

# THE ONL<sup>EYES</sup>KER

Issue One  
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The Evolution of Management

# MESSAGE FROM THE DEAN

Greetings from ASMSOC!

The school was established in 2007; we completed 10 years and I am proud to be associated with ASM SOC for the last 6 years.

The school has emerged as one of the best under graduate school. Our BBA program is ranked 4th best in India, by Times Education Survey.

Now, from this year, after the completion of 10 years, we have launched the first Post-graduate program – M.Sc. Finance.

We at NMIMS believe that the students' success encompasses aspects of their lives beyond their academic work, and undergraduate studies should be viewed as part of well-rounded life experience. We have started various associations with this intention.

We want to expose the students to various co-curricular and extra-curricular activities along with academic rigor.

SVKM Management invests significantly in developing co-curricular and extra-curricular activities.



We are deeply committed to bringing about broader student participation in various activities.

We launched ONLOOKER in 2014, somehow the team Onlooker did not bring out any issues in 2016.

I'm very happy to see it has emerged with new theme, new look and better content in 2017.

This quarterly magazine should bring out more articles, both from faculty and students. Over a period, we wish that it goes digital.

It covers Club events, Food & Entertainment in Mumbai, Placement insight and a section is devoted for the students so that they can contribute articles, poems, pictures /photographs. Education is not complete unless we train students in Effective Communication. Onlookers will provide a platform for this.

Every quarter it should come out with a new theme and enrich the student community, I wish team ONLOOKER, all the best.

**Prof. Sangita Kher  
I/C Dean  
ASM SOC**

# EDITOR'S NOTE

“Understand that the right to choose your own path is a sacred privilege.  
Use it. Dwell in possibility.”

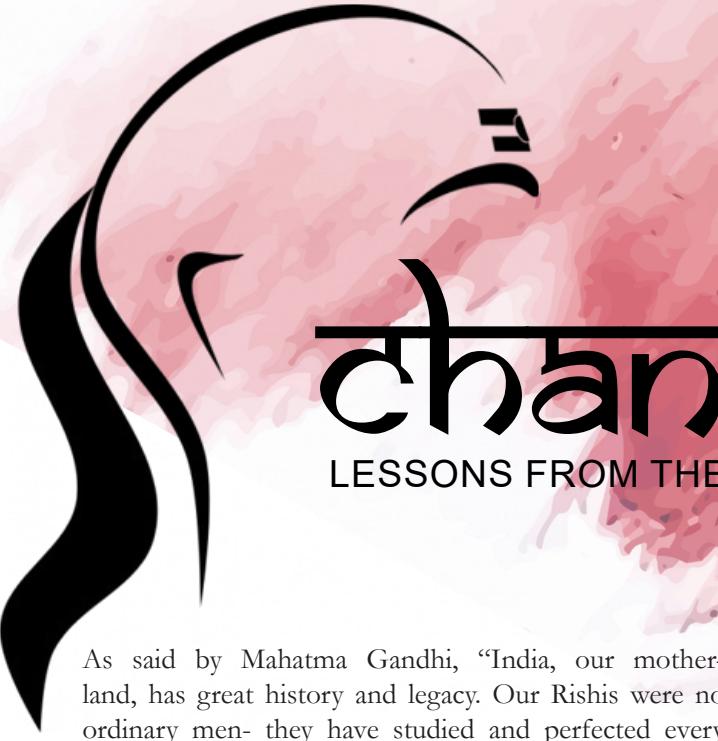
– Oprah Winfrey

It gives us immense pleasure to re-introduce you to our college magazine, The Onlooker. The team has finally been successful with coming up with its first issue after months of hard work and labour, after a year of absence. We had to start from scratch, completely reinvent ourselves to bring to you a new outlook, a fresh perspective, better than ever before.

- With the constant guidance of our teacher in-charge we were able to put our head together and come up with an issue which not only gives the reader a new outlook on management but also how it has been present in every part of our lives. From History to Start-ups and from Tricks to trends, we have it all covered in this month's issue. And not just that, this time we have attempted to cover a guide for students to work their way around this bustling city and make use of that sacred privilege of choice.

This semester has been full of various activities, events and competitions that our college has participated in, be it academic, co-curricular or extracurricular. Students of SOC have definitely outdone themselves this time around. Onlooker has also taken this opportunity to bring into light few students who have done well beyond college too. This gives us the chance to see a reflection of our progress and achievements as a community.

We really hope you enjoy reading this issue as much as we enjoyed preparing it.



# chanakya

LESSONS FROM THE PAST

- Astha Roy

As said by Mahatma Gandhi, "India, our motherland, has great history and legacy. Our Rishis were no ordinary men- they have studied and perfected every science in this world. Only if we were to look back into our glorious past, we would find solutions to all our modern problems."

The trend of management has been prevalent since the 1950s. But long before the Drucker era, this science existed in the political affairs of ancient Hindustan. From the creation of Upanishads to the fall of the Mughal dynasty, Indian history has seen many instances where 'management' played a vital role.

We, Indians, have a tendency to overlook our national accomplishments and focus on the areas that we lack in. We are so blinded by accustoming to western principles and following foreign leaders, that we forget the power of our own ancestors. Be it the invention of Shunya, the science of Ayurveda or the overthrowing of powerful dynasties, our history has certainly proved to have the rarest of minds, one of them being Chanakya.

Chanakya was known as the Kingmaker; he was an advisor to many kings who followed his guidance and made their kingdoms flourish. He played a key role in helping his disciple, Chandragupta Maurya, establish his dynasty and was truly a mastermind in management, economics, warfare, military tactics, leadership and many more.

Chanakya was a firm believer of the fact that the prosperity of the state depends largely upon the personal wisdom of the leader and therefore, his

The sutras mentioned in bold have been referred to from the Arthashastra. The first digit is the book number, the second is the chapter number and the third is the verse number.

teachings help individuals not only develop as leaders but also tackle an enemy very skillfully. All his 6000 sutras have been compiled into 15 books, 150 chapters and 180 topics, popularly known as the Arthashastra (the science of politics). This treatise has been referred to by several modern world leaders and corporate tycoons for building an empire based on sound economics.

**"Others should not know about any work sought to be done by him. Only those who undertake it should know (about it) when it begun, or even when it is actually completed." (1.15.17)**

"Think before they think"- that is the rule of warfare. If you, as a leader, are to make the first move, then you ought to have a plan in place.

**"If you want to keep yourself truly free, you have to be unknown to others."**

- Chandrasekhar Azad

Chanakya preaches that any plan made by a leader must be protected from prying eyes. He must create an aura of secrecy around him to move forward with his strategy and thus, only those few involved in its making must be aware of it. India has a population of 1.324 billion and yet only 10 people were aware of the making of demonetization. After a preparation of six months, on the night of November 8, the Prime Minister announced the ban of Rs. 500 and Rs. 1000 notes that took the nation by a surprise. Introduced to eradicate corruption in the form of black money, Narendra Modi made sure this news did not reach the wrong ears. Even the ministers in his Cabinet were unaware! He was so particular about secrecy that on the day of the announcement, the participants seated during his speech were not allowed to leave or use their cellphones. As a result, aggregate cash flows up to

date have successfully reduced from 12 to 9% and this reform has helped empower the poor and honest citizens. Whether in the corporate or political world, this example shows us how secrecy plays a vital role in helping a leader succeed. The enemy that Modi fought against was corruption. Hypothetically, if the word would have gotten out, the accumulated black money would have been traded, invested or gotten rid of in other manners, thus, defeating the purpose of the reform.

**“As between a small proximate land and a big land that is distant, the small proximate land is preferable. For, it is easy to obtain, to protect and to get rescue (oneself). The distant one is the opposite of this.”** (7.10.17-19)

Every organization, big or small, must expand in order to reach its ideal state of functioning. Growth is the key to a successful empire and Kautilya has a perspective that will help you look at it differently.

Chanakya was also known as Vaishnugupta and Kautilya.

Chanakya says that when the time comes, a leader must always expand to a smaller and closer area and not be lulled by a larger foreign land. In the corporate world, it can be implied that a business should open up branches in local areas rather than investing in bigger foreign markets, for the risk is much higher.

Why does Chanakya say so? Although a bigger market may have a larger potential, smaller ones are much easier to dominate over. When things go south, it is much easier for the leader to handle the crisis in a closer locality where he is well aware of the norms and customs. When it comes to the ‘distant land’, there is not only a distance that hampers efficiency but also an inevitable participation of their local players.

The Tata Nano Singur Plant controversy draws similarities to this lesson. For the unfamiliar, Tata Motors in the early 2000’s had struck a deal with the West Bengal Government to open their Nano manufacturing plant in Singur.

The 1000 acre land provided to Tata Motors was one of the most fertile in the state and was provided at a subsidized rate. Although the benefits were more than just satisfactory, Tata failed to anticipate external factors that would lead to the shutdown of the plant in 2008. Local farmers, as an act to protect their livelihood, protested against the use of agricultural land for private enterprises. This protest was backed by several activists and Mamata Banerjee, who was then the opposition party.

Now, keeping Chanakya’s lesson in mind, this land was situated on the opposite coast of the country and the company was unable to control the power of local authorities in their project. Also, Tata Motors had no knowledge about the legal and political systems prevailing and thus, were unaware of the colonial Land Acquisition Act of 1894 that permits the use of public fertile lands for industrial purposes. This mistake cost Tata Rs. 1400 cr. along with the delay of the Nano project. Tata Motors then shift their Nano Plant to the neighbouring state of Gujarat, which is also the origin of the Tata Family.

**“If near him (enemy), he should strike in his weak point.”** (7.2.12)

Kautilya is the pioneer of the famous ‘Game Theory’. As a very important aspect of conducting business, this theory consists of various permutations and combinations of dealing with situations. In other words, it analyses different situations and its resulted behaviours to find the best solution for a given problem. Chanakya’s Mandala Theory (Circle of Kings) is very closely associated with this modern economic theory. Both provide a viable method of dealing with the crisis (enemy) in the best possible manner.

Before entering a battle, the Arthashastra teaches you to study your enemy thoroughly. Analyzing his weak points, placing him in various hypothetical scenarios, helps the leader gain insights into the enemy’s behavioural patterns. One of the reasons for the Australian Cricket team’s success is that they study their opponents very closely. Before every match, they watch videos to analyze the strengths and weaknesses of the other players. Once they decode the enemy’s tactics, making a game strategy to defeat them becomes easier! A similar thought process was also seen in the preparations of Geeta Phogat, a female wrestler, who went on to win the first gold medal in the Commonwealth Games.

History has its own way of making its way to the present. Be it lessons of expectation management from Napoleon, the lesson of ‘Being willing to embrace the unpopular’ from Franklin D Roosevelt or even ‘Universal Peace’ from Akbar. All of these and many more have disguised their way to the present times.

**“Those that fail to learn from history, are doomed to repeat it.”**

- Winston Churchill

# tricks from the street: anand stall

- Chirag Patel

Vile Parle, almost a portmanteau of two small, obscure and old temples has reverse-aged virtually like Brad Pitt's celebrated portrayal of Benjamin Button. If the 20th Century Vile Parle was an old man acknowledged for his industrial factories and taste in tea time biscuits, the 21st century Parle has bloomed into a young man with plethora of educational institutions in its milieu with a conspicuous appetite for fast food.

Right at the epicenter of Vile Parle's "Teach with a sandwich" maxim dwells a romantic relationship of SVKM and the Anand Food Stall. In a conversation with us, Mr. Soundar Pandey, Manager and Co Owner of The Anand Stall, evocatively ran us through as to how his elder brother had laid the cornerstone of this food joint in 1978. Initially commenced off as modest, tabular, small, sandwich stand slowly started becoming the frequent daily snack of students simply because of two elementary reasons as put by Mr Pandey,

1. They knew the Bambaiyya Flavour which others never cared to adopt to.
2. Shrugged shoulders and Laden legs always arrived at the closest corner.

Even with little success, Elder brother intuited the fixity of this venture and so to transfigure the feet of the sandwich table into deeply entrenched roots of a money making tree, he quickly proceeded with the formalities and got himself a permission enabling him to sell sandwiches and a license to bill.

In our minimal interaction, Mr Pandey came forward as a providential person who had almost read the script of his life and his venture before starting this, and thus always knew the apposite steps in its propitious success. So with his assumed clairvoyance he joined this sandwich stall , just five years later it's inception, in 1983.

Despite the sale of sandwiches like hot buns, he was too pragmatic to realize that 'Anand' was not a 'McDonalds' with a unique product delivering to a huge target market, in-fact, he knew that envisaging his success, various other migrants as well as locals will plunge on this mainstream business idea. The fear of getting displaced as well as freshly grown gusto for business shepherded them to add vada pavs, samosas, Dosas and even Sodas to their array. Modestly and submissively crept the then SoBo ingredients 'Brown Bread' and 'Mayonnaise' into their cabinet. Now there was no longer a sandwich stool, but a long table with specific counters and assembly chain like management. Just like Vile Parle is crowded with competitive educational institutions, Anand wasn't also the only Stall students could gorge onto, however, Mr Pandey was very blasé with questions of competition and people copying or imitating them.

With a raised chin and rolled eyeballs, he asserted that “We’re different. We have been here since ages. Our pricing also has nothing to do with the demand we generate or our competitors get, we rise them only if there’s a increase in our cost of production”. This belief of him in his product, contagiously rubbed onto his belief in his employees as well whom he maintains for long spells in his store. All employees are trained to be dexterous and nimble ensuring minimum waiting time for customers, moreover he keeps them rotating with different responsibilities to accommodate flexibility .All these essential elements orchestrates into a business model of an ideal food stall at a busy place. For A stall adorned with buzzing employees inside the counter, Times of India, Zomato and various other food awards embellished the exterior of an old yet successful food counter.

Till reaching this stage, they have also encountered various challenges ; some natural like rain, floods or some state-manufactured like GST or Demonetization, but Mr Pandey stands like a rock stabilizing the turbulent waves with an inclination towards “Jaisa hai waisa chalana hai” . His sentence of “ This is it. This is our future too. We have reached our potential “ may mark a sense of satisfaction and contentment but also may smell dry of ambition and aspiration to the youth. We all wanted his stool transformed table to metamorphose into a wooden mandap perched at every corner of mumbai but this tech-averse and vegetarianism advocate likes this leaning of Nmims at back and mithibai at sight a bit too much for his liking.

Nonetheless ‘Anand Stall’ galvanizes the belief in me that these tricks from streets if not can surpass but can always match up to the management lessons.

From the essence of entrepreneurship to Mr. Pandey’s opportunism outlook, from choosing the apt geography to adapting to local flavour, from increasing the product line to a self assured pricing strategy, from tailored HR approach to stable disaster management skills , everything yells out one simple thing that be it the biscuits & factories or the fast food & colleges, business and managerial skills lingers in the Vile Parle’s aroma.

We may not approve of his decision of settling with a single stall which could have potentially turned out into a multi stored franchise but only geniuses time their pause well. And after all perhaps, he grew up in a different Parle than we did.





# NONE OF MY BUSINESS

-Pranjal Agrawal

For generations, businesses in India have run on a fundamental structure of ‘The Hindu Undivided Family’, where the Karta is the Head of the family and the business is succeeded by an offspring of the Karta. And it is often common for the Karta to not have a college degree. For they’ve grown up doing just two things: majorly and simultaneously i.e. schooling and taking care of the family business. And when either one of them became difficult to steer, the only option they had was, to drop out of school/college. One of the biggest dilemmas faced by graduates is whether they should join the family business or take up a job. Consequently, there are several cases in business families where parents give their children the best education possible so that their child is holistically prepared for succession. Whenever the time comes. Surely education doesn’t guarantee anything. Mukesh and Anil Ambani graduated from Ivy League colleges and so did Rahul Gandhi.

Over time, the approach to family businesses has been such that of last resort or something to fall back on. Fresh graduates often see this as an opportunity to try their hands on things that fascinate them and well, if it doesn’t work, they already have an establishment. High regard in the society owing to a start-up or a job is often favored as opposed to the response on continuing family businesses. And in this dilemma, they often disregard the reasons their parents want them to join the business in the first place. Founders of great establishments spent years working to set up a business with their sweat and blood, with the sole motive of easing lives of their children so as to they don’t have to struggle when the time comes. And there’s not only an emotional value attached to it but also the financial aspect which primarily comes under succession planning, handing over the reins. Did you know, only 30 percent of all family-owned businesses

survive into the second generation and only 12 percent survive into the third generation? Quite surprisingly, only 3 percent of all family businesses operate at the fourth generation and beyond.

Trends are evident and the start-up culture is slowly taking the youth in its grip. With several schemes and waivers in the economy, there’s much more opportunity today than ever before. With the drive to start something new and take the world on, the youth today, has a greater inclination of doing what they desire and chasing dreams. The children of Infosys’ founders also do not look at the empire as a career opportunity. They wish to explore other options. Believe it? And it doesn’t stop there. Under the influence of western culture, graduates aspire to be independent and make a living for themselves. They want to do away with the pressure that comes along with major responsibilities of running a family business. Constant fear of not being as proficient as their predecessor is what keeps them far from family businesses.

It’s not a compulsion anymore for children to take over the family businesses. However, quite often, circumstances lead them to give up their aspirations and take over the reins like Rajiv Gandhi did, who was initially reluctant to join politics. Generation Z today, advocate that until one is interested and aspires to join and expand the business, they must not be coerced away from their aspirations. Succession planning, or to simply put it, handing over the reins is a major concern that family business owners face. There isn’t a hard and fast rule to it. It’s not necessary that the next of kin is always the best successor. It’s all about having a vision and a knack for business, both of which can be nurtured. Ratan Tata, the adopted son led the company to unattained heights and we all know that.

Approximately 88% of family business owners believe that their family will control the business but statistics

undermine this belief. Family Business Owners tend to be optimistic when it comes to gauging the skills of those related to them which has led to massive failures of great business models. While retiring, it's the duty of the patriarch or matriarch to decide whether the successor is sufficiently prepared to sit on the throne. Reading the pulse of an organization, leading a team of enthusiasts, all of it cannot happen overnight. The sooner you start with succession planning, the better it is. Involving the successor in day to day business activities, step by step, from an early age will give them a better idea of the dealings and transactions. Gradually, a sense of belongingness and ownership will develop with them. Sooner or later, they will realize that it's not only their parent who is part of the business, but them too and that it's their business as much as it is their parents'.

After the reins are handed over to the successor and the children inherit their parents' creation, what matters is, how the business functions thereafter. The successor not

only inherits the business but the experiences of his predecessors as well. My father often says "Our life is too short to learn only from our own mistakes."

A family owned business may not be the best option but is definitely an option worth considering. Instead of feeling trapped in it, one could use it as a springboard for further innovation. Very recently, there has been a case of Harshit Agarwal establishing a common ground between family business and independent work with his venture called BistaPurfi. Who knows what exploration leads to?

**"In the case of inherited territory, he should cover up the father's defects and display his virtues."**

-Arthashastra (13.5.23)

## bistapurfi™

Bistapurfi is a venture based in Mumbai which spawns a fusion of foreign desserts and traditional Mithais with its contemporary flavors and ingredients. Onlooker had the chance to interview Harshit Agarwal, one of the co-founders, whose family runs a Mithai business, to know about the germination of BistaPurfi.



### 1. What gave you the idea for BistaPurfi?

The idea of Bistapurfi germinated from wanting to re - brand and re - invent Mithai, to get it into pop culture and take it away from its festive and occasion based consumption.

The image of floral design on saffron and earthy colored boxes had become too redundant for us and thus idea was to give Indian sweets a wardrobe change. It had become a bit outdated.

### 3. Why didn't you join your family business?

I am a mass media student who was also pursuing dance professionally in jazz and contemporary forms. I have had my film selected and screened at MAMI film festival and due to a dance injury my dance career came to an end. I did not have sufficient funds to continue making films and thus have kept that on hold for a while.

You get the basic idea that any form of 'business' (family/independent) was never in my radar. This just happened to be one of those moments where life stirred me toward the most unexpected path and I just hopped onto it.

Thus to answer your question, I didn't join family business because being an entrepreneur/business was not in my radar at all.

### 2. How did your family respond to it?

My family didn't have much of a reaction as it wasn't in their grasp as to what we were intending to do. Showing them initial images of a peda held with chopsticks and they found it extremely bizarre and unfathomable. In a nutshell, they were neutral to the idea as I had not laid it out to them completely.



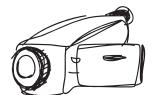
- Sruthi S.V.

There are multiple lenses through which Startups are viewed and to each his own. For Startups to navigate these murky discussions they need to understand what each side has to say.

This debate then is about the perceptions relating to Startups.

In a risk averse country like India, those who choose to start their own venture are deemed courageous. These are the people who have embraced uncertainty and recognized the risk reward relationship. Societal benefit and market disruption warrants this sort of approach.

**Risk Glorification**



V/S

**Risk Acceptance**



There is this halo effect around risk that has resulted in the meteoric rise of startups. It is seen as some sort of badge of honor or character building process to try and fail. This is a flawed understanding and there should be no praise for ventures that were doomed to fail from the start.

It is inspirational that there is something more evolved to aspire to other than a salaried job. This creates platforms for individuals to showcase their creativity that would otherwise be trapped in pockets of certain organisations. That mundane work life that is an otherwise compulsion dilutes unique talents to match the organisational average.

**Alternate Avenue**



V/S

**Aspirational Value**



Startups have now become options to those who don't want to work in an office. It must be said that investing time and immense finances of multiple stakeholders is a fairly unrealistic price to pay on a whim. This sets dangerous precedents where people may leave stable jobs. It normalizes unemployment wherein people won't look for more viable alternatives.

There is a great sense of possibility that stems from following your ways. Doing your own thing and thinking differently is essential to survive and flourish in a marketplace of giants. Innovation does require certain tradeoffs in terms of certainty and that is justifiable.



### Originality



V/S

### Non Conformity



Inertia is a considerable force that holds back the best of ideas. Just out of graduation is the best time to start because you've no preconceived notions or established ways. You'd be more flexible and match the dynamism of the market and this is ultimately how visionaries are made.



### Initiative



V/S

### Impulse



A startup is a commitment and investment. The person must have some experience to be able to make critical judgements. Mere impulse contradicts sustainability which should be the aim of any organisation. A well sketched plan and firm grasp on reality are important parameters that most freshers lack.



So where do we stand?

“When in doubt, err on the side of caution”

This doesn't mean that you shouldn't aspire to have a startup of your own. What it means is that you must first realistically understand what it entails and if you still want to do it, then and only then start and do so responsibly.

Pointers to see you off on your way:

- A startup is not a resume or repertoire building activity but it is a measure of commitment and credibility
- The motive behind a startup should not be “ I don't want to work in an office”
- Temper your passion with practicality
- Do your Homework: Understand the needs, preferences of your customers and preexisting options
- Risk is an inherent factor but it's best to optimize risk rather than accepting it
- Standing out should happen after standing up
- We don't have to make all mistakes, we can learn from those of others i.e. understanding failed startups
- Seek the help and counsel of Incubation Centers and Industry Professionals

# PSYCH !

- Chirag Patel

## **“You don't realize what you have until it's leaving or gone.”**

No, this isn't a caption put by your sentimental friend while marinating in his mediocrity post a breakup. Instead, this is the research study result conducted by Nobel winning psychologist Daniel Kahneman which serves as the premise of various promotion strategies.

Remember the one month (insufficient) free trial you took for a 2-month running GoT season or the Netflix membership which climaxes before season finale, both makes you reach out to your pockets because as psychology suggests, we humans fear losing or departing things than not having them in the first place.

Lack of windows in a supermarket don't necessarily exhibit their dislike for ventilation but a step to ensure that you don't get to see the fading light of sun while you're busy pushing your trolley since the last 6 hours.  
‘Hurry, today only’, ‘Deal expires now’ and such discount timers on your shopping sites also shoot from the same root of Psychology.

Psychology also answers how Facebook, starting out as a personal and social information bank adopted the trustworthy and secure blue colour of banks and insurance companies, snapchat using the cheerful, smiling and happy yellow colour while tinder flashing the passionate, youthful and carefree bright red colour.

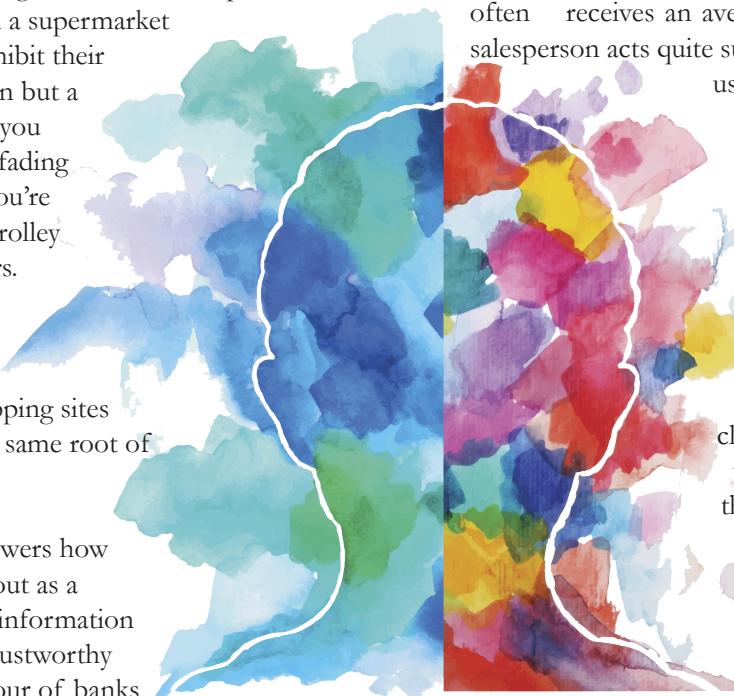
Psychology like a generous elder brother extends its tricks to its younger siblings like marketing, advertising and sales.

Marketers also psyche up our mind by the ‘Decoy Effect’. While subscribing to a magazine, online channel or a music service, you get multiple payment options ascending from 1 month to 12 months and then to 36 months. The small period subscriptions are so expensive that it doesn't make a rational choice even for the old rich guy dying in some fortnights, which ultimately makes the longer time memberships look like a bragging bargain for you to celebrate about. Apart from marketing and advertising, sales also drinks water from the same barrel of psychology. Salespersons fire perfectly articulated word ‘headshots’ at our brain like asking us to rate their product, which often receives an average response of 6-7, where the salesperson acts quite surprised and ask how did you rate us so high without us mentioning our premium benefits.

This gets the target customer to start pitching about your product to you and then by mentioning just some premium benefits you kept hidden in your arsenal, you take customer to 9-10 and close the deal “Sorry ma' am this is the last piece” doesn't really show their substandard stock management but triggers a “Wow, this is really meant for me” moment.

**(Customers aren't kings, we are mad kings)**

Thus, psychologists in business are nothing but magicians uttering fitting chants or spells to our customer hats and conjuring money and not bunnies from them.



# trends

- Astha Roy



## DESIGN THINKING

"Design is not what it looks or feels like. Design is how it works." Design thinking is a process of creative problem solving. Unlike analytical thinking, this includes "building up" ideas to solve complex problems, and find desirable solutions for clients.

Great design has that "wow" factor that makes products more desirable and services more appealing to users.

When every brand was moving to retail, Apple reinvented its retail outlets. After opening stores at prime locations, Apple names its tech repair guys as "geniuses" who serviced phones at the "bar". This service took off as foot traffic as customers were drawn to these elegant surroundings that hosted beautiful products. As a result, Apple stores generated highest revenue per square in the retail sector.

## BOOMERANG EMPLOYEES

Workers who left on good terms and decided to rejoin the same company at a later stage are called boomerang employees. With competition and cost cutting on the rise, companies find it less expensive and much easier to re-hire those who are already familiar with company culture and conduct. This has not only proven to bring in fresh perspectives but also increase loyalty between the organization and the employee. An interesting example of a boomerang employee is Apple co-founder, Steve Jobs. He left the company on a terrible note in 1985 only to be brought back in 1997 to right the ship. I think we can agree that the decision paid off!

## SHARING IS CARING

Just after the sub prime crisis of 2008, a survival comeback was developed in the form of a shared economy, where one can rent or borrow an asset owned by someone else. Take Airbnb for an example that allows you to stay in someone else's home for a lower cost and better experience. Over a period of 10 years, this trend has penetrated into our well established offices and lifestyles too. Professionals are choosing free lance jobs, offices are moving towards coworking and companies are shifting to hire on demand.

Millennials are old news! 2017 will be the first calendar year where Generation Z will join the workforce. Jaded from recession and suffering from student loans, this generation is lazy, open minded, social and more techsavvy and so, watching these two groups interact is going to be a case study in collaboration. Both generations are the foundation of the future and how they come together to solve problems will be a big focus for organizations this year.

ENTER  
GEN Z



# Humans

## yagya sachdeva

“ Adjusting and living in this world with people becomes so easy when you read. When you read different perspectives of a same story which you have been listening to for years opens up your mind in different ways. Reading 'Karmayan'- ravan's side of Ramayan and 'Ajaya'- Duryodhan's side of Mahabharata has made me realise that what we think is evil is not always true and there may exist another story behind it. STOP JUDGING is what these books have taught me. The society is just not ready to know about the opposite side of the story. That's where I want to see a change in the world. And change begins with you!

My journey is of achieving inner peace before any material accomplishments which is reverse from the majority of people. A major part of this is achieved when you keep aside your ego and your rigid thoughts/ perceptions and take the world as a teacher, when arguments are lessons for you rather than a quest for proving yourselves. A book by Osho 'The Way of the Sufi' has beautifully described the process of being a student i.e. how to unlearn what you've already learned and learn what life's teaching you, it's taught me keep my ego aside and learn. Be a student of life.

It's just about opening my mind to different perceptions, different things. At a personal level reading all these books have changed me a lot, for better. “



This section is aimed at highlighting people with different perspectives, Onlooker wants to tell you stories of those

## varuni khanna

About 5 years ago, I started a social initiative called The Twinkling Eyes that aims at providing the gift of mainstream education to underprivileged children through various forms of arts.

Back in Delhi, I sold my home made cupcakes to gather profits, although marginal, for this cause. As a person, I always believed in giving back to society. And the mere satisfaction of being able to help those in need feels better than any achievement in the world.

During this course of time, I have expanded my social project from just starting it alone to 11 other like-minded students. Not only have I designed the entire curriculum but also provided the material for self-study as well. The unique factor about the way my project conducts itself around academic subjects is that it's more of an interactive, peer-teaching session inculcated with some form of arts. This instigates learning and at the same time, provides such students a chance to find their inner talents.

The project is underway to be expanded to Mumbai and I hope to see it have a greater impact in the coming days.





# of SOe

## janki hariani

“ Back in 10th grade my friends and I were very enthusiastic about doing something for the society. We would always discuss ideas about what we could sell but somehow nothing made sense. After doing some market research, we realised that many children in rural areas were not able to study because they didn't have the money to buy books. And so, our journey began.

As much as we wanted to serve the society, we didn't want to depend on donations to do it. Hence, took the path of social entrepreneurship and Help Us Gift Smiles (HUGS) was born.

At HUGS, we collect second hand books from people and provide them coupons of lifestyle stores, salons, restaurants etc. in return. Further, we sell these books to the privileged through both exhibitions and online portals at extremely subsidised prices. We also donate course books and novels to NGO's and needy children.

In addition to this, we also place our books in government school libraries so that no child is every deprived of reading. Apart from that, we also place our books at various coffee shops where people can read them and buy the books if they want to.

We had also participated in a startup competition, The Young Entrepreneurs Competition by The Indus Entrepreneurs where we stood second.”



## vidhi goyal

“As a teenager, I loved reading about my sun sign every single day. I remember every morning my father would sit down with the newspaper and I'd take it from him just to read about what's in store for a Leo that day.

When I started reading about them in depth, I was extremely intrigued. Most of it was true but I just couldn't wrap my head around how people of the same sign could be so similar. That's when I came across numerology.

In high school, I joined classes for numerology and graphology. I learned a great deal about myself, things that I did subconsciously and didn't pay much attention to. As my interest grew, I started practicing it on my friends and some were even astound with their results.

Every person is unique. Your birthday, your name speaks volumes of you. Being a naturally curious person, this always fascinated me. You can get to know a person's characteristics in minutes, whether or not they had a disease, about their past or future. Most of the times, it hits the bullseye!

Numerology helped me grow as a person and I definitely want to get more involved in it. I am hoping to learn tarot in the future too.”



# Bombay on a Budget



Bombay, a city of dreams!

As appealing and inspiring it sounds, Bombay is also India's most expensive city to live in. Every time you step out on the streets, you end up spending more than anticipated and curse yourself for the rest of the month.

Don't worry, Onlooker has something worth your time in store. Bombay on a Budget, our newest initiative, is a section catering to a vast community of students who want to explore the city on a credit limit!

-Astha Roy  
-Srishti Sachdeva

## Cycle away from boredom!

A piece of green is all you need!

At **Sanjay Gandhi National Park** (Borivali East), you can rent cycles for as low as Rs. 20 per hour. The path through the park is very well constructed and takes around 60-80 minutes to Kanheri Caves, a group of rock cut monuments situated in the forests of Sanjay Gandhi National Park.

The park opens at 7am and the officials set up tents for visitors to stay overnight. So if you are planning an adventurous day out with friends, this is the place you should visit.

All you need to do is pay a deposit of Rs. 200, submit a form of ID, pick a cycle of your choice and ride along.



\*Highly recommended for weekends\*

## Don't miss the train to the past



We millennials may have moved on to modern shows like Narcos and Game of Thrones but alas, dil hai Hindustani.

Who doesn't remember the iconic duo of Raj and Simran? A love story that Indian parents recommend to watch, **Dil Wale Dulhania Le Jayenge** is screened at Maratha Mandir every day at 11:30 AM.

Tickets are reasonably priced and range from Rs. 15 to Rs. 20.

So if you're in the mood for an impromptu and clichéd day out, get yourself a seat here and don't forget to get the popcorn!

## Make full use of a cheat day

To all the outstation students, this one is for you! **Pav bhaji at Sardar, Tardeo** is undoubtedly one of Mumbai's most popular street dish. It's affordable and perfect for late night munchies.

What's unique? The waiter cuts a very generous piece of Amul butter over the Bhaji right in front of your eyes. This only enhances your taste buds and makes you salivate even more.

Custards and juices are also main attractions at this food joint. If you happen to drop a visit, don't hesitate to order the extra butter!



# Careers



Astha Roy  
Anushree Doshi

## FOREIGN TRADE

Globalization has completely transformed the business scenario in India. Foreign trade in India has tremendously grown, naturally attracting more and more MNCs to set up businesses apart from many Indian companies starting businesses in foreign shores or going abroad for joint ventures.

To successfully effect business transactions beyond national and cultural boundaries is very challenging. It's like walking a tightrope because it requires success in international markets while working within the bureaucratic constraints of the domestic environment. Even though international trade is mainly transacted by private sector exporters and importers, it takes specialised students of international trade to help manage the myriad official procedures associated with it.

### COURSES TO PURSUE AFTER COLLEGE

- Master of Arts (MA) in Foreign Trade Management
- Master of Business Administration (MBA) in International Business
- Master of Commerce (M.Com) in Trades & Services
- Executive Post Graduate Diploma in International Business

- Foreign Trade Manager/ Analyst
- Export Manager
- Relationship Manager
- Business Development Manager
- Foreign Trade and Purchasing Specialist
- Supply Chain Manager
- Business Development Manager
- Market Research Executive
- Customs & Global Trade Automation Manager

### CAREER PROSPECTS

### BEST INSTITUTES

- Indian Institute of Foreign Trade, New Delhi
- Indian Institute of Commerce and Trade, Lucknow
- Indian Institute of Management (IIM),
- Department of Economics, Pune University, Pune
- Devi Ahilya Vishwavidyalaya, Indore

# FINANCIAL PSYCHOLOGY

Technical Analysis? Number-crunching? Fundamental Analysis? Market-dynamics? Market volatility? Bulls and Bears? The Wall Street?

By now, I'm sure many more financial jargons are resonating in your mind. Many instances of financial victories and downfalls must be flashing. Yeah? Many regrets, many lessons. Among all of this fast-paced volatility, there's one thing that gets shadowed. This one thing is as important as knowing how the interest rates function. This one thing is as ignored as a white crayon.

Guesses?

Financial Psychology or more commonly known as Behavioural finance, is a relatively new field that seeks to combine behavioral and cognitive psychological theory with conventional economics and finance to provide explanations for why people make irrational financial decisions. While all the theories explain certain "idealized"

events, the real world proves to be a very messy place in which market participants often behave very unpredictably.

People frequently behave irrationally. Consider how many people purchase lottery tickets in the hope of hitting the big jackpot. From a purely logical standpoint, it does not make sense to buy a lottery ticket when the odds of winning are overwhelming against the ticket holder (roughly 1 in 146 million, or 0.0000006849%, for the famous Powerball jackpot). Despite this, millions of people spend countless dollars on this activity.

These anomalies prompted academics to look to cognitive psychology to account for the irrational and illogical behaviors that modern finance had failed to explain. This career prospect is barely budding but is surely going to unshadow itself for it is pivotal to not only understand how the CAPM Model works but also how the mind of an investor functions.

## After college hours...

### • GOOGLE DIGITAL MARKETING COURSE

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. This course is an initiative designed to educate students and professors in the area of Digital Marketing followed by an official certification from Google and ISB, Hyderabad. Psssssst, it's free!

### • PERSONALITY DEVELOPMENT AND COMMUNICATION SKILL COURSE

The course is a week-long and is conducted by Gautam Gupta, an award winning communications specialist. It will teach you the importance of body language and how it plays an important role while conducting business affairs. The course is held at The Personality School in Bandra West.

### • BASIC COURSE IN STOCK MARKET – BSE

The aim of this course is to ensure that the students have adequate knowledge of stock exchange operations. It's a 4 day course from 10 am to 5:30 pm and you can register yourself on the Bombay Stock Exchange website.

### • TEACH FOR INDIA VOLUNTEER PROGRAM

This program allows you to volunteer to teach children of low-income communities in some of the most under-resourced schools once a week or on Sundays. This experience helps transform the lives of the little ones in their classrooms and in turn, transform yourself towards leadership in educational equity. The details of the application process are available on their website.

# EVENTS

The flagship event of E-cell was a wakeup call for the inner entrepreneurs among all. The three round event brought to life the hustler in all.

## ASCEND 2.0

Our debate team participated and reached the semi-finals in the Debate competition held at Gujarat National Law University.

## DEBATE

Old may be gold but new certainly became diamond during Tech Club's newest event. The talk on 'How to get your business on the 1st page of Google' by Karan Shah was highly interactive and mind boggling.

## TECH TALKS

The annual talent hunt by Montage judged participants based on various categories like fine arts, creative writing, performing arts and a personality hunt. The event was fresher centric and encouraged the newbies to get out of their shells.

## TALENT HUNT



The Sports Club conducted several competitions to create team spirit in the college. Events conducted were FIFA, badminton, cricket, lawn and table tennis, squash, snooker, pool, chess and basketball.

## SPORTS

## SRF WEEK

Back with its flagship event, SRF created a well-rounded week of events that covered all bases.

Manday Mantra  
Blood2nation  
Route to wings  
Catalyst  
Ehsaas

## CONVERSION AUGMENTATION

This workshop, conducted by CA Mickdad Merchant, helped students with making friends and good conversations and coping with stage fright. The talk highlighted how facial expressions convey a great deal of true things that words cannot.

## THE ULTIMATE MARKETEER

This event was an extension of CIC's theme for the month: marketing and advertising. The two round event revolved around marketing strategies for a single product adopted in different nations. Fun twist? The judges for this event were students itself who were acting as consumers.

## MOVIE SCREENING

With daily lectures and work patterns taking a toll on our health, Insignia urged the students to take a break and enjoy the movie screening of "The Eternal Sunshine of the Spotless Mind". The movie was chosen from a poll conducted in the student body.



Placements obviously are something everyone awaits with trepidation and nervousness.

The placement cell in our college does an exemplary job of helping students to get the perfect fit for them which is even sturdier than a glass shoe.

Here are few questions, about what goes around placements, answered now by Devansh Shah, the placement society head:

1.

### **When does the placement season start?**

The final placements start from the first day in the third year and goes on till 6 months after you graduate. As for summer internships, they start from December, second year and go on

2.

### **What are the steps involved in the placement process?**

1st: Students furnish information about themselves and their preferences at the start of the season to build data about the batch.

2nd: Career Guidance and Grooming sessions are held to improve the batch employability and help students take decisions about their careers.

3rd: Through our in-house Placements portal, students can apply for opportunities made available to their course from time to time and then complete the selection procedure for the same as instructed.

**3.**

### **What are the criteria that companies establish while recruiting?**

NMIMS attracts a variety of recruiters, from the biggest names to the most promising startups and from local organizations to multinationals. Each decide their own criteria. Academic excellence, personality and social activeness are some of the top things they look at.

**4.**

### **What are the types of companies that come in?**

As I already talked about this in the last question one can refer to the Placements report available on the NMIMS website for more details regarding this.

**5.**

### **What kind of interviews should the student expect?**

The recruiters often have a variety of characteristics that they would like to evaluate about a student. Interviews are designed to test technical knowledge and cultural fit, but will vary for each recruiter based on their needs.

**6.**

### **How should the students prepare?**

Students should thoroughly understand the recruiter's organization, the role being offered and the selection procedure. One can prepare by revising the technical knowledge required by the recruiter and by being confident and certain about their own choices. If a student consciously understands their own personality, it will help them present themselves more clearly and confidently, which is highly appreciated by the recruiters. A candidate gets only one chance at the interview, so appropriate preparation is must.

**7.**

### **What requirements do the recruiters focus on?**

It is difficult answer this question, as a variety of recruiters presents a variety of offers to our college, partly due to the highly diverse nature of our student body. The more the merrier is all that can be said.

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