chess. Some corporates who participated were Accenture, Tata Consultancy Services (TCS), Capgemini, and Evosys.

Moreover, Nirma University, BK School of Management, KS University, GLS University and Shanti Business School were some of the B-schools that participated. The hosts, School of Management, PDEU were crowned as the champions of Energy Cup 2023 while Tata Consultancy Services (TCS) finished runners up.

This splendid event portrayed active participation from SOM students as well as the invitees and the display of sportsmanship and perseverance put up by every participant was truly admirable and inspiring. School of Management, PDEU commends the victors and rewards fantastic prizes to the participants of different games and appreciates the efforts of the Sports Committee on putting up a grand, attractive and successful event.



EXPERT SESSION BY MS. SHIKHA SHAH - FOUNDER, ALTMAT

Ms. Shikha Shah, founder of AltMat, is an inquisitive individual who devised a creative yet eco-friendly concept of alternative materials. The vision is to reduce the carbon footprint the fashion industry produces each day. This is done by transformative circular technology that makes clothes manufacturing viable and feasible. Not only this, but the whole concept is to convert the bio-waste into fibre of clothes and then weave it to manufacture material.

This innovative technology is backed by years of research and extensive capital investment. The goal is to cater to customers who want luxurious clothing with sustainable options. AltMat is planning to establish itself not just as a sustainable brand but as an ecosystem of organic clothing. An ecosystem of sustainability, inclusivity, and quality.

She also explained the extensive and complex business model of AltMat and a great barrier that is its Supply Chain. Supply Chain is the most complex process of any manufacturing organisation and when it comes to AltMat it means extensive sourcing of raw material globally.

Ms. Shah also shared her journey and passion for sustainability. She also shared her beliefs that she strongly abides such as building values - DFV (Desirability, Feasibility, Viability) and Minimum Viable products frugality & brilliance- MVP. The session concluded with an interactive question-and-answer session.



BATL'S BUSINESS ANALYTICS AND BLOCKCHAIN CONCLAVE II - 2023

24th August 2023

INAUGURATION

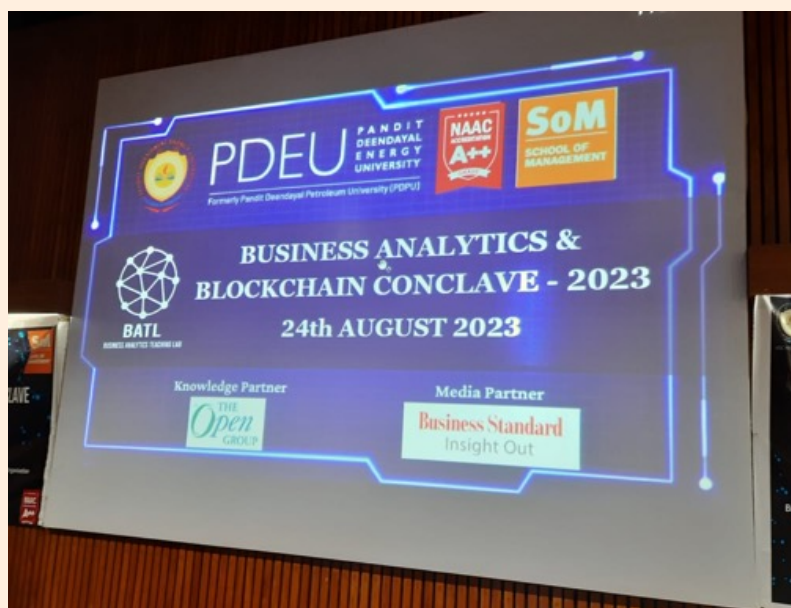
The Business Analytics and Blockchain Conclave at PDEU-SOM was a pivotal event, highlighting the immense importance of these technologies in our digital world. Experts emphasized that these tools are not just the future but are already being utilized to tackle real-world problems. Dr. S. Sundar Manoharan, Director of PDEU, celebrated the success of Chandrayaan-3 and stressed the growing opportunities in business analytics and blockchain, stating they are revolutionizing business operations.

Dr. Tanushri Banerjee, Dean of SOM, PDEU, and the Chairperson of the BATL Conclave, highlighted the purpose of the BATL conclave's role in expanding students' perspectives on digital transformation. She stressed that digital transformation is rapidly reshaping business practices, necessitating the ability to collect, analyze, and apply data for informed decision-making.

Director, SOM, PDEU, shed light on how data analytics and blockchain can benefit academia and the government sector, emphasizing the importance of data in the modern era. He discussed how blockchain can enhance government transparency and accountability, showcasing the potential for these technologies in government services.

Mr. Bala Peddigari, Principal Consultant & Chief Innovation Officer at TCS, addressed the digital divide in India, emphasizing the need to bridge this gap for equitable access to essential services. He also underscored the importance of cybersecurity education in rural areas.

Mr. Sivakumar Rajendran, Associate Principal in Data & Analytics Practices at Infosys, highlighted the significance of business managers understanding analytics to collaborate with data scientists effectively. He emphasized that business managers must comprehend analytics to make informed decisions. Mr. Rajendran also discussed the growing importance of enterprise architecture in a technology-dependent business landscape.



TRACK – 1

Track 1 commenced with interesting conversations of esteemed speakers such as Dr. Arunabha Mukhopadhyay, Professor IT & Systems, Ex-Dean of IIM Lucknow, who addressed the future of education. He began by acknowledging education's challenges today, including rising costs and the demand for personalized learning. Mr. Mukhopadhyay highlighted data's pivotal role in addressing these challenges, emphasizing how it can facilitate customized learning and make education more cost-effective. He stressed the importance of adapting education to the evolving needs of students, with data playing a central role in achieving this.

Taking the discussion forward, Dr. Ninad Dhanorkar, an Enterprise Architect - Trusted Advisor for Digital Transformations at Shell, discussed the significance of enterprise architecture in this field. He defined EA as a framework for understanding, designing, and managing an organization's information systems. Mr. Dhanorkar emphasized how enterprise architecture can enhance efficiency, reliability, security, and cost-effectiveness in the energy and utilities sector. He also highlighted the sector's unique challenges, including complexity and rapid changes, which make effective enterprise architecture even more crucial.

Continuing the discussion, Dr. Aditi Divatia, Associate Professor- Information Management & Analytics, Deputy Chairperson at SPJ Institute of Management and Research, emphasized the power of data in education. She discussed how data can significantly enhance student outcomes by personalizing learning experiences and allowing students to progress at their own pace. Dr. Divatia also pointed out that data can be a valuable tool for assessing the effectiveness of teaching methods, encouraging continuous improvement among educators. Her talk underscored the transformative potential of data in education and urged educators to embrace this tool to benefit students.

Mr. Atul Mishra, Associate Director at IBM, addressed students and provided them with insights into agile enterprise architecture. He defined it as a flexible approach to designing and implementing enterprise architecture that can swiftly adapt to changes in

the business environment. Mr. Mishra outlined the benefits of agile enterprise architecture, emphasizing its capacity to enhance organizational agility, flexibility, and efficiency. He also explained how it can help reduce costs and improve overall efficiency. Mishra's presentation served as a practical guide for organizations considering adopting agile enterprise architecture, offering valuable insights and tips for its implementation.

In summary, these experts presented valuable insights on leveraging data for education, adapting education to the future, implementing agile enterprise architecture, and the role of enterprise architecture in the energy and utilities sector. Their talks collectively underscored the transformative power of data and agile strategies in various domains, providing guidance and inspiration for both educators and organizations seeking to embrace innovation and efficiency.

TRACK – 2

In the event of BATL conclave featuring experts from diverse fields, the future of technology and its applications took center stage. Meet Maheshwari, a Data Scientist, shed light on the promising realm of large language models (LLMs). These AI marvels, trained on extensive text data, can mimic human language patterns, opening doors to improved machine translation, creative content generation, and enhanced communication for individuals with disabilities. However, Maheshwari also emphasized the ethical responsibilities associated with LLMs, urging their responsible use.

Continuing with the discussions, Dr. Venkatesh Parthasarathy, Head Delivery Excellence, Latent View Analytics, delved into the business landscape, showcasing the transformative potential of Machine Learning. He elucidated how machine learning can tackle challenges ranging from fraud detection to customer segmentation, offering businesses enhanced efficiency and accuracy. Mr. Parthasarathy cautioned that clear problem understanding, access to quality data, and a skilled team are vital for successful machine learning implementation.

Bringing a new topic to light, Mr. Ajay Jha, an Assistant Executive Engineer at ONGC, highlighted the fusion of big data and hydraulic fracturing, a technique for extracting oil and gas from shale rocks. Mr. Jha illustrated how big data can optimize fracturing operations by identifying ideal locations, streamlining processes, and monitoring outcomes. He acknowledged the complexities posed by vast and intricate data in this domain.

Next up, Mr. Abhijeet Kaku, Head of Digital Analytics & Insights at Tatvic Analytics, provided valuable insights into digital transformation. He defined it as the strategic use of digital technologies to revolutionize business operations. Mr. Kaku stressed that, in the 21st century, digital transformation is not just an option but a necessity for businesses aiming to remain competitive. He highlighted how

digital technologies can enhance efficiency, customer service, and innovation. Mr. Kaku also touched upon the challenges and opportunities presented by the three Vs of big data: volume, velocity, and variety. He emphasized the importance of having the right tools and processes to manage and extract insights from big data, enabling better business decision-making.

Talking about futuristic tech, Mr. Nikhil Shah, Founder, and CEO of Cilans Systems, embarked on a futuristic journey by drawing parallels between data and oil, both invaluable resources capable of generating substantial value. Mr. Shah positioned AI and ML as the contemporary refineries, capable of processing and extracting value from data. He highlighted 5G as the modern-day transport, facilitating swift and efficient data movement. Mr. Shah further explored the potential of blockchain as the new standard for secure and transparent transactions while characterizing RPA (Robotic Process Automation) as the vanguard of automation, poised to take over tasks currently handled by humans.

In a world where technology continues to evolve, experts from various fields have illuminated pathways to innovation and ethical responsibility among students. Their insights highlight the potential and challenges of emerging technologies, encouraging responsible adoption and adaptation in our ever-changing digital landscape.



CULTURAL ACTIVITIES @ SOM

FAREWELL 2021-23

The Cultural and Core Committee of SOM, PDEU conducted a fun-filled farewell for the senior batch. The night was all set with fun, décor and an array of memory lane that could bring back the memories of their whole college life here at SOM.

The junior committee was full of enthusiasm to give them the best night of their MBA journey. The theme of the party was prom night where students showed up in pairs to dance the night away. The highlight of the night was the address by the Director-SOM and faculty members to the students to wish them success and prosperity in all their future endeavours. The night wound up with a fantastic supper and everybody shook a leg to DJ, everybody grooved to the beats and people enjoyed their hearts out with all the happiness with the faculties and the students. It surely turned out to be a memorable night for the students.

SAMAVESH 8.0: NAVIGATING THE HR LANDSCAPE IN INDUSTRY 4.0

The School of Management at Pandit Deendayal Energy University in Gandhinagar celebrated its eighth annual HR Conclave, Samavesh 8.0, on a day etched in the calendars of HR enthusiasts and professionals alike - July 27, 2023. With a keen eye on the ever-evolving world of human resource management (HRM), this event stood as a beacon of knowledge-sharing and insights in the field. This year's theme, 'Human Resource Business Partner - Exploring Skills and Competencies in the Context of Industry 4.0,' was not just a topic but a compass guiding HR professionals towards the future of work.

In a remarkable display of adaptability, the conclave seamlessly transitioned to the virtual realm,

embracing the "new normal" that has become synonymous with the post-pandemic era. But this was not just about adapting to a different mode of operation; it was about embracing agility in the workspace. One significant aspect emphasized during Samavesh 8.0 was the idea of creating an agile workspace with recreational facilities - a concept with the potential to enthrall and engage the millennial workforce.

Samavesh 8.0 unfolded its brilliance through three distinct tracks, each offering a unique perspective on the role of HR in the modern landscape:

TRACK – 1

HR as Business Partner in the Energy Sector

The energy sector is a powerhouse of economic activity and innovation, with HR playing a pivotal role in sustaining this momentum. Track 1 likely delved into the intricacies of HR practices within the energy sector, exploring how HR professionals can contribute to growth and sustainability in this dynamic industry. Speakers and experts in this track likely shared valuable insights into the unique challenges and opportunities that HR encounters while partnering with energy companies.

TRACK – 2

HR as Business Partner in Manufacturing and Service Sector

The manufacturing and service sectors form the backbone of many economies, and HR plays a crucial role in driving efficiency and innovation within these domains. Track 2 would have been a treasure trove of knowledge, where HR leaders and experts shared their experiences and strategies for success. This track likely provided a comprehensive understanding of how HR professionals can navigate the intricacies of the manufacturing and service sectors, aligning their practices with the needs of the industry.

TRACK – 3

HRBP Role For Millennials

As the millennial generation continues to shape the modern workforce, HR professionals are faced with unique challenges and opportunities in attracting, retaining, and engaging this demographic. Track 3 undoubtedly addressed these pressing issues, offering insights into effective HR strategies for millennials. This track explored the evolving role of HR as a business partner in the context of a millennial-dominated workforce, shedding light on the competencies and skills required to excel in this role.

The inauguration of Samavesh 8.0 was marked by high spirits, led by Director-SOM, who set the stage by introducing the distinguished guests and eloquently elucidating the multifaceted role of HR across various sectors. In particular, he highlighted the crucial role HR plays in bridging the gap between academia and industry.

One recurring theme throughout the conclave was the idea of bridging the divide between academia and industry. The concept of “bringing floor space disconnect between industry and academics” underscored the importance of aligning educational

institutions with the evolving needs of the workforce, ensuring that graduates are equipped with the skills and knowledge demanded by the industry.

Another noteworthy observation was the common thread of “business partner” running through all three tracks. It reiterated the evolving role of HR from a traditional administrative function to a strategic partner that actively contributes to an organization’s success. Whether in the energy sector, manufacturing, and services or when engaging millennials, HR professionals were seen as integral business partners, orchestrating the alignment of human capital with strategic goals.

In conclusion, Samavesh 8.0 was a testament to the resilience and adaptability of the HR profession. It stood as a beacon of knowledge, guiding HR professionals through the labyrinth of Industry 4.0, and emphasizing the need for agility in the workplace. The event showcased the invaluable role of HR across sectors, driving home the message that HR is not just an administrative function but a strategic force that propels organizations toward success in the ever-evolving landscape of modern business.

TABLEAU WORKSHOP AT SOM

On September 01, 2023, a workshop on Data Visualization using Tableau was successfully conducted by the BATL committee. The workshop was attended by many participants, including students and faculty members of SOM. The workshop was led by an experienced Tableau trainer - Dr. Nirav Halvadia who shared his knowledge and expertise in data visualization and Tableau. Dr. Nirav B. Halvadia is an Associate Professor of Marketing and Business Analytics at Ganpat University- V. M. Patel Institute of Management. Tableau is a powerful data visualization tool that can be used to create a variety of charts and graphs, as well as reports and dashboards. It is a popular choice for businesses of all sizes, as it is easy to use and can provide insights into data quickly and easily. Tableau can also be used to create reports and dashboards. Reports are a great way to share your findings with others, while dashboards provide a real-time view of the data. Once you have created a tableau visualization, you can derive meaningful insights from the data. By looking at the different patterns and trends in the data, one can identify areas where their business is doing well and areas where it could improve. The workshop covered a wide range of topics, including Introduction to data visualization and Tableau, connecting to data sources creating basic visualizations, using calculated fields and parameters, creating interactive dashboards, and sharing and publishing visualizations. Throughout the workshop, participants had the opportunity to work on hands-on exercises and projects. This gave them the chance to apply what they were learning and to create their own visualizations and dashboards. At the end of the workshop, participants were able to understand the principles of data visualization and how to use Tableau to create effective visualizations. They were able to connect to a variety of data sources, import data into the workspace, and create basic and advanced visualizations using Tableau. The participants learnt to use calculated fields and parameters to create more dynamic and informative visualizations. Further the workshop talked about creating interactive dashboards that allow users to explore and analyze data in a variety of ways. The workshop was a great success, and participants were very positive about their experience. They particularly appreciated the hands-on exercises and projects, which gave them the chance to learn by doing. Overall, the workshop on Data Visualization using Tableau was a valuable learning experience for all participants. They gained the skills and knowledge they need to create effective visualizations and dashboards using Tableau.

DECODING CONSULTING: A SESSION BY MR. SUMIT VITHLANI

Mr. Vithalani is affiliated with the School of Management, PDEU, having been part of the PGP 2015-2017 batch. Prior to this, he served as an Assistant Manager and Consultant at KPMG. His academic background includes a B.Tech from Nirma University, Ahmedabad. PDEU'S SOM successfully conducted yet another informative session on a topic of great significance called "decode consulting". The session was delivered by an esteemed speaker, Mr. Sumit Vithalani, who is also an alumnus of SOM. He threw light on various aspects of consulting highlighting its scope, pros, cons and ways of making a career in this particular sector which helped the students gain deeper insights of this field. He started by explaining the meaning of consulting. Consulting, as per him is advising, adding value and solving problems.; Virtues which are specifically needed for consulting are assurance and recommendation. Different types of consulting are management consulting, Itconsulting, ,risk consulting, tax consulting, ESG consulting etc. Further he laid emphasis on some of these consulting areas by focusing on their key features. Management consulting deals with board room level decisions, feasibility study, etc. The highest revenue- generating consulting as per him is IT consulting. It bridges the gap between clients' requirements and developers. It involves auto calculation of tax, inventory level, ERP system, SAP system, etc. Risk consulting has two types: Enterprise risk consulting and Operational risk consulting or internal audit.. Enterprise risk consulting includes macroeconomic factors and their risk. ESG Consulting involves studying emissions, carbon footprints, etc. It is about analysing the current situation and advising. He highlighted various advantages of making a career in consulting sector such as growth opportunities, exposure and compensation and perks. He then gave useful insights on the ways of making a career in this sector. The prominent being "aim what you want". According to him, it is about aiming and start preparing early for that. He stressed on the importance of learning soft skills which are an indispensable part of being successful in this field. Finally, he concluded the session with a strong message that this particular part of your life is not the end and there's a lot to achieve ahead.



SOM ALUMNI MOVEMENTS BETWEEN JUNE & SEPTEMBER 2023

Name	Batch	Previous Organization	Previous Position	New Organization	New Position
Richa Gautam	PGP 09	Shell	Business Analyst (Energy)	Shell	Senior IDT Advisor - Digital Twin
Dattani Tejan Ketanbhai	PGP 17	E&Y	Senior Consultant	Nayara Energy	Senior Manager - Internal Audit
Jitendra Morwani	PGP 09	Shell	Senior IT Advisor (Digital Twin)	Shell	Technology Advisor - Innovation
Arun Chauhan	PGP 12	Aditya Birla Chemicals	Country Manager	DCM Shriram Ltd	Product Manager
Harsh Patel	PGP 19	Torrent Gas	Assistant Manager	Mahanagar Gas Limited	Assistant Manager
Mukund Upadhaya	PGP 10	Qatar ENERGY	Trading Risk Control Analyst	ADNOC Group	Middle Office Specialist, LNG
Sanjeev Kumar	PGP 14	EY	Senior Consultant	Pipeline Infrastructure Limited	General Manager
Saini Ashishkumar Ambikaprasad	PGP 17	Avenir - Home Automation Solution	Sales Manager	The Next Generation	Founder
Bhatt Dhruv Nimeshbhai	PGP 17	Max Life Insurance	Center Manager	AU Small Finance Bank	Branch Relationship Manager
Ashish Jain	PGP 18	Wipro Ltd	Consultant	Cargill	Solution Analyst
Sharma Parish Radheshyam	PGP 17	PwC	functional consultant	PwC Acceleration Centers	Senior Associate
Nishit Minesh Parikh	PGP 17	ICICI Bank	Manager	IDFC First Bank	Senior Manager
Sagar Thakkar	PGP 13	Care Ratings	Credit Analyst	IDFC First Bank	Associate Relationship Manager
Deep Patel	PGP 20	Infosys Ltd.	Associate Consultant - Oracle (ORC)	Infosys Ltd. - Oracle Unit	Senior Associate Consultant
Damani Bhavyabhai Arifbhai	PGP 18	Dynatech	Business Analyst	Dynatech	Senior Business Analyst
Alakshendra Theophilus	PGP 12	Shell	Sr. Business Analyst	Baringa	Senior Consultant
Pinaki Chatterjee	PGP 12	TATA Steel	Manager Safety	TATA Steel	Senior Manager Environment Health Safety
Darshit Paun	PGP 13	PwC Australia	Manager	PwC Australia	Associate Director

Name	Batch	Previous Organization	Previous Position	New Organization	New Position
Dhaivat Acharya	PGP 15	BPCL	Assistant Manager	Pidilite Industries Ltd.	Manager, Ecommerce & Interior Décor
Rajan Pankajkumar Zaveri	PGP 14	Inspirage	Senior Consultant	Accenture	Senior Analyst
Radhesh Sharma	PGP 16	ICICI bank	GPC	Avendus	Associate Vice President
Pooja Hitesh Ajmera	PGP 14	PDPU	Assistant Manager	NAMTECH	Deputy Manager
Manasi PremalKumar Trivedi	PGP 19	Odoo	Business Development Executive	Dynatech	Business Analyst
Gaurav Saini	PGP 10	Integra Software Service	Lead Data Scientist	Infinix	Data Scientist
IVN Ranjith Babu	PGP13	ADNOC	Operations Engineer	ADNOC Group	Senior Operations Engineer
Dhwani Mandan	PGP 13	YES Bank	Deputy Manager	Yes Bank	Deputy Branch Manager
Jaydeep Prajapati	PGP 13	Amazon	Area Manager	Amazon, Canada	Operations Manager
Kunal Mittal	PGP 16	Reliance BP Mobility Ltd.	Area Sales Representative	HPCL-Mittal Energy Limited	Assistant Manager
Harsh Brahmhatt	PGP 19	Oracle	Supply Chain Management Consultant	Grant Thornton Bharat LLP	Senior Consultant
Nipun S. Jalan	PGP 16	ICICI BANK	Product Manager	Aditya Birla Capital	Senior Product Manager
Shailendra Singh	PGP 19	AHA Solar	Project Officer	Idam Infrastructure Advisory Pvt. Ltd.	Consultant
Ronak Sani	PGP 15	KPMG	Consultant	ReNew	Strategy Manager
Pranjal Kishore	PGP 14	ExxonMobil	Product Owner - Allocations & Entitlement (Energy Components East)	ExxonMobil	Product Owner - Allocations & Entitlement (Energy Components Global)
Dirgh Bhavsar	PGP 20	GEP Pvt. Ltd.	Business Analyst	Adani Enterprises Limited	Assistant Manager - Technology
Chintan Vinay Vayeda	PGP 19	Torrent power	Assitant Manager	ONGC Petro Additions Ltd.	Procurement Specialist - Material Management
Brinda Shah	PGP 15	Accenture	Management Consulting	Accenture	Strategy Consultant
Jvalant B. Jani	PGP 16	SGL	Marketing Executive	Jio BP	Network Development Manager
Vikram Singh Chib	PGP 11	ONGC Petro Additions Ltd.	Marketing Professional	Linde PLC	Territory Sales Manager
Nitin Yadav	PGP 06	BPCL	Chief Manager Strategy (Natural Gas/LNG)	Gentari	Head - Business Development - Hydrogen
Prashant Kumar Prasad	PGP 18	Tata Consultancy Services	SAP Functional Consultant	PwC India	SAP FICO Consultant

Name	Batch	Previous Organization	Previous Position	New Organization	New Position
Nitin Joshi	PGP 18	Infosys	Associate Consultant	EY	Consultant
Trivedi Umang Kamleshbhai	PGP 18	Wipro Ltd.	Consultant	Capspire	CTRM Analyst
Ankit Garg	PGP 11	Nayara Energy	Manager	Tech Mahindra	Tech Lead
Shirshendu Mandal	PGP 13	ONGC	Asst. Manager	GAIL	Petrochemical Marketing
Harsh Gupta	PGP 11	Novo Nordisk	Security Advisor (Global Information Security Management)	Novo Nordisk	DD&IT Projects (Commercial IT)
Aditya Singh	PGP 20	Infosys Limited	Associate Consultant - Energy (ECSEUS)	Infosys Ltd.	Senior Associate Consultant
Abhishek Kaushal	PGP 08	Zhejiang Beyondsun Green Energy Technology Co. Ltd.	Country Head	Huasun Energy	Director South Asia
Dheeraj Kumar	PGP 20	Infosys Limited	Associate Consultant - Energy (ECSEUS)	Infosys	Senior Associate Consultant
Jeetendra Sharma	PGP 06	Aquagrill Marine Offshore PVT LTD.	Chief Marketing Officer	Aquagrill Marine Offshore PVT LTD.	Director
Mekan Amitsingh Rajeshpalsingh	PGP 17	Reliance Retail	Deputy Manager	Tata Consumer Products	Marketing Executive - Packaged Products
Gandhi Harshkumar Nileshkumar	PGP 17	Adani New Industries Ltd/ Adani Green	Deputy Manager	Adani Solar	Deputy Manager
Brahmbhatt Abhishek Dhruvkumar	PGP 18			CBRE Canada	Assistant Project Coordinator
Anusri Bhatt	PGP 15	Accenture	Associate Manager	Beiersdorf	Digital Manufacturing Specialist
Jadav Sandipsinh Dhirubhai	PGP 17	E-Infochips	Senior Executive	Nestle	HRBP
Harsh Joshi	PGP 11	BPCL	Sr. Manager	BPCL	Head (Strategy & Operations), Non-fuel business

STUDENTS' ACHIEVEMENTS

Students at the School of Management look beyond the academic curriculum to demonstrate their talents through various co-curricular activities and competitions and 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	2 nd	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/ Title	Organizer
Individual Events				
1.	Bhavya Shukla	Nrutya Darpan A Reflection of Dance - All India 7th Cultural National Dance Contest & Festival	2 nd (Semi classical)	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	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	Winner	Value Creed
7.	Darshan Parikh	Value Creed Case Study Competition	Winner	Value Creed

S. No.	Student Name(s)	Event Name & Description	Position/ Title	Organizer
Team Events				
1.	Tanya Aggarwal Ayushi Sharma Anushka Gupta	Guestich - Organised by Marcom, Marketing Club of SPM, PDEU. The Event consisted of Brand Quiz, Elevator Pitch etc.	1 st	Marcom, SPM
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.	1 st	Jarokha × Mind Ripple, PDEU
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 Anchal Kalra	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	1 st	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

S. No.	Student Name(s)	Event Name & Description	Position/ Title	Organizer
1.	Anchal Kalra	Multidisciplinary in Business Analytics Conference	Published Research Paper	ICFAI PUNE
2.	Dev Visana	Jiglog Marketing Quiz	1 st	MarCom PDEU
3.	Rinkal Kapadia	Advanced Research in Management, Business and Finance	Secured 1 st rank in Paper Presentation Award	Society for Advanced Academic Research and Development
4.	Hiral V. Aswani	Tata Imagination Challenge 2023	Shortlisted for 2 nd Round	Unstop
5.	Hiral V. Aswani	Ad Making Competition	1 st	Wainsy, Unstop
6.	Hiral V. Aswani	HRMONY club activity	1 st	SOM PDEU
7.	Utsav Mahecha	Financially Forward	1 st	GLS University
8.	Neharika Gupta	Design Thinking	2 nd	School of Technology

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

FINANCE CONCLAVE 2023

12th October 2023



TRACK - 1

The key speaker for the session was Mr. Dhaval Hansaliya, Manager of Forex and Trade at Bank of Baroda, who shared valuable insights from his professional journey. Engaging actively with the fresh MBA students, Mr. Hansaliya recounted his career trajectory, which included work in the African telecom industry, pursuit of an MBA, and eventual interest in import and export, leading him to his current role at Bank of Baroda.

Mr. Hansaliya delved into the transformative impact of digital banking, highlighting its role in simplifying and expediting daily financial activities. However, he also addressed the limitations associated with digital banking, including the escalating risk of fraudulent activities, dependence on internet connectivity, and concerns regarding data security. Emphasizing the necessity for action, he discussed the implementation of regulatory frameworks to mitigate these challenges, thereby ensuring the safety of customer

Despite acknowledging the ongoing need for certain aspects of banking to undergo digital transformation,

he stressed the importance of a gradual approach, considering the regulatory and customer safety of customers.

The session concluded with an engaging question-and-answer session, during which a second-year student raised an intriguing question about the potential elimination of Blockchain technology by external lenders. In response, Mr. Hansaliya underlined the significance of responsibility and security, highlighting the crucial role of regulatory bodies in protecting customers and ensuring financial security within the banking sector.

Overall, the session provided valuable insights into the digital banking landscape, underlining the necessity of a balanced approach incorporating technological advancements and stringent regulatory measures to ensure a secure and efficient banking experience for all.

TRACK - 2

The second session of the event, focusing on the regulatory landscape and the digital banking ecosystem, commenced with a warm welcome from the experienced session coordinator, Professor Dr. Asit Acharya, who has been sharing his vast knowledge for over 37 years.

Vasantha Siva, Chief Manager & Faculty at Bank of Baroda Apex Academy, showcased his extensive 12-year experience at Bank of Baroda, demonstrating remarkable enthusiasm that captivated the attention of all attendees.

Delving into intricate details, he highlighted the transformative impact of IoT integration within the banking system. Furthermore, he provided insights into the forthcoming changes expected with the integration of Industry 4.0, emphasizing the evolving landscape of the banking sector.

Mr. Siva underscored the importance for students to stay abreast of current industry trends, emphasizing the need for continuous learning to adapt to technological advancements. His address served as a valuable reminder for aspiring professionals to proactively engage with the dynamic changes in technology within the banking sector.



Sunil Tiwari,

Zonal Head - Financial Crime Prevention Group, ICICI Bank

With a commendable 16-year tenure at ICICI Bank, our speaker brought a wealth of experience to share with the students, providing valuable insights into his journey to his current position. A strong sense of conviction and unwavering integrity marked his narrative.

During his address, he not only delineated the trajectory that led him to his current role but also imparted practical tips on navigating the corporate world successfully. Particularly insightful were his observations on customers' vulnerability to financial frauds, and he went on to offer actionable advice on safeguarding oneself

The speaker delved into the intricacies of financial transactions, outlining crucial steps to ensure security and prevent potential pitfalls. Drawing from his extensive work life at the bank, he motivated students to excel in various professional scenarios, offering practical success points. His talk served as a compelling guide for students, combining professional wisdom with real-world experiences to prepare them for the dynamic landscape of the corporate world.



TRACK - 3

Nishant Singh, the enthusiastic founder of Enfund, brought a vibrant energy to the session, engaging students with his lively and confident personality. Starting with a playful query about students' voluntary attendance, he shared his unique perspective on the qualities necessary for successful entrepreneurship, including the surprising attribute of being lazy.

Moving on, Nishant delved into the intricacies of revenue generation, emphasizing the significance of studying market trends and recent acquisitions over the last five years to grasp the dynamics of the industry.

He stressed that one doesn't need to be an expert in every aspect of business but should have a deep understanding of market challenges and strategic investment opportunities. Shifting focus to the Indian market's maturity in the realm of digital banking security.

Nishant addressed a query from a student with a finance background, who expressed concerns about companies hiring primarily engineers for placement. Nishant advised students not to fear authority, urging them to step out of their comfort zones and demonstrate their ability to solve problems effectively. He emphasized the importance of perseverance, asserting that the initial struggle is essential for growth, and suggested considering joining a startup to foster personal and professional development.

Overall, Nishant's engaging talk provided valuable insights into the entrepreneurial mindset, market dynamics, and strategies for success, encouraging students to embrace challenges, think creatively, and venture beyond their comfort zones to achieve their professional aspirations.



ROLE OF EXCHANGE IN SUSTAINABLE FINANCE: A GLC EVENT

13th October 2023

As the famous saying goes, stock market is filled with individuals who know the price of everything, but the value of nothing. With market portfolio and share capital becoming an inseparable part of MBA curriculum and finance specialization in particular, students of SOM-PDEU were enlightened with a session organized by the Guest Lecture Committee (GLC) on the role of Exchange in Sustainable Finance.

Mr. Dharmesh Tejani, currently working as a senior manager in product and business development at NSE IX, shared his insights on the vision and product offering of the company, further elaborating on new-age concepts such as ESG. He also churned out intricate details about NSE International Exchange and how it aspires to become preferred financial gateway for investments & hedging.

The NSE International Exchange (NSE IFSC), also known as NSE IX, is a stock exchange located in the Gujarat International Finance Tec-City (GIFT City) in India. It is a wholly owned subsidiary of the National Stock Exchange of India (NSE), the largest stock exchange in India by daily turnover. It offers a wide range of products and services, including: Equity index derivatives, commodity derivatives, interest rate derivatives and currency derivatives.

Mr. Tejani highlighted the importance of NSE IX in enhancing the investor experience through various benefits that are offered to everyone dealing in different financial instruments. These benefits include ease of doing business, lower transaction cost, faster settlement times and access to a wider range of investment opportunities. NSE IX has diverse product portfolio, Gift Nifty product, Part 30 Exemption, regulatory framework, technological infrastructure, liquidity which makes it a preferred financial gateway.

He also emphasized on the role of stock exchange in the current times and how it has grown over the years. Stock exchanges provide a platform for capital formation, investment, and price discovery, which are all essential for economic growth. As the world continues to become more interconnected and globalized, stock exchanges are likely to play an even more important role in the future.

Mr. Tejani then focused on the providing insights on an emerging and crucial aspect which is the sustainable finance. It encompasses a range of financial activities that consider environmental, social, and governance (ESG) factors in investment decisions. This is something the corporate world is trying to achieve through strategic decisions for a sustainable future.

Overall, the session proved to be very enlightening and insightful for all and helped everyone enhance their knowledge of the finance world covering new trends of investing.

BUSINESS MANAGEMENT SYMPOSIUM (BMS 2023)

23rd November 2023

TRACK – 1

Introduction By Dr. Narayan Baser and Dr. Tanushree Banerjee

The Business Management Symposium (BMS) kicked off with an invigorating welcome from Mr. Narayan Baser, setting the stage for a transformative exploration into the ever-evolving landscape of business dynamics. Dr. Baser's introductory words welcomed a diverse audience, celebrating the addition of fresh perspectives to the symposium, and highlighting the profound transformations occurring in the events and business spheres.

A central theme of his address was the imperative to challenge existing business models, particularly in the wake of the transformative experience brought about by the COVID-19 pandemic. He emphasized the ongoing digital transformation journey, describing the current era as one marked by the convergence of Information Technology (IT) and Operational Technology (OT). He introduced the concept of the "4 Ds" – Digitalisation, Decentralisation, Digitisation, and Delivery – as pivotal elements driving this paradigm shift. The three pillars of transformation – technology, culture, and process – were identified as interconnected forces driving change across industries and departments. Further he delved into the challenges and values associated with digital transformation. He articulated the three pillars of transformation – tech, culture, and process – as inseparable elements working in tandem. Dr. Baser presented a compelling argument that the purpose of digital transformation is to address fundamental questions. Are businesses ready to adopt sustainability practices? Can they establish a robust bridge between strategy and sustainability? Are leadership goals shifting from a focus on Return on Investment (ROI) to delivering customer value and adapting with agility?

Dr. Tanushree Banerjee took the stage at the Business Management Symposium to delve into the intriguing theme of digitization and digitalization, shedding light on the transformative impact these concepts have on organizational processes and structures. With clarity and precision, she distinguished between digitization, the management of data, and digitalization, the reimagining of processes in a truly analytical model. Dr. Banerjee's analytical breakdown identified four key elements of digitalization: electronic data, automation, digitalized transactions, and the emergence of digital products and services. Using real-world examples, she illustrated how digitalization, exemplified by ERP automation, seamlessly integrates into organizational processes, fostering efficiency gains and heightened production.

The speaker underlined the evolution of digitalization through examples like 3D printing utilizing Computer-Aided Design (CAD) and the marvel of 3D holographic projections. She categorized the nature of digitalization into two facets: truly digital, where every aspect is digitized (as seen in platforms like Coursera), and partially digital, where certain aspects remain physical, such as the services provided by companies like Ola, Uber, and Amazon. One of the key takeaways from Dr. Banerjee's discourse was the importance of calculating Return on Investment (ROI) for digitalization initiatives. Drawing a parallel between data and oil, she emphasized that just as oil rigs must be carefully erected to extract the right data, organizations must strategically deploy digital resources as necessary assets.

In an era where data is hailed as the new oil, Dr. Banerjee asserted that digital resources are indispensable assets that organizations must embrace to stay competitive. Dr. Tanushree Banerjee's insights undoubtedly added depth and clarity to the symposium's exploration of the digital frontier in business management.

Dr. Pramod Paliwal, Chair-BMS 2023 and other faculty members were also present in the inaugural session.



"Rajiv Agarwal's Odyssey: Navigating the Seas of Business Transformation and Digitalization"

The Business Management Symposium played host to Rajiv Agarwal, a distinguished senior manager at Accenture and an alumnus of the School of Management, PDEU (2009-2011). With an impressive 8.5 years of experience at Accenture, Mr Agarwal brought a wealth of insights to the symposium, reflecting on the dynamic journey he embarked upon when digitalization was still in its infancy.

He opened his presentation by emphasizing the critical distinction between business transformation and digitalization, dispelling the tendency to confuse the two. He defined business transformation as stemming from a visionary trigger, addressing gaps in an organization's vision, topline, and processes. The crux lies in asking fundamental questions: How can we increase productivity? Should we invest more in capital expenditure? What can we do to improve employee retention? How can we control emissions?

As Mr Agarwal delved into the intricacies of business transformation, he highlighted the varied nature of achieving these goals. Digitalization, he explained, is a tool within this broader transformational toolkit, addressing issues like capital projects, emissions control, and the burgeoning trend of "uberization."

The speaker noted the evolution of economic drivers, shifting from traditional sectors like oil and gas to the contemporary forces of smart cities. Drawing on his extensive experience, Agarwal illuminated the ways in which firms are digitally transforming themselves, particularly in the realm of capital projects such as construction. In the era of Industry 4.0, Agarwal discussed how companies are embracing a broader vision, leveraging technology to identify optimization opportunities. He illustrated the potential gains, citing examples of reducing project delays by 5-10 days, resulting in substantial revenue boosts and cost coverage.

He didn't shy away from sharing personal anecdotes from his early days, emphasizing that the transformation isn't limited to the company but encompasses the entire ecosystem. Crossing the bridge from proof of concept to actual transformation, he underscored the significance of aligning technological capabilities with visionary goals.

A pivotal takeaway from Agarwal's address was the need for a standardized approach, anchored in strategy and vision. He outlined a two-dimensional benchmark encompassing change management, values realization, and effective management. Multiskilling, he asserted, is the need of the hour in this dynamic landscape.

As the attendees absorbed Rajiv Agarwal's insights, they were left with a profound understanding of the intricacies of business transformation and digitalization. Agarwal's journey, from the nascent days of digitalization to his current role, served as an inspiring testament to the ever-evolving nature of business management.

The symposium promised to be a unique opportunity for attendees to gain insights into practical experiences, with our esteemed guests encouraging students to embrace extraordinary learning opportunities. As the BMS unfolded, participants were set to explore how the principles discussed by the guests are not only relevant but also applicable across diverse industries and departments. The symposium stands as a testament to the dynamic nature of business management, showcasing the evolving landscape that requires adaptability, innovation, and a keen eye on sustainability.

TRACK – 2

Simultaneously, post lunch on the final day of the symposium, which was on 23rd November 2023, moved towards the culmination of the competitive events. The Final Rounds of the Quiz and Case Study Competition took centre stage.

The second track of the Business Management Symposium 2023 was characterized by an electrifying atmosphere, with students exuding palpable enthusiasm for the highly anticipated case study competition. Attendees and participants alike were fervently engaged in exploring innovative solutions and strategic insights as they eagerly embraced the challenges presented. The competition, a focal point of the track, featured seven teams vying for top honours in not just one, but two domains—marketing and energy.



Fifteen shortlisted candidates for the Business and General Quiz formed a team of three each, having successfully navigated the qualifying rounds, going head-to-head in a battle of wits and acumen. The Quiz Competition's final rounds witnessed intense rounds of questioning, testing the depth and breadth of participants' business knowledge under pressure. Similarly, the Case Study Competition finalists showcased their refined solutions and strategic thinking and presented them in front of the panellists comprising esteemed faculties of SoM, PDEU, Dr. Vipul Patel, Dr. Kaushal Kishore, and Dr. Asit Acharya. Each team approached the case studies with an ardent desire to showcase their unique perspectives and strategic insights. They meticulously analysed the given business scenarios, dissected complex issues, and crafted well-thought-out solutions that demonstrated a deep understanding of the challenges presented.

Amidst this spirited environment, each team demonstrated a commendable blend of creativity and strategic acumen. The diversity of the competition mirrored the multifaceted nature of contemporary business management, with teams delving into the intricacies of marketing and the dynamic energy sector. As the symposium unfolded, the second track emerged as a vibrant space where students not only applied theoretical knowledge but also

showcased their ability to devise real-world solutions, leaving an indelible mark on the event and fostering a rich exchange of ideas among participants. Ultimately, the symposium concluded with the crowning of champions in both the Quiz and Case Study Competitions, recognizing the hard work, intellect, and dedication of the winning teams.



Winner - Team The Energy Soldiers:

Riddhi Bhor, Ved Dashpute, Abhijeet

Runner-up Team Ran PDEU:

Nishtha Bhargava, Rakshit Jain, Akshat Shah

Energy Club Prize: Team Bewizards:

Vedant Kansara, Shubham Singh, Shreya Patel

Marketing Club Prize: Team Mind Ticklers:

Devanshi Shah, Kanisha Doshi, Aanchal Jain

**BMS QUIZ WINNER****WINNER****Team Catalyst:**

Poorvesh Sanghvi, Surbhi Upmanyu, Prayag Nayak

RUNNER - UP**Team Green Guardians:**

Satya Acharya, Haily Shah, Ameya Barve



The Business Management Symposium (BMS) 2023 stood as a platform for competition and collaborative learning, networking, and gaining valuable insights from industry experts. It reinforced the importance of adapting to the dynamic business landscape while nurturing the talents and potential of future business leaders. The symposium was an inspirational milestone, fostering innovation and excellence in business management education.

NAVIGATING THE DYNAMICS OF E-MOBILITY: INSIGHTS FROM MR. AALAP PANDYA, CO-FOUNDER/ CAO OF “DROP-ON” – AN ARC EVENT

30th October 2023

Mr. Aalap Pandya, a distinguished SOM alumnus and Co-founder/CAO of Drop-On, recently engaged with Batch 23-25, providing illuminating perspectives on his entrepreneurial journey and the evolving e-mobility sector. Drop-On, a trailblazer in EV-based delivery services, took centre stage in discussions covering critical facets of the industry.

In addressing the challenges of limited EV charging stations, Mr. Pandya elaborated on Drop-On's strategy of developing its infrastructure. The strategic collaboration with Ather Energy ensures operational support, showcasing Drop-On's commitment to overcoming infrastructural obstacles.

He underscored the significance of collaborating with banks to grasp market dynamics. The advantages derived from this collaboration, such as access to financial resources and valuable market insights, have played a pivotal role in Drop-On's growth.

Emphasizing the role of analytics, Pandya highlighted how Drop-On utilizes data for informed decision-making, streamlining routes, enhancing operational efficiency, and improving the overall customer experience.

Delving into career trajectories, Mr. Pandya provided insights into why novices often find themselves in sales roles within banks. He stressed the transferability of skills and qualities developed in such roles across various sectors.

Mr. Pandya revealed the origins of Drop-On, showcasing the potential he identified in the EV market. His entrepreneurial vision and knack for recognizing unmet needs were pivotal in the company's inception.

Navigating the startup versus established company dilemma, Pandya emphasized the distinct learning opportunities and rapid growth potential offered by startups, providing valuable guidance for budding entrepreneurs.

Offering practical advice on excelling in SIP interviews, Mr. Pandya shared preparation strategies and effective communication techniques, equipping students for success in this critical selection process.

Concluding with reflections on the potential of green hydrogen fuel in the automobile industry, Pandya expressed optimism about its role in addressing environmental concerns.

This interactive session with Aalap Pandya provided a comprehensive exploration of the dynamic realm of e-mobility and entrepreneurship. His candid insights and wealth of knowledge left the audience inspired and armed with actionable insights. As Drop-On continues to reshape the delivery landscape, Mr. Aalap Pandya's journey stands as an enlightening guide for aspiring entrepreneurs and innovators.

MR. ABHINAV SENGUPTA: NAVIGATING THE CORPORATE WORLD WITH OPENNESS AND GROWTH – AN ARC EVENT

1st December 2023

Mr. Abhinav Sengupta, a distinguished alumnus of SOM PDEU and currently a Manager at PwC India, recently shared valuable insights in an alumni session, shedding light on his career journey and offering practical advice to aspiring professionals.

Embarking on the discussion of career choices, he emphasized the significance of sector-agnostic approaches. Addressing the prospect of taking a salary hit when joining a startup, Sengupta encouraged a forward-looking perspective. He advised students to view it as an investment in their learning and growth rather than just a financial sacrifice. By choosing a startup, students would have the unique opportunity to immerse themselves in a dynamic environment where the learning curve is steep. Mr. Sengupta stressed the importance of leveraging this period to gain hands-on experience, emphasizing that the knowledge acquired often surpasses the monetary compensation. Encouraging students to look for roles aligned with their interests, he stressed the importance of thorough research in identifying the right opportunities.

He delved into the role of statistics in consultancy, touching upon essential topics like probability, distribution, and chi-square analysis. His advice

was to maintain an open learning mind-set, urging individuals not to solely focus on their core subject but to read widely and explore diverse areas of knowledge.

A key takeaway from the session was Mr. Abhinav's emphasis on making the most of internships. He urged students not to restrict themselves but rather to learn from the varied opportunities presented during internships.

Recognizing the competitive landscape, especially when compared to graduates from tier 1 colleges, Sengupta urged attendees to focus on personal development. He underscored the importance of building a strong resume, providing a brief yet compelling introduction that captivates the interviewer's interest.

In conclusion, Mr. Abhinav Sengupta's alumni session highlighted the importance of a flexible and research-oriented approach to career choices. His emphasis on continuous learning, making the most of internships, and strategically positioning oneself in the corporate world serves as a guiding beacon for students navigating the complex career development landscape.

FACULTY FOYER

PRAMOD PALIWAL

PUBLICATIONS:

1. Paliwal, Pramod & Sharma, Ritu (2023). Mapping determinants of stakeholder perceptions about higher education institutions: an Indian context. *International Journal of Indian Culture and Business Management*. Vol. 30, No. 3 <https://doi.org/10.1504/IJICBM.2023.135322> (Web of Science indexed)
2. Banerjee, Tanushri & Paliwal, Pramod (2023). Organizational response to COVID-19 crisis through socially impactful business actions: a case study. *International Journal of Indian Culture and Business Management*. Vol. 30, No. 2 <https://doi.org/10.1504/IJICBM.2023.134244> (Web of Science indexed)
3. Pendharkar, Nilesh; Yadav, Sudhir; Yadav, Sonal & Paliwal, Pramod (2023). "Process Re-Engineering: A Study of Managing and Optimizing Petroleum Products Terminal. *Pacific Business Review International*. Volume 15 Issue 12 June 2023 (Web of Science indexed)
4. Vyas, Prateek & Paliwal, Pramod (2023). A Study on the Price Economics of natural gas vs. Green Hydrogen for Non-subsidized Industrial Customers. *Journal of Mines, Metals and Fuels*, 70(12) : 640-655; 2022. DOI: 10.18311/jmmf/2022/32321 (Scopus indexed)
5. Vyas, Prateek & Paliwal, Pramod (2022), "A Strategic Response to Disruption in the Crude Oil Industry: Insights from Contemporary Literature"; *Pacific Business Review (International)*; Volume 14 issue 9 March 2022 (Web of Science indexed)

INTERNATIONAL ASSIGNMENT:

Invited on the International Jury to adjudge Energy Branding Awards, constituted by Charge Energy Branding, Iceland. (October 2023).

KAUSHAL KISHORE

PUBLICATIONS:

1. B Pradhan, K Kishore & N Gokhale (2023), "Social Media Influencers and Consumer Engagement: A Review and Future Research Agenda", *International Journal of Consumer Studies*, Volume 47, Issue 6, pp.2106-2130 <https://doi.org/10.1111/ijcs.12901> (ABDC-A Category Journal, Scopus & Web of Science Indexed Journal)
2. Muduli A, A Kumar & K Kishore (2023), "Human Resource Transformation in India: Examining the Role Digital Human Resource Technology and Human Resource Role" *International Journal of Organizational Analysis*, Volume 31, No.4, May 2023, pp. 959-972, Emerald Publishing, <https://doi.org/10.1108/IJOA-08-2021-2886> (ABDC-B Category & Scopus Indexed Journal)

INVITED AS AN EXPERT:

1. Invited by Gujarat Student Startup and Innovation Hub (i-Hub), Government of Gujarat, as an expert for preliminary screening under the flagship initiative "Startup Srujan Seed Support" (S4) on 16th October 2023.
2. Invited by UGC-Human Resource Development Centre as a resource person to take a couple of sessions on 21st September 2023 for the 80th Online Refresher Course: Research Methodology.

MEET OUR TEAM

PGP'24 TEAM MIRROR

CONTENT WRITERS



KAMIYA



KARISHMA



SANSKRITI



HIRAL



KAWAN



ANCHAL

DESIGNERS



HAPPY



VISHV



RINKAL

PGP'25 TEAM MIRROR

CONTENT WRITERS



ISHA



SHRAVAN



ASHMITA



VEDANT



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