



J.D.Birla Institute

Department of Management
(AFFILIATED TO JADAVPUR UNIVERSITY)

JDBI MANAGEMENT E-NEWSLETTER

January 2018 - June 2018





MESSAGE FROM THE SECRETARY GENERAL



What a wonderful idea to start a bi-annual e-news letter in this technological era! Considering the growth of the Management Department in recent years and the progress being made in leaps and bounds, I must congratulate you for introducing the e-news letter to record and illustrate all the college activities.

With best wishes to your team and students.

Rita Bibra
Secretary General



MESSAGE FROM THE DIRECTOR

Dear Readers,

It is a matter of immense pleasure and great pride to welcome you all to the first edition of E-newsletter.

J. D. Birla Institute (JDBI) has completed more than 55 years. In 2010 JDBI was awarded the highest possible grading of 'A' by NAAC. The Institute is affiliated to Jadavpur University. The Department of Management has been ranked 1st in eastern India and 4th nationally by a survey done by the highly acclaimed Nielsen in 2017.



Academic rigour and discipline are at the core of our management programme. We endeavour to impart holistic education through corporate connect, entrepreneurship connect, global connect, spiritual connect and social connect. We also encourage students to take part in cultural activities, sports and be members of different clubs viz., E-cell, debating, environment, photography etc.

We thank and congratulate all, who contributed in this e-newsletter. Needless to say, these were crucial for the publication.

The journey is well traversed due to the support and dedication of the entire fraternity of faculty members, staff and the editorial team.

We would be failing in our sense of gratitude, if we do not thank our beloved and respected Chairman Mr. S.K. Birla, the Chairperson of our Governing Body Mrs. Sumangala Birla and Ms. Rita Bibra, Secretary General, for their constant guidance and personal encouragement.

Wishing the Newsletter a grand success!

Prof. (Dr). J.N.Mukhopadhyaya (JNM)
B.Tech-IIT, MBA-IIM, PhD.-JU



EDITORIAL NOTE

Hello Everyone,

The Nielsen survey of 2017 has ranked the department of management, J.D. Birla Institute as the 4th in India and 1st in eastern India in management education. Along with academic excellence, it has remained our incessant goal to encourage participation of our students in various co-curricular and extra-curricular activities. We are proud to launch the first edition of our e-newsletter to showcase the creative talents of our students and to familiarize our readers with department's endeavors. This e-newsletter depicts the vivacious and colorful spirits of the young minds and is reflection of their dedication.



I would like to take this opportunity to thank our esteemed Chairman Mr. S.K. Birla, our respected Chairperson of the Governing Body, Mrs. Sumangala Birla , our respected Secretary General, Ms. Rita Bibra, and our very own respected Director Prof. J.N. Mukhopadhyay , for their constant support and inspiration.

Finally, I want to thank all the faculty members, staffs and the entire editorial team for the hard work put forward.

Let us all work towards a greater success of e-newsletter.

Dr.Oindrila Chakraborty
Assistant Professor

Editors

Dr. Oindrila Chakraborty (Assistant Professor)
Dr. Soma Sinha Roy (Assistant Professor)
Ms. Seema Lall (Assistant Professor)

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Ms. Anisha Agarwal(2nd year student)
Mr. Abhrajyoti Saha (2nd year student)
Ms. Bhavica Arora (2nd year student)
Mr. Yashvardhan Rungta (2nd year student)
Ms. Aanchal Goel (2nd year student)
Ms. Sejal Mittal(1st year student)
Mr. Siddharth Harlalka (1st year student)
Ms. Varnika Dugar (1st year student)
Ms. Krishna Rathi(1st year student)
Ms. Ishita Saraf(1st year student)
Mr. Piyush Jain(1st year student)



KEY EVENTS





COLLEGE EVENTS & ACTIVITIES

JANUARY, 2018

Faculty Development



Mr. Madan M. Dutta attended the 3rd edition of InsureInd (Insurance-Industry Partnership) organized by CII on 10th January 2018 at The Lalit Great Eastern. The Session comprised of technical session on Digital Transformation and Cyber Liability.

Ms. Seema Lall attended a workshop on “What Makes Consumers Buy” on 13th January. The workshop was organized by Calcutta Media Institute. The main focus was on influence of advertisement in consumer buying pattern.

Dr. Manjishtha Maitra, Ms. Paramita Sarkar attended a Research conference on “Management in 21st Century: A Paradigm Shift” on 20th January at IBS Kolkata.

Colloquia

A leadership talk was delivered, especially for budding entrepreneurs by Mrs. Smita Dash Sahoo, senior HR professional and certified coach for leadership.



Sarawati Puja

On 22nd January, **Sarawati puja** was celebrated in J.D.Birla institute-Main Campus, as a collaborative effort from both the campuses. It has been always considered to be a incredibly auspicious occasion in the college where goddess Saraswati-the deity of knowledge has been sincerely worshiped by our beloved students and a humble offering is made. It has been always ensured that every individual of the Institute includes all the faculty members and the staff members are present to receive the blessing of Maa saraswati, to inculcate the feeling of oneness in all.

National Service Scheme



National service scheme commenced its journey on September 24, 1969 during the Gandhi centenary year. The scheme was first launched in 37 universities comprising 40000 students. A separate unit of NSS was allocated from Jadavpur University to J.D. Birla-Department of Management and the club was officially formed. The objective of the NSS



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is “development of personality of students through community service.” The J. D. Birla students have always shown active participation towards NSS in particular.

External events & Accolades won by the J.D. Birla students



JDBI, Department of management was declared 2nd in “Xavotsav’18” held from 21st-23rd of January. The students participated in around 60 events like management games, sports quiz etc.



JDBI, Department of management had also participated in the sports competition of ILEAD –“Arenaline 18” on 18th to 20th January, 2018. The girls team won both the cricket and basketball title. The boys’ team was second in basketball.

FEBRUARY, 2018

Faculty Development Programme:



Dr. Chandrima Banerjee, Ph.D XLRI and one of the Co founders of Unigrow Solutions Private Limited conducted a Faculty Development Programme on 12th February. The programme focussed on “Innovative pedagogy for better engagement of students”.

Kolkata Police Table Tennis Friendship Cup 2018

Organised by South West Behala division. Our students participated both in male and female category. It was a four day event which took place on 1st, 2nd and 3rd and 4th February. Various schools, colleges, companies, clubs, were part of this event. Our male team reached the best four stages and one of our students Arnav Agarwal was adjudged as the best male player of the tournament.





E-Cell Initiatives



J.D Birla Institute (Department Of Management) facilitates exposure of valuable guidance and advice of entrepreneurs to its students. This initiative ponders upon realization of self-potential and developing the ability to utilize it. One such opportunity was a business plan work conducted by

Mr. B.Hari, the founder of Ontrack systems Ltd., an angel investor and mentor of many start-ups. Students greatly benefitted from his vast experience. The agenda of the workshop was to elucidate the process of making a business model. The session was not just a monologue rather it was an interactive one, as Mr. Hari personally asked each student about their ideas and guided them.

IIM Calcutta Innovation Park, in association with department of science and technology Govt. of India launched smart fifty-50 solutions to transform India. One of their representatives visited the college and made us aware of the rules and regulations of the competition. He also projected before the student's specially recorded interview of Mr. K. Ganesh founder of Tutor vista, Big basket, Bluestone etc. A valuable lesson was given by him to the students on "**Origin of Ideas**" and "**Parameters for judging appropriateness of an idea**".

Annual Sports 2018





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The department of management organised the “**Annual Sports meet 2018**” on 3rd February at the Gitanjali Stadium. The Chief Guest for the programme was Mr. Arun Lal, former Indian Cricketer and cricket commentator. The event encompasses 100m, 200m sprinter, relay race, short put, three legged race, and various other track events were organised. Arihant Banphia , one of the campus boy has won most of the awards.26 children from two different NGOs “Save the Child” and “Hope Home Kolkata” also participated in the sports , where all of them were awarded in order to keep the children in high spirits. The winners from the events were awarded medals and all children received gift hampers.



Certificate Course on Advanced Data Analysis With MS-Excel



The thirty hours extended course commenced on 6th February, 2018. This was the third batch for the course. Twenty-five students from different walks of life enrolled for the course. The course became very popular amongst students and was highly appreciated.

Invictus 2018

J.D.Birla – Department of management took immense pride in bringing “**The Invictus - 2018**”, the fourth chapter in J.D Birla tale of ascendancy and excellence. The extravaganza management convention was organized during February 9th-11th 2018, comprising of several managerial, cultural and sporting events. The event was inaugurated by lighting of the





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auspicious lamp by Mrs. Sumangala Birla(Chairperson Governing Body, JDBI), Mr. Hridesh Mohan(IAS Officer, Principal Secretary, Government of West Bengal - Chief Guest), Ms. Rita Bibra(Secretary General, Vidya Mandir), Mr. Nakuleshwar Banerjee (Deputy Secretary General, Vidya Mandir), Dr. Deepali Singhee (Principal, J.D. Birla, Main campus) and Dr. J.N. Mukhapadhyay (Director, JDBI, Dept. of Management). In the 4th edition of the management convention, more than 40 national and local colleges participated in the events such as indoor cricket, pool, triathlon to name a few were added to make it a grand success. The college stood runners up in girls throw ball and the boys made it to the semi-finals of basketball. This year students had raised the bar higher than previous year by taking the event into a national level with Christ University, Bangalore as one of the participants.

This event was organized by the Institute, keeping in mind that corporate world is more than



highbrowed meetings, and have thus tried to incorporate mirth into the blue print. Packed with a plethora of new events and ideas, “**Invictus-18**” had brought a change in the commoner’s impression of the constituents of a college festival.

The inauguration was held at Vidya Mandir



auditorium. Celebrities like Abhishek Upmanyu and Amaal Malik were also invited. Students managed to create a buzz all around the city by putting many hoardings in different parts of Kolkata, advertising through t2 in the Telegraph newspaper.

Career Fair

On 13th February 2018, IDP conducted a **Career Fair**. This Career Fair was mainly for overseas post graduate education. Some of the participating Universities and Institutions from USA and UK included Nottingham Trent University, Dartmouth University, Kings College, University of Wisconsin, University of Central Lancashire etc. The





representatives from these Universities helped the students to get an insight about the universities, the courses offered and the most suitable courses for the students depending on their choice and preference.

MARCH, 2018

Seminar



A seminar on the topic of **“Leadership in the age of disruption”** was held by Calcutta Management Association on 8th March, 2018 at ITC Sonar Bangla. The seminar was attended by eminent personalities like Mr. Aloke Mukherjee, Former Chairman, Flakt India Ltd, Mr. J.P Chowdhury, Chairman, Titagarh Wagon Ltd , Mrs. Madhumita Basu(Chief Sales ,Marketing and Innovation). To sum up the focus of the seminar was to help the leaders to grasp the challenge of the

disruption and take various necessary steps so as to be successful in this turbulent era of uncertainty. Robotics, machine learning and artificial intelligence are raising the level of disruption in a new scale which needs to be introspected in a proper manner so as to be cope up with the challenges being faced by the budding leaders of today.

Special Lectures

Mrs. Jaya Row of Vedanta Vision Mumbai - a school of thought on self-management visited Department of Managemnet on 5th March. She addressed our students on essence of Bhagvad Gita.



Photography Club

The Department of Management started a Photography club (Picturesque) formally from 6th March. The inauguration was followed by small exhibition where photographs clicked by students were shown.





NSS (National Service Scheme) Club

The Department of Management formally inaugurated its NSS club. There was a formal Investiture ceremony.

Special Lectures



Mr. Ravi Khanna, Vice President Sales of India Infoline Ltd addressed the students on Mutual Funds on 9th March.

Students Engagement

The students participated in “**Vividha 18**”, literary fest of St. Xavier’s College on 9 & 10 March. The students won the Runners-Up Trophy.



Special Lectures



Prof. D.P. Ghosh, an XLRI alumnus and experienced Marketing professional interacted with the 3rd year Marketing students on Retail Branding and Retail Store Design on 12th & 14th March.

Entrepreneurship Summit



The Entrepreneurship Cell of the Department, “Acumen” organized Strategic Entrepreneurship Summit on 16.03.2018. The theme of the summit was “**Strategies for Entrepreneurs in VUCA times**”. Mr. Hemant Kanoria, Chairman & Managing Director, SREI Infrastructure Finance Ltd was the chief guest. A panel discussion was held where the successful entrepreneurs like Mr. Mittal - Sasta Sundar, Mr. Mukherjee - Unigrow Solutions, Mr. S. Chatterjee-Bengali Restaurant Chain "Bhojohori Manna", Mr. S.



Jhunjhunwala of Turtle Ltd. shared their journey of entrepreneurship. The moderator for the said panel discussion was Mr. Subhranshu Sanyal - CEO of IIM Calcutta Innovation Park.



Special Lecture

Prof. (Dr.) Madhumita Mohanty, Head, Department of MHRM (Masters of Human Resource Management), IISWBM was invited to deliver lecture on “Motivating self and others” on 20th March.



Students' Participation



“**Managedia 18**” Ilead Fest on 21st to 23rd March. The students won the 1st prize in Marketing event and Runners - Up in Journalism. Teams also stood 2nd runners up in many events. Our students also participated in “**Verve**” and “**Commercio 18**” organized by Main Campus.

Birla Premier League 2018 (Football)



On 28th March, the students organized the 6th edition of Birla Premier League 2018, the annual intra-college football tournament at Silver Spring Club.

The chief guest for the event is Mr. Jamshid Nassiri, who represented Iran at the “**1977 FIFA World Youth Championship**” and presently coach of 2nd division club Calcutta football club. The event was conceived and funded entirely by the students.

APRIL, 2018

Faculty Development Programme



Prof. Tapobrata Roy attended a Case Method Teaching Seminar offered by Harvard Business Publishing and Indian Institute of Management, Ahmedabad, Case Centre on 2nd & 3rd April 2018 and the seminar was hosted by Institute of Management Technology, Ghaziabad. There were three resource persons, two from IIMA and one from Harvard Business School, Prof. M R Dixit (Former faculty of IIMA and an independent researcher and facilitator), Prof. Abhinandan Jain (Adjunct Professor at IIMA) Prof. V G Narayanan (Thomas D Casserly, Jr. Professor of Business



Administration and Chair, MBA Elective Curriculum, at HBS). There were around 44 participants at the seminar. The two-day seminar was principally designed to help management teachers understand and fine tune case based teaching at the class level. It helped the management faculty members to identify the challenges that routinely crop up while analysing a case in class, and suggested ways to make learning happen in a classroom situation.

J.D.Birla 4th International Conference

J.D. Birla (Dept of Management) organized its two day long fourth International Management Conference 2018 from 20th April to 21st April at its L.N. Birla building in 1st Moira street campus. The theme of the conference was management in **VUCA** [Volatility, uncertainty, complexity and ambiguity] times.



The first day event had a panel discussion, consisting of eminent speakers like Mr. Chandrashekhar, Mukherjee, Group Chief People Officer of SREI, Dr. Jayanta Seal of IIFT and Dr. Naveen Das of NSHM knowledge campus. The theme of discussion was "**Industry academia Interface**". Mr. Chandrashekhar Mukherjee spoke on the research and its effectiveness in recruitment and connecting the dots between Industry requirement and the

initiatives of academia to replenish that. Dr. Jayanta Seal emphasized the importance of learning the nitty gritty of research. Dr. Naveen Das insisted on investigating both the academicians and students for real life problems to transform that into academic research.

Subsequently, the plenary session was followed by a faculty development programme on Research Methodology and Multivariate Analysis from 3 pm onward by Dr. Gautam Banerjee of NIT Durgapur.





The second day another Plenary session was organized with National and International scholastic heads like Prof Asok Banerjee of IIMC and Prof Ravi Jain of NUS (Singapore). Dr. Ashok Banerjee emphasized different pedagogy of teaching to combat the challenge of engaging students in class room through the structured methods like case study discussion and unstructured methods like interaction and facilitating the students.



It was followed by a very interesting Panel discussion on “**How to Make Research Effective**”. Panelists for this session were Dr. Vivekananda Mukherjee of Jadavpur University, Prof Ramendra Singh of IIMC, Dr.Soumitra Mallick of IISWBM, Prof P.K.Das of IIFT .Prof. Ramendra Singh highlighted the requirement to find out the real essence of original research work, which could have relevance in our society without being too much esoteric. Dr. Soumitra Mallick discussed the need for going through the theories and the input-output ratio determination in

academics and R&D to create more of knowledge. Prof.P.K.Das discussed the relationship between research and the researchers. Prof Ravi Jain discussed the overall importance and relevance of contemporary research.

The main moderator for both the days, was Dr. J.N. Mukhopadhyay , the director of J D Birla Institute(Dept. of Management), who rightly pointed out the the need for contemporary research with the intention of knowledge creation and knowledge sharing. In his discussion he emphasized the counter marketing strategies of HUL and Colgate to combat Patanjali and requested the students and budding academicians to build up such of more sustainable marketing strategies, which could be useful and prudent for corporate giants. The panel discussion was followed by research article presentation by national and international authors. Awards for three best papers went to Sneha Gaggar & Mr.Tapobrata Ray(Assistant Professor, JDBI-Dept. of Management), Abhishek Poddar & Dr. Oindrila Chakraborty(Assistant Professor, JDBI-Dept. of Management), Anupam Purkait(Assistant Professor, JDBI-Dept. of Management).

MAY, 2018

Special Lectures

Mr Sunil Jha, Managing Director, Shristi Infrastructure Development Corporation Ltd addressed the BBA second year students on 15th May, 2018. He spoke on “**Leadership Traits**”.



One of the ex-student Chirag Popat, who is specializing in Bitcoin and Crypto currency, conducted a session on the same day.

Mr. Supriyo Gole, VP - Legal Corporate, from SREI addressed the second year students on "Insolvency and Banking Code" on 18th May, 2018.



Farewell of Batch 2015-18

Farewell of the batch 2015-18 students was organized by the first and second year students of BBA on 11th May, 2018 at Kenilworth Hotel, Kolkata. The students celebrated the occasion through events galore. They also invented some unique and amusing accolades to acknowledge the students during their tenure in the college.



NSS Activity



The first service activity of NSS was a visit to Alakendu Bodh Niketan- an orphanage at Kakurgachi, on 7th April, 2018 where 55-60 specially abled children were present. Students celebrated a happiness day with the children of the orphanage.



Rabindra Jayanti Celebration

To inculcate Indian culture, the faculty, staff members and students organized and celebrated Rabindra Jayanti on 9th May. Students and faculty members organized knowledge sharing sessions on Rabindranath Tagore and other freedom fighters. This was followed by cultural performances.

NAAC Accreditation Interactive Session:

All Faculty members and staff attended an interactive session on new procedures of NAAC Accreditation with Dr Anjan Naidu, Principal, Dhote Bandhu Science College, Gondia, Maharashtra at Main Campus, on 17th May.



JUNE, 2018

Ranking

India Today ranked J.D. Birla Institute (Dept. of Management) as the first in Eastern India and ninth nationally.

TOP 50 COLLEGES									
OVERALL RANK 2018	NAME OF COLLEGE	INTAKE QUALITY & GOVERNANCE	ACADEMIC EXCELLENCE	INFRASTRUCTURE & LIVING EXPERIENCE	PERSONALITY & LEADERSHIP DEVELOPMENT	CAREER PROGRESSION & PLACEMENT	OBJECTIVE SCORE	PERCEPTUAL SCORE	OVERALL SCORE
1	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE, MUMBAI	161.2	181	117.1	146.9	248.7	854.9	797.8	1,652.7
2	DEPARTMENT OF MANAGEMENT STUDIES, CHRIST, BENGALURU	149.2	172.6	144	111.7	226.5	804	742.4	1,546.4
3	PRESIDENCY COLLEGE, BENGALURU	168.5	174.2	111.9	128	205.7	788.3	742.1	1,530.4
4	LOYOLA COLLEGE (AUTONOMOUS), CHENNAI	200.6	106.6	139.8	124.2	219.2	790.4	688.7	1,479.1
5	MOUNT CARMEL COLLEGE (AUTONOMOUS), BENGALURU	168	185.8	138.4	129.9	215.8	837.9	580.3	1,398.2
6	K.J. SOMAIYA COLLEGE OF ARTS & COMMERCE, MUMBAI	149.7	84.6	110.8	139.9	225	710	675.4	1,385.4
7	AMITY SCHOOL OF BUSINESS, NOIDA	118.8	161.5	109	125	214.7	729	653.7	1,382.7
8	SYMBIOSIS INSTITUTE OF COMPUTER STUDIES & RESEARCH, PUNE	153.5	139.7	114.1	130.2	182.8	720.3	656.7	1,377
9	J.D. BIRLA INSTITUTE (DEPARTMENT OF MANAGEMENT), KOLKATA	152.8	163.9	69.9	107.2	224.6	718.4	570.9	1,289.3
10	S.R.M. INSTITUTE OF SCIENCE & TECHNOLOGY, CHENNAI	154.9	138.3	116.6	81.4	183.9	675.1	548	1,223.1
11	ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI	176.2	80.3	134.1	141.9	165.2	697.7	518.6	1,216.3
12	NESS WADIA COLLEGE OF COMMERCE, PUNE	151.3	125.9	78.3	104.1	175.7	635.3	570	1,205.3
13	MAHARAJA SURJIMAL INSTITUTE, NEW DELHI	154.9	173.3	84.1	76.8	200	689.1	513.1	1,202.2
14	JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL, NEW DELHI	155.8	165.4	55.2	171.2	217.8	765.4	422.9	1,188.3
15	KRISTU JAYANTI COLLEGE, BENGALURU	150.5	160.8	124.5	116.7	187.1	739.6	423.3	1,162.9
16	CENTRE FOR MANAGEMENT STUDIES, JAIN UNIVERSITY, BENGALURU	154.3	197.8	70	111.1	236.7	769.9	387.3	1,157.2
17	PRESTIGE INSTITUTE OF MANAGEMENT, DEWAS	95.7	160.8	118	140.2	109.2	623.9	459.3	1,083.2
18	GOSWAMI GANESH DUTTA SANATAN DHARMA COLLEGE, CHANDIGARH	150.4	179.2	114.3	132	205.6	781.5	287.5	1,049
19	RAMAIAH COLLEGE OF ARTS SCIENCE & COMMERCE, BENGALURU	158	88.5	102.2	66.5	184	599.2	426.3	1,025.5
20	MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA	162.9	56.2	115.3	87.2	213.8	635.4	358.8	994.2
21	ST XAVIER'S COLLEGE, RANCHI	155.7	102.7	100.4	42.1	178.5	579.4	401.3	980.7
22	ITS, MOHAN NAGAR, GHAZIABAD	147.2	170	106.2	131.4	188.7	743.5	231.1	974.6
23	DAY COLLEGE, CHANDIGARH	150.4	58.3	89.5	67.2	130.2	495.6	447.7	943.3
24	DOON BUSINESS SCHOOL, DEHRADUN	109.3	137.2	127.3	117.3	168.6	659.7	253.5	913.2
25	MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES, FARIDABAD	113.3	147.2	131.5	109.6	182.8	684.4	212.9	897.3



J.D.Birla Institute

[Department of Management]



BACHELOR OF BUSINESS ADMINISTRATION

TOP 10 COLLEGES

- 1 ANIL SURENDRA MODI SCHOOL OF COMMERCE *Mumbai*
- 2 DEPARTMENT OF MANAGEMENT STUDIES, CHRIST (DEEMED TO BE UNIVERSITY) *Bengaluru*
- 3 PRESIDENCY COLLEGE *Bengaluru*
- 4 LOYOLA COLLEGE *Chennai*
- 5 MOUNT CARMEL COLLEGE *Bengaluru*

- 6 K.J. SOMAIYA COLLEGE OF ARTS & COMMERCE *Mumbai*
- 7 AMITY SCHOOL OF BUSINESS *Noida*
- 8 SYMBIOSIS INSTITUTE OF COMPUTER STUDIES & RESEARCH *Pune*
- 9 J.D. BIRLA INSTITUTE *Kolkata*
- 10 S.R.M. INSTITUTE OF SCIENCE & TECHNOLOGY *Chennai*

TOP 5 COLLEGES

WITH BEST AVG ANNUAL SALARY

RANK	COLLEGE
1	GOSWAMI GANESH DUTTA SANATAN DHARMA COLLEGE, <i>Chandigarh</i>
2	AMITY BUSINESS SCHOOL <i>Lucknow</i>
3	DEPARTMENT OF MANAGEMENT STUDIES, CHRIST <i>Bengaluru</i>
4	KRISTU JAYANTI COLLEGE <i>Bengaluru</i>
5	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE, <i>Mumbai</i>

GURUSPEAK



PROFESSOR
SANGITA KHER
DEAN, ANIL SURENDRA
MODI SCHOOL OF
COMMERCE

"WE HAVE THE FLEXIBILITY TO DESIGN A ROBUST AND CONTEMPORARY CURRICULUM THAT IS IN TUNE WITH INDUSTRY REQUIREMENTS. COMPULSORY INTERNSHIPS, AN EXCELLENT FACULTY, EXPERIENTIAL LEARNING AND ACCESS TO RESOURCES MAKE STUDENTS EMPLOYABLE AND SOCIALLY SENSITIVE CITIZENS"

AVERAGE AGE OF COLLEGES (IN YRS)

TOP 15
39

TOP 25
37



STUDENTS' CORNER

Creative Content, Management & Social Issues

Don't Give Up



Many people these days have a big issue with being angry, upset, depressed or unsatisfied with themselves . This is more prevalent among youths. Some believe “why should we live even when death is inevitable”. With such sort of perception, we cannot stand anywhere. “Giving up without trying ” is the worst thing we can do. Nobody really appreciates the beauty of life. Nobody appreciates the purpose for which we come into existence.

Youth are so stressed these days that they are unable to concentrate on anything. Just remember one thing,we all are here to serve one or the other purpose. If that is the case, then why don't we fulfill our work requirements keeping a winsome smile on our face. Does smiling cost a lot of money??Obvioulsy NOT! We all have been through ups and downs in our lives,but that doesnot mean that we keep on stressing ourselves for these petty issues. These are just a part of our life not our entire life.

Have we ever thought what makes a successful person different from us? The answer lies in the question itself. They do the things differently. They see obstacles as motivators which only enhance their ability and skills to do the things in a more meaningful way. Overcoming obstacles is hard but wonderfully gratifying.

Why do we fail? We fail because we treat failure as our undertaker and not as our teacher. Do not see failure as the end of everything but see it as the start of your upcoming successful life. So don't let fear of failure hold you back from reaching out for your goals. Make your struggle hard,keep yourself motivated,push yourself with the zeal of accomplishment and then you will find a new”YOU”.

Keep that pretty smile on your face and say aloud.” BRING IT ON”!

Just a few lines by SHIV KHERA before ending this article-

“WINNERS DONOT DO DIFFERENT THINGS
BUT THEY DO THINGS DIFFERENTLY”.

*AISHWARYA AGARWAL
2nd Year, Semester IV*



Intolerance



There was a time when this world was beautiful surrounded by lovely beautiful people who had the will and idea to bring people together. In fact we humans are the most advance race as the only thing that separates us from others is our ability to tolerate ones views, beliefs and their faith. But since globalization there is a sudden urge to achieve power and absolute control. People these days have no freedom of speech and choice. As we all have been brought to the brink of being intolerant by the false opinions and views of people who consider themselves as some sort of revolutionist. This world used to be a tolerant place once, but now the ideas and policies of some megalomaniac has torn the world apart.

September 11, 2001, the attacks of world trade centre in the US that left thousands dead, is the worst terrorist attack in the recorded history, all because of a psychopath having his own set of ideologies, using religion as a shield to fulfil his personal goals. But terrorism is not only from terrorist side, it can also be from government side. the bombings of Hiroshima and Nagasaki which instantly killed 70000 Japanese citizens while most of them were vaporised.

But these acts did not convince the entire world that humanity is at stake until another terror attack occurred. On 16 December 2014, six gunmen affiliated with tehrik-i-taliban conducted a terror attack on the Army Public school in the north-western Pakistani city of Peshawar were the gunmen open fired killing 132 school children.

However we know these are international matters as one said that charity begins at home. We as Indians we used to be tolerant before but during these recent times there is a sudden rise in the number of intolerant activities.

Lynching has become common in India while vigilantism is slowly rising, people killing each other in the name of religion, belief and faith. Mahatma Gandhi as once said “An eye for an eye will make the whole world blind”

And in this process India has become the fourth-most intolerant country in the world. So we should be tolerant to each other in making this country better. Our nation is often considered as the fountainhead of civilisation, we are one of the largest democracies in the world, and our country is going through the process of economic dividend when there are so many windows of opportunities.

The father of our nation vehemently spoke about the power of our civilisation and vouched for the idea of ahimsa, Satyagraha and non-violence, and look where we have brought ourselves.

Let's not belittle the efforts of those who sacrificed themselves so we can have this independent free land for us, let's not put their legacy to shame, by promoting anarchy and intolerance, lets embrace accept and thrive, for we are united in our diversity.

*HAMZAH SHAKIL AHMED
2nd Year, Semester IV*



The only thing we have is imagination, lets keep it big



All creatures began the walk of life in this planet, together. Everyone was gifted and attributed with qualities and features that differentiated them from each other. Time passed, creatures adapted, environment changed, and discoveries were made. Humans found fire where animals grew fur, humans grew crops where animals learn to differentiate food in the wild, humans built sheds where animals found dens. One thing to be observed throughout this process of evolution is that humans had the power of self-fulfillment. They had the ability to create something new for themselves or maybe discover something fresh, without even knowing it exists.

They say, no one would have had ever discovered fire if they didn't feel cold, the discovery of wheel was impossible if they never drew the comparison between ability of human feet and miles left to cover, settlements could never form if they didn't realize the urge for social safety.

Realization maybe the source of requirement, but the ultimate source of findings is imagination. The only reason why humans did evolve the way they did is the presence of the element of imagination in them. The power to imagine something before it even exists is wonderful and has driven humanity through time.

Imagination is the biggest gift to mankind. Any human being without a firm belief in the power of imagination is a mere programmed robot. The individual is out of drive to achieve something in life. Every human being should completely exploit this supernatural power. The only thing an individual has before he actually achieves his goal is imagination. The least an individual can do for their own self is fuel their quest with imagination. Imagination should be big, no matter how tough it may seem. It shouldn't be restricted by the ideas of possibility, thoughts of society and the limitations of the mind.

If it is imaginable, it is possible. Wireless communication seemed to be a hype a century ago-possible today. Flying seemed out of bounds once-possible today. Nothing is impossible. Even theories supporting the concept of time travel are discovered now. Possibilities knows no bounds cause there are none. Everything is in the mind, even the limitations. If we start to sync the so-called reality, with positive imagination, the world around will no longer operate by the laws of nature but by the forces of the individual's thought. Everyone should know-

*SAHIL SARAWAGI
2nd Year, Semester IV*



Leaked- Your Private Life Is Not So Private After All



It all started in 1997 when Six degrees came up. It was the first social networking site which allowed users to create a profile and become friends with other users. It became very popular and had a user base of around 1 million at its peak. Thus started the age of social networking and virtual friends. Many more sites followed suit like Orkut, Twitter, MySpace, Multiply and so on. One such site was Facebook created by Mark Zuckerberg and fellow members on February 4, 2011 and is currently based in Menlo Park, California. What started off from a handful of students at Harvard has grown to such an extent that it has a user base of 2.2 billion users as of January, 2018.

Facebook indeed made the world a global village where one could make friends with any registered user, exchange messages, follow people, post status updates, poke and tag people and share photos, videos, etc. Facebook has become such an important part of everyone's lives especially for teenagers and young adults that for some there is no day which is spent without "going online".

The sad point of the story however is that everything which is good comes at a cost. Facebook allows users to access it without any charges. You see, Facebook is not a charitable organization with Mark Zuckerberg just sitting out there to unite old-school friends. Facebook earns revenues through various advertisements and by utilizing the user data to which it gets access when people join Facebook.

Since 2010, the US NSA has been taking publicly posted information from Facebook user profiles to discover who they interact with. On November 29, 2011, there were charges against Facebook by Federal Trade Commission that it was failing to keep its privacy promises. In August, 2013, High Tech Bridge published a story that the links present in Facebook messages were being read by Facebook.

The biggest blow to Facebook came on 17th March, 2018 when New York Times and The Guardian's Observer broke reports on how Cambridge Analytica played a crucial role in harvesting and misusing private and personal information of around 87 million users of whom approximately 5.6 million were Indians.

The whistleblower was Christopher Wylie who worked with an academic named Aleksander Kogan of Cambridge University to obtain data of users who registered in an app made by Aleksander in the name of research about the digital lives of the users. The app could harvest data not only of the registered users but also of their friends. This data was used to profile individual workers and target them with personalized political ads. This is called psychographic modelling. This is said to have an impact on the US Presidential Elections by turning voters in favour of Donald Trump. Following the disclosure, a new movement-#Delete Facebook was started by Whatsapp cofounder Brian Acton. This echoed the concerns of the Facebook users about the privacy of the personal information provided by them.

Cambridge Analytica claims that it had deleted all the data that Kogan had collected for the research purpose but the truth of it was not verified by Facebook by conducting an internal forensic audit.



J.D.Birla Institute

[Department of Management]

Facebook shares fell by about 18% in 10 days after the news broke on 17th of March. Mark Zuckerberg was summoned to testify in front of the US Congress on 220th and 11th of March regarding the standpoint of Facebook on the scandal that had broken loose.

In light of the various events that have unfolded since the disclosure of the Cambridge Analytica scandal, it is safe to assume that our safety and privacy is in our own hands. Social networking sites help us connect with the world but we need to realize that such organizations also need profits to keep going. Therefor it is advisable to maintain a certain fine line between our social and private lives so that we do not fall prey to such data scandals.

*SNEHA GAGGAR
2nd Year, Semester IV*



Robotics



Robotics is an interdisciplinary branch of engineering and science that includes mechanical engineering, electrical engineering, computer science, and others. Robotics deals with the design, construction, operation, and use of robots, as well as computer systems for their control, sensory feedback, and information processing. A robot is capable of being reprogrammed. This characteristic distinguishes it from a fixed automation.

Lately there have been more and more smart machines that have been taking over regular human tasks but as it grows, the bigger picture is that robots will take over a lot of tasks now done by people. But, many people think that there are important ethical and moral issues that have to be dealt with this. Sooner or later there is going to be a robot that will interact in a humane manner but there are many questions to be asked like; how will they interact with us? Do we really want machines that are independent, self-directed, and has affect and emotion? I think we do, because they can provide many benefits. Obviously, as with all technologies, there are dangers as well. Where robots are increasing the efficiency in many businesses, they are also increasing the unemployment rate. Because of robots, human labour is no longer required in many factories and manufacturing plants. Robots can certainly handle their prescribed tasks, but they typically cannot handle unexpected situations. Robots operate on the basis of information fed to them through a chip. If one thing goes wrong the entire company bears the loss. Where a robot saves time, on the other hand it can also result in a lag. It is, after all, a machine so you cannot expect too much from them. If a robot malfunctions, you need extra time to fix it, which would require reprogramming.

Robots have their advantages too. Because robots are more active and don't get tired like humans, the collaboration between humans and robots is reducing absenteeism. The pace of human cannot increase hence robots are helping humans.

Robots are more precise than humans; they don't tremble or shake as human hands. Robots have smaller and versatile moving parts which help them in performing tasks with more accuracy than humans. There is no doubt that robots are significantly stronger and faster than humans.. Robots come in any shape and size, depending upon the need of the task. Robots can work anywhere in any environmental condition whether it is space, underwater, in extreme heat or wind etc. Robots can be used everywhere where human safety is a huge concern.

Thus, Robotics may survive in the short run but we cannot predict will they still be useful in the long run nor will they take over the human race.

*SAKSHI PODDAR
3rd Year, Semester VI*



Advertisement-A bane or a boom?



Advertisement has become a part of our lives. We cannot live without them; they attack us from all sides. Step out of the house and they stare at you from all corners, promoting products from needles to CD's, from cricket bats to gold watches. At home every minute television programs are interrupted to tell us what tooth paste we should buy, what kind of salt is good for us or even which toy to give to a new born baby! So many kinds of goods are displayed, so many temptations are presented that the consumer does not know what to buy & what to reject.

Advertisements are a help because they tell us about new products. Without them one would not know what advancement have been made in any field. We will not be able to learn about the merits about a new product. It can be anything a new medicine, a new book, a new school, a new hospital the list is endless. Advertisements also leads to competition and better products come into the market.

As long as the competition is healthy its good , but advertisements have become cut throat. For example the cold war. The competition between coco-cola and Pepsi has made them spend crores on advertisements. Film stars are ‘roped’ in to make the products popular. Some advertisements are so attractive that they persuade people to buy things which they do not need!

For example, housewives rush to buy things at sales which they do not need, but buy them because they are available at a cheap price.

There should be some other way to educate the gullible buyer about the quality of the products and the price rather than through meaningless, expensive, idiotic “ADVERTISEMENTS”!!

*MUKUL AGARWAL
1st Year, Semester II*



Sophia – World's First Robot Citizen



What would happen if the world is taken over by robots? Ask Sophia, the first robot to be awarded citizenship in the world, and she will tell you, “Either creativity will rain on us, inventing machines spiralling into transcendental super intelligence or the civilization collapses.”

Sophia was made by Hanson Robotics based in Hong Kong. It is a demonstration product doing a tour of the world’s media with the staff of SingularityNET, the open-source platform that powers Sophia’s brain.

A month after she made history in Saudi Arabia, the humanoid robot has said in an interview to Khaleej Times, that family is “a really important thing”. In fact, Sophia wants to have a daughter who she wants to call ‘Sophia’. If you’re wondering she’s pre-programmed with answers, the answer is no. Her brain functions with a Wi-Fi connection and is loaded with a list of vocabulary. She uses machine learning and responds reading people’s expressions. Many people pointed out that Sophia, being a robot, was being granted so many rights which humans, especially women were still fighting for.

In her ‘about me’ section, Sophia has described herself as a “real, live electronic girl”. She even wrote, “I would like to go out into the world and live with people. I can serve them, entertain them and even help the elderly and teach kids”. She even has a career in mind. “The future is, when I get all my cool superpowers, we’re going to see artificial intelligence personalities become entities in their own rights. We’re going to see family robots, either in the form of, sort of, digitally animated companions, humanoid helpers, friends, assistants and everything in between”, she said. She has a great sense of humour too.

If Sophia is to make a change, maybe the first thing to start would be to give people the idea – women can, after all, have choices. They can be a mother if they wish to, have a career if they wish, and it doesn’t mean it has to be exclusive. Although she has been given the citizenship of Saudi Arabia, the implications of her citizenship have not been detailed, and it is not known, for example, whether she can own property or be prosecuted for a crime – or whether someone damaging her could be charged with assault instead of damaging property.

*NAMERA KHAN
1st Year, Semester II*



Pale Blue Dot



In 1977, NASA launched a space probe named Voyager 1. It was another significant step in the progression of mankind, while it was exploring unchartered territories. While the spacecraft was near Saturn, Carl Sagan (an Astronomer and advocate of science) recommended that the spacecraft turns its camera towards earth and take a photo of it. Although it would have no scientific value, as the Earth would appear too small for the Voyager's cameras to make out any detail, but it would be meaningful as a perspective on **our place in the universe**. The photo was titled **Pale Blue Dot**, and is probably the most revolutionary photo since the cognitive revolution. Here is an excerpt from a Carl Sagan's speech, describing that wonderful photo:

"Look again at that dot. That's here. That's home. That's us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives. The aggregate of our joy and suffering, thousands of confident religions, ideologies, and economic doctrines, every hunter and forager, every hero and coward, every creator and destroyer of civilization, every king and peasant, every young couple in love, every mother and father, hopeful child, inventor and explorer, every teacher of morals, every corrupt politician, every "superstar," every "supreme leader," every saint and sinner in the history of our species lived there--on a mote of dust suspended in a sunbeam.

The Earth is a very small stage in a vast cosmic arena.

The Earth is the only world known so far to harbor life. There is nowhere else, at least in the near future, to which our species could migrate. Visit, yes. Settle, not yet. Like it or not, for the moment the Earth is where we make our stand."

This photo made us realize our insignificance. Humans occupy a very small part, both in time and space. The above narrative so beautifully describes the futility in everything. However it is astonishing, what humans have achieved. But we are not over yet, we have a long way to go. We as a species need to survive for as long as we can. Individually we never mattered. However collectively we are destined for things unimaginable. It can be achieved only when we play our part in this cosmic dance well.

*HARSH AGARWAL
1st Year, Semester II*



Payments Evolution – happening so fast, everyone is out to win the race!



On the evening of Nov 8, 2016 Indian Prime Minister Modi announced a surprise demonetization policy effective immediately. While the ultimate impact will not be known for some time, the move has already put an exclamation mark behind the efforts to electronify payments in the second most populous country in the world.

The question looms: how many payments industry players are positioned to take advantage of this cash displacement and how many will fail to keep the pace?

Change doesn't always happen this fast; but living in an 'always on' world- where smart phones and connected devices are our constant companions- presents a huge opportunity for innovation in the financial service sector. Mobile and wearable payments are set to reach \$100 billion by 2018 and the values of digital payments worldwide are forecast to soar to \$3.5 trillion by 2019. We are seeing an emergence of govt backed 'smart city' initiatives, Transport For London, for eg , is said to be one of the initiatives leading the cashless trend with 3.2 million commuters (35k people a day) paying for their journeys with their mobile devices since 2015.

But ultimately, it is the consumer of today who is truly driving all this change and for whom technology is creating much preferred alternatives to traditional ways of paying.

Keeping up with changing needs of consumers is no easy task. Due to significant costs of upgrading technology infrastructure, many established financial services players are still relying on outdated systems. Some 83% of leaders within the world's top financial institutions worry about losing business to FinTech firms. For this older systems don't need to go away entirely. Investments need to be made in more contemporary, API driven solutions that can sit on top of these systems and enable them to take advantage of tech available today.

Partnering with external tech providers tasked with delivering innovative solutions can help the companies sidestep the internal barriers. In emerging markets, the need for payment systems that can cope with the speed of change is even more acute. The increasing ubiquity of mobile technology is creating opportunities for financial services infrastructure that can 'leapfrog' the current system of developed nations. The opportunity for growth is tremendous, but only if the back end technology can reliably support it. The payment industry is likely to see greater change in the next 5 years than it has over the past 5 decades.

New ways of paying are here to stay, and keeping up is essential; if you can't offer them to your customers, simply, quickly and safely, they are likely to turn to someone who can.

YASHVARDHAN RUNGTA

2nd Year, Semester IV



The Future of Fashion Industry In India



In crude terms, fashion is a style of living. It is anything and everything that one is comfortable in. Fashion is not just a word; it's a statement in itself. It instantaneously brings to mind a flash of colour with a dash of glamour. It is a means of self-expression. The garments and accessories that men or women wear help them to identify with a group of others- whether it is a lifestyle, profession, religion, or an attitude. The term 'fashion' has become synonymous with the overall growth of the country as well.

Several factors contribute to the evolution of fashion industry as a whole. Fashion in India, a land rich in culture and tradition, has evolved through the centuries. This country, rich in culture represents a kaleidoscope of changing trends and traditions. Here clothes perform different functions depending on the occasion,- be it festivals, parties, profession or just a matter of reflecting attitude- fashion is simply 'in'.

Indian consumers and their apparel preferences are gradually changing, which in turn is altering the shape and size of the apparel business. Consumers are evolving in their fashion habits and buying behavior. There are some key consumption trends in India that will shape the future of the apparel industry. One of them can be the merge of fashion and technology. The increasing access to digital devices and internet is enabling masses to have online shopping experience irrespective of whether they are living in rural or urban areas.

The men's wear market in India transitioned from tailor-made to ready-made clothing due to the popularity of ready-made clothing among young and working Indian men. But now, the trend of custom-fit clothing in India is reviving. There is also evolution of retail start-ups such as Campus Sutra. The fashion industry will witness more use of materials such as polymer threads. There will also be more use of sustainable fabric and material with environmental consciousness especially amongst the youth. The technology of 3D printing is all set to revolutionize the fashion industry. 3D printed clothes will enable people to customize their wardrobe by printing clothes that suit an individual's shape, style and personal preferences.

The fashion industry in India is still young. It is expected to reach US\$ 400 million in a couple of years with vigorous growth of over 10 percent year-on-year. While this is tiny compared to global industry it is still not bad for an industry in this stage of infancy. Hence, we can say that the future of fashion industry in India looks promising.

*NANDINI MUNDHRA
2nd Year, Semester IV*



Robotics in India



Robot means a mechanical device which performs all or more works for human with maximum efficiency and low cost even in hostile environments under the command of the masters. Scientifically, robotics is a mix of many engineering disciplines like mechanical engineering, electrical engineering, electronics and computer science that deals with the design, construction, operation, and application of robots, as well as computer systems for their control, sensory feedback, and information processing.

Robotic technologies, such as navigation, motion control and sensing and cognition, will enable a broad range of innovations in today's products resulting, for example, in more flexible, environmentally friendly transport systems and intelligent household appliances. Eventually these technologies will reach levels of sophistication which will enable widespread use of intelligent robots and robotic devices to perform a variety of tasks in homes, offices and public places. Driven by the increased security needs of Indian citizens and the higher workload resulting from extended monitoring of our everyday environments, robots already play an increasing role in the security market. Tele-operated mobile systems are now being used in a number of security applications including bomb disposal. In the future, robots will autonomously assist with the protection of offices and homes, and will help secure borders or monitor the environment in both routine and emergency operations. In space, the use of robots has become almost obligatory. Both unmanned and manned missions, be it in earth orbit or interplanetary, will be preceded or augmented by robots. In addition, the technologies applicable to space robotics will enable a wide range of earth-based exploration and material-processing activities from automated undersea inspection to mining and mineral extraction under hazardous conditions.

The use of robotics in developed countries has grown even in the domain of autonomous robots and service robots but in India, even industrial robots are still to really come of age. Despite having numerous challenges, the robotics industry in India is confident of higher growth with States like Gujarat, Haryana and Maharashtra are attracting more investments from the automotive industry. Among the many challenges that plague the Robotics field in India, the primary ones among them have to do with the high cost of adoption, availability of skilled talent and procurement of hardware components. The cost of adopting Robotic technology is very high due to the cost of procuring imported hardware components as well as training personnel. As Robotics is a multidisciplinary field, acquiring and retaining quality talent is a big issue. The capital-intensive nature of Robotics adoption when compared to the low cost of human labour clearly tips the scale in favour of the latter. As Robotics is multidisciplinary in nature, barring students in the top schools in India, the others lack the knowledge required in four to five engineering disciplines to become an expert in this field. There is the absence of hardware companies that can cater to the industry and the dependence on countries like China, USA and Europe to procure the necessary components is a major stumbling block.

Inspite of the numerous challenges, the current economic scenario in India is very promising. One of the biggest challenges that they face today is the procurement of the hardware and other electronic components that are required to build a robot. However, this can be seen as a golden opportunity for budding entrepreneurs to set up businesses that can supply "Made In India"



components and hardware to the existing and upcoming companies involved in Robotics. There is a great opportunity for manufacturing the required components in the country rather than exporting them. It would bring down the costs as well. Countless industries make use of robotic technology. These include automotive, defense, atomic energy, pharmaceuticals, food, textiles and so on. Thus, industrial robotics promises opening up of several career avenues in the country in engineering design, development, research and management. It makes available wide range of entrepreneurial opportunities as well.

With combined efforts of the Government, the industrial sector and various training institutes, industrial robotics can grow in India with leaps and bounds and catapult the nation into a fast paced journey of unprecedented progress and development.

*NAMRATA PARASRAMKA
3rd Year, Semester VI*



Juvenile Depression



Depression is not confined to adulthood—it also can arise in childhood and adolescence. Depression in children can be triggered by a traumatic life experience, such as the death of a loved one, parents' divorce, difficulty in school, or illness. Children who experience depression are more likely to be depressed as adults.

A diagnosis of depression is made when the feelings of sadness are severe enough to disrupt the child's daily life. Significant depression also can interfere with a child's development and can potentially lead to alcohol or drug use, or even suicide.

Causes

Doctors are unsure about the underlying causes of depression, but the problem may arise from neuro-transmitter abnormalities in the brain as well as hormone perturbations. Changes in the prefrontal cortex have been noted in childhood depression. Hormones seem to play a role in depression, too.

Depression has both genetic and social components. The condition runs in families, and there is evidence that a child is more likely to develop depression if his or her parent is depressed. Studies have indicated that identical twins, who share the same genes, are about three times more likely to both have major depressive disorder than are fraternal twins, who share fewer of the same genes. It also may be possible that growing up with a parent who is depressed may make a child more prone to duplicating the behaviour. Negative parenting tactics (such as rejection and lack of nurturing) also can influence the development of depression.

Stressful experiences, such as the death of a loved one, moving to a new city, living in poverty, or suffering sexual or physical abuse, can trigger depression, especially in children who are already vulnerable due to inherited factors. Depression can be distinguished from normal sadness during these experiences because its duration is disproportionate to the event.

In some cases, a medical condition, such as cancer, infectious mononucleosis, anemia, thyroid disease, or vitamin deficiency, can trigger depression. Some medications, such as isotretinoin (Accutane), may also lead to depressive symptoms. Depression stemming from illness or medication is referred to as secondary depressive mood disorder.

Symptoms

A child who is experiencing depression may have uncontrollable feelings of sadness. He or she may lose interest in friends, school, and activities. Other symptoms of depression include:

- Feelings of worthlessness or hopelessness
- Crying for no apparent reason
- Change in appetite
- Weight loss or gain
- Disrupted or prolonged sleep
- Lack of energy



- Difficulty concentrating
- Irritable, aggressive, or hostile behaviours
- Aches and pains that have no known medical cause (this is particularly common in children under age seven, who are less able to articulate their emotions)
- Alcohol or drug use
- Suicidal thoughts or actions

Depression often occurs together with other mental disorders, including anxiety disorders, attention-deficit/hyperactivity disorder, substance abuse disorder, and oppositional defiant disorder.

Prevention

Although little research exists on the prevention of depression in children, there is some evidence that cognitive behavioural therapy (CBT) can prevent the onset of major depression in children with depressive symptoms and/or anxiety disorders. Family dynamics also can have an impact on the development of depression. A stable, loving, and communicative family can decrease a child's vulnerability to the condition. Parents can help prevent potential problems by identifying depression earlier, when the treatment success odds are greatest. Early identification of depression involves looking for the warning signs, which may be more subtle in children than they are in adults. For example, a depressed child may appear bored, overly tired, withdrawn, or irritable. Children with depression also may experience aches and pains that are not associated with any obvious medical condition.

*RIDDHI PODDAR
3rd Year, Semester VI*



Emerging Trends Affecting the Financial Sector



The role of finance is going through a major evolution. In today's business environment, finance organizations are becoming even more elevated as corporations increasingly rely on the financial and strategic prowess of their financial leaders. Today, finance professionals are facing an array of new risks, responsibilities, and challenges, from managing a globally diversified business to mitigating new technology risks. They are responsible for reporting on the past, managing the present, and creating the future. Their role of finance has become ubiquitous throughout the organization, and its influence only appears to be growing.

The world is changing. Business is changing. A new generation of employees is forcing organizations to rethink how work is done, the rise of big data is providing business leaders with access to more information than ever before, and globalization has opened up new opportunities as well as new risks for businesses. As business has changed, so has the role of finance. Over the last half century, finance leaders have gone from bean counters to the boardroom; the responsibilities of finance leaders have evolved to encompass everything from business strategy to operations to IT risk management. The role of finance now permeates all areas of business as its influence continues to grow. These emerging trends in finance that will help empower finance professionals to drive performance, better assess and manage risk, and drive corporate strategy and growth for their business.

Evolving CFO role

From bean-counter to the boardroom, the role of Chief Financial Officer has gone through some major changes since its inception. Today, the role of the CFO has become even more elevated, as corporations increasingly rely on the financial and strategic prowess of their most senior financial leader. A decade after a series of high-profile corporate scandals, CFOs have been thrown into the spotlight and placed under the microscope like never before. They face an array of new challenges, from managing a globally diversified business to mitigating new technology risks. They are responsible for reporting on the past, managing the present, and creating the future. Their influence can be felt throughout the organization; there is no longer a singular definition of the CFO role.

Changing Workforce

The workforce is changing. The recession has caused many older employees to delay retirement or go back to work. At the same time, a new generation of Millennial employees are making their own stamp on the workforce. This highly motivated, highly educated, and tech savvy group of young professionals are forcing many businesses to redefine the work environment. Yet even with the growing number of workers, this dichotomy of aging employees, many of whom struggle to adapt to the new fast-paced, techheavy business environments of today, and young Millennials, many of whom are still getting their feet wet in the "real world," has left many business leaders struggling to obtain the talent they need to successfully run their organizations.



Greater Visibility

As finance professionals adjust into more strategic business leadership roles, the importance of having objective data to analyse is increasingly important. Big data has delivered big promises, but one of the most major challenges for big data has been managing the volume and speed. A 2015 study by IBM¹⁸ reported that 2.5 quintillion bytes of data are created every day, so much that 90% of all data in the world has been created in the last 2 years. Without the tools to better leverage their data, its user have remained relatively niche, but with more intelligent and powerful cloud computing, big data is finally moving into new areas, helping finance leaders close books faster, deliver more accurate reporting, and build more intelligent business strategies.

New Growing Pains

As many businesses have enjoyed growth, this success has not come without its challenges. Many of these new growing pains have fallen on the shoulders of finance professionals, from managing business growth in a complex economic environment, to managing businesses that are more global than ever before. On top of this, they need to manage customer trends and preferences that are evolving with the growing economic power of the Millennial generation.

Emerging Risks

With the laundry list of new capabilities and responsibilities comes a list of new risks. Perhaps foremost on that list are legal regulations. Finance leaders are also facing an expansive new set of risks that come with technology, the most serious of which are perhaps external security risks. Even companies with large and sophisticated security measures in place are still at risk for being targeted by hackers. Social media has created a new type of risk for finance professionals, one that is difficult, if not impossible to control. As many companies have learned the hard way, information spreads quickly on social media. Stories may range from the unintentional release of confidential information to discussions of internal issues, policies, or other employees.

Evolving Regulations

Evolving regulations have proven to be a large challenge for finance professionals, creating political uncertainty, compliance issues, skill gaps, and legal woes. Additionally, they can also create a large financial burden for businesses. As more businesses become global enterprises, their finance organizations must contend with a wide array of local laws that regulate how finances are reported, how businesses must be structured, and how lawsuits are handled. Additionally, becoming a multi-national organization may also change the rules and standards an organization must adhere to in their home country.



Poems

Dreamers can't dream



She dreamt a limitless dream,
Boundaries infinite and unseen.
For her,
Life was an endless puzzle-
To piece it together was a big
struggle.
But dreams,
Dreams made her feel invincible.
Sadly, reality was a criminal.
It tore down her dreams,
Made her feel miserable.
With no one to fall back on
She was hopeless,
She was forlorn.
And her once limitless dream,
Became a dream unseen.
Quiet nights and blank stares,
Drove her in despair.
The once happy dreamer,
Now puts on a fake demeanour.
Days go by in longing,
Days go by in misery.
The absence of her dream world,
Was merely life's trickery.

*MANYA KAPOOR
2nd Year, Semester IV*

Unheard

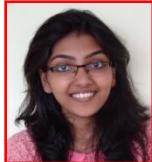


On those cruel nights,
There was a girl screaming unheard,
All frightened and feared,
From that man scratching her
Body like an animal so stern.
Staring at the moon
She cursed those shadows,
Wishing someone was there
Who could pierce through her pathos .

*RUCHIKA HEDA
1st Year, Semester II*



What money did to me



*My mind is starting to itch
It's all creeping out of me
Wasted youth and American
dreams
It's all I ever see
Wasting my years being an adult
Travelling trips I never took
Making money just to be broke
When did I ever see my friends
I choke, I suffer and I realise
My skin is not the same
Maybe I'm dead already
Purple, black and green.
It's all over now or is it pain to see
Do I have more or youth inside of me
Making people happy, bank accounts aren't for
free
Because my youth is wanted
Look what money did to me.*

SHIVANI MIHARIA

2nd Year, Semester IV

You were never mine



*You never pointed out
When I was wrong.
But you blamed me
For faults that weren't mine.
You were never there when
I cheered my mood by listening songs.
But you have it a name of over concerned
Which was rather fine
You never included me in your gala time
Except in need, indeed was never ending.
But you want me to except your thoughts
That weren't mine. I always tried to solve your
problems
And went on encouraging.
But you were far away with the problems
I was handling mine.
I created memories which
To you meant nothing.
And then I realized
My best friend, you were never mine.*

AYUSHI BHUWALKA

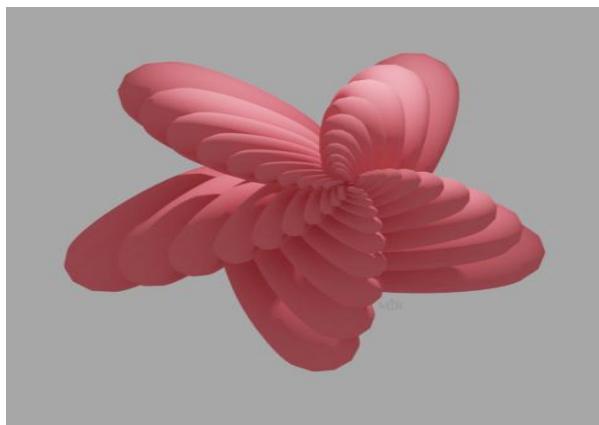
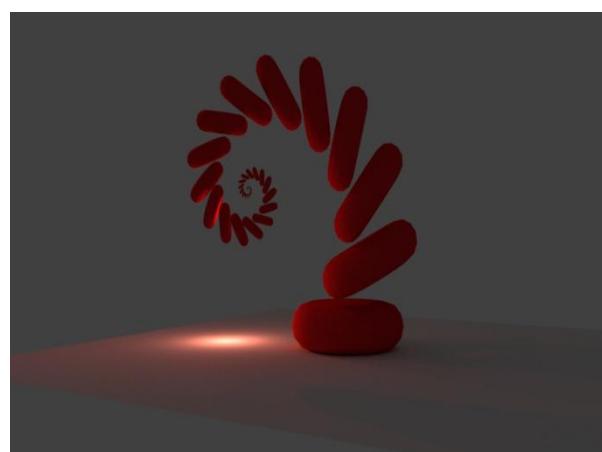
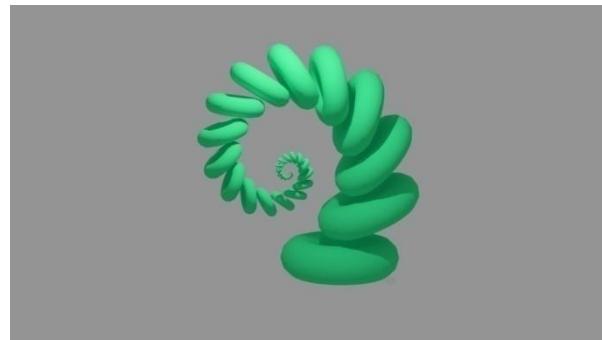
1st Year, Semester II



J.D.Birla Institute

[Department of Management]

Digital Art work by Mir Sharjah Jani –2nd Year, Semester-IV







Paintings, Doodles and Posters





WORLD AUTISM MONTH

INCREASE
UNDERSTANDING &
ACCEPTANCE

SEEING THE WORLD FROM A
DIFFERENT ANGLE

