



KNOWESIS

THE GIST

March- April 2023- The Farewell Edition





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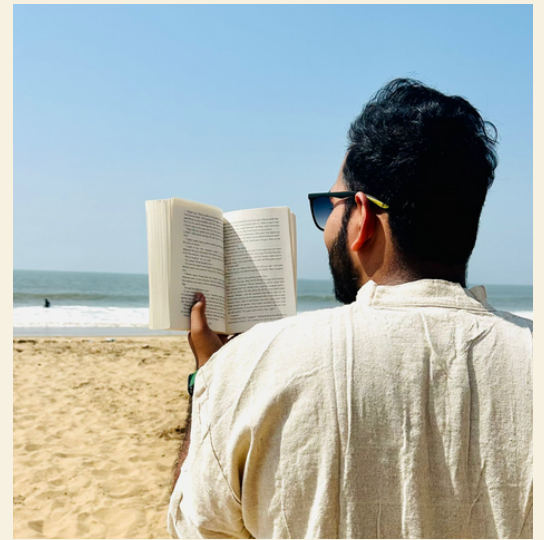
WALL OF FRAMES

EDITOR'S NOTE

It has been a month since we completed our MBA, and we miss it all. We had the most unique MBA experience, which started with sitting on video calls at 2 AM, fixing our camera angles, and talking endlessly just to know each other. It was a weirdly beautiful experience. The surroundings were the four walls of our homes, but the experience was entirely new. Whether it was getting into a committee or a club, or completing our assignments, the best part was the support and companionship of the people who became our friends in a very short period. And, just like that, we spent most of our first year navigating how to fend off sleep and concentrate on lectures in the online scenario.

So after all the snoozing and crying alone over committee and club, a few of us decided to get together and experience it together. We met, and so began our offline shenanigans. Seeing the people who had been very close to us for the past six months was an emotional feeling.

They say manifestation is close to magic like a fairy godmother swishing her wand and making things come true. In our case, that's probably what happened. After a year of an online MBA, we got a year offline. If I were to express in words how serene the first day of college felt, my lexicon across known vernaculars would fail, because how does one explain smiles that come from months and months of uncertain wait or finally being able to live those zillion plans that we were convinced would never happen?



LAKSHYA BANSAL

The first days are always about finding familiarity in unfamiliarity. However, our story was different. We navigated through our familiarities and bridged through some confused smiles that we hid behind our masks. Meeting all those classmates for the first time and finally getting to see some of those camera-shy ones, we all made new friends and connections. We brought nostalgia with us, lived our nostalgia, and made new memories.

And that's how our MBA was, a weirdly beautiful journey. It started with seeing each other on a 13-inch screen and ended with hugging each other and shedding tears of goodbye. We made memories at every moment of our MBA and will cherish them forever. One last message for my juniors – make the most of it, MBA is a hell of a ride, and you'll never get to experience it all.



There are no shortcuts to ANY place worth going.

EFFECTIVE CHANGE MANAGEMENT STRATEGIES: ROLE OF HR


We have been witnessing job cuts in tech industries on a large scale, and organisations are going ahead slashing half or more percentage of its workforce declaring many roles as redundant. Similarly, businesses are all the time working on to change its different elements such as strategy, structure, systems, values, culture, people(competencies), product, processes, infrastructure, or technology. As such, it's not unusual for employees to experience a continuous succession of change initiatives. Unfortunately, HR professionals in some cases find themselves sitting on the sidelines as their organisations plan and implement changes, even though they have valuable skills and insight that, if tapped, could help ensure that such projects succeed. What can HR professionals do to help employees survive and thrive in a climate of continuous change? And what role should HR play to help their organisations successfully plan and execute change projects?

As job requirements change, HR professionals need to ensure employees are provided with upskilling and reskilling. HR can plan training, provide coaching, and offer other resources, such as Employee Assistance Programs, that help employees



By - Dr. Deepak Sharma

navigate the emotional turmoil that changes may create. Performance management processes need to be adjusted to ensure employees who help lead - or otherwise actively contribute to - change are rewarded. HR professionals may be in a unique position to help leaders understand where changes are needed, which employee groups may be affected by a given change, how the change may impact these employees, and how likely they are to support or resist change. HR professionals need to advocate for themselves and negotiate with leaders to ensure HR fully participates to help guide change efforts.



Finally, HR professionals should recognize that a change initiative represents an opportunity for the organisation to build its own change management capability.

As the HR Department modifies policies, changes compensation processes, and designs new L&D initiatives, HR experts need to recognize that they are acting as change leaders and change agents in the workplace. They need to adopt a change management approach, applying change management tools and processes to their own HR projects. They also need to continuously assess HR initiatives to diagnose what's working well that they need to sustain, and what isn't working that they need to fix.

As the HR Department applies a change management approach to their own work initiatives, they have the opportunity to serve as role models of effective change for the rest of the organisation, building a reputation as a credible source of competence that organisational leaders can tap into to help guide future changes.

HR is poised to help organisations reinvent themselves by building and communicating a new vision and strategy, encouraging team based performance and learning, developing leaders as coaches, and focusing on performance accountability and effective rewards. HR has the opportunity to nurture innovation and an experimentation mindset where successful and not so successful efforts are both equally celebrated.

GUESS THE BRAND



HINT- A leading provider of software for graphic design, photography, video editing and web development.

Author's Note

-Sarthak Ahuja

Sarthak Ahuja is a Chartered Accountant with over a decade of experience in areas of Deal Advisory, Business Modeling and Fractional CFO services. He's a published author, and his book, "**Daily Coffee & Startup Fundraising**" has been on the Amazon Bestseller list in India for Entrepreneurship.

He teaches courses of Corporate Finance and M&A. In addition, he's also been a TEDx Speaker and is invited for keynote speeches, owing to his work and content in areas of startup finance with a combined online following of over 250k.

What inspired you to write a book on startup fundraising, and how did you become interested in this field?

As a consultant in this domain, I would get a lot of questions from startup founders around several concepts such as Term Sheet navigation, handling Due Diligence, finding investors, building business plans to pitch to VC firms and co-founder equity splits as well as ESOPs.

A lot of these questions were repetitive, and no answers available online specifically for founders in India. I could never direct any entrepreneur to a specific source on the insight, but have a great deal of the advice coming from my personal experience working with Indian founders.

The videos on social media started as a way to productize my answers so as to have easy FAQs and answers available for anyone in India struggling with those questions.

Some 500 videos down, I realized it would be important to tie them all together in an organized chronology so as to help young founders in India navigate through all those problems.

Time is a precious and limited resource, and because I could not find the time to answer the barrage of questions I was receiving on my social media channels daily, I thought putting it all in a book would be a good way for me to help such founders at scale

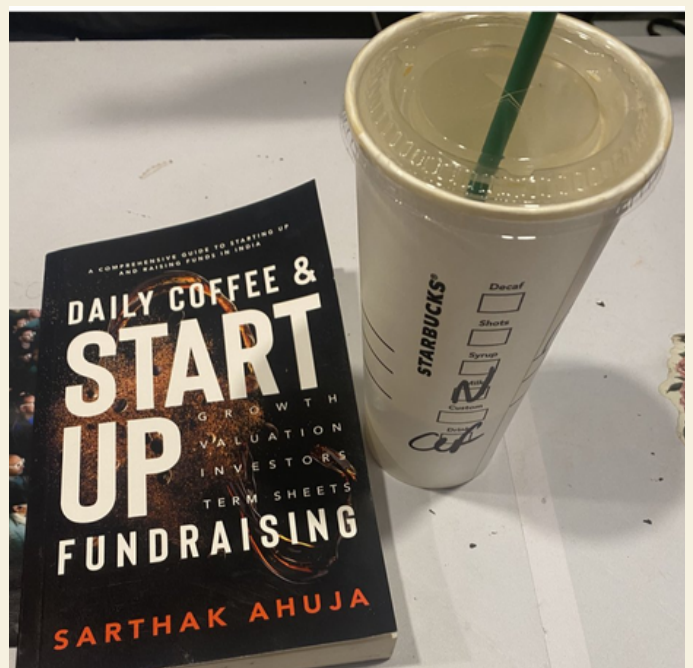
In your experience, what are some of the most common mistakes that entrepreneurs make when trying to raise funds for their startups, and how can they avoid them?

Firstly, a lot of them don't understand if the idea is investable or not. There's never been an organized framework that they've followed to validate their idea, do a market feasibility, conduct user interviews... I think the problem lies in people thinking that entrepreneurship cannot be taught and people learn it as they wing it.

While I agree that one has to do it to understand it, it's immensely helpful to have a guide that distills the steps to follow that can take you to your goal faster and more efficiently rather than trying to reinvent the wheel and learning on the fly.

Just being open to learning from a resource is the first step.

Next, I feel a lot of entrepreneurs fall in love with a new technology and try to force fit into a market to create a use case rather than working backwards from the consumer's need and solving that more efficiently. I hugely recommend reading the book "Working Backwards", which explains Amazon's philosophy and process to carry out every function in their company starting with the end-consumer's best interest.



Author's Note

-Sarthak Ahuja

How can startups differentiate themselves from their competitors when pitching to investors, and what are some key elements of a successful pitch?

Having well thought through answers to the following would be a great start:

- a)What problem are you trying to solve?
 - b)How big is the market for this problem, and what is the willingness to pay for someone to come and solve this for people?
 - c)What is the go-to-market or that niche area from which the startup will start solving the same to slowly gain the trust of a small set of users and then grow from there?
 - d)Is the solution scalable through technology in some way, and how much time and resources would it take for that to happen?
- What is the credibility of the founding team in making it happen? Do they have domain specific skills of the industry and ability to market and sell better than the competition?

Can you share some tips for entrepreneurs on how to build and maintain relationships with investors, even after they've secured funding?

We always recommend sending a brief monthly MIS of the business to the key investors which would not just give a few financial insights, but also new developments, achievements and shortcomings/learnings of the past month.

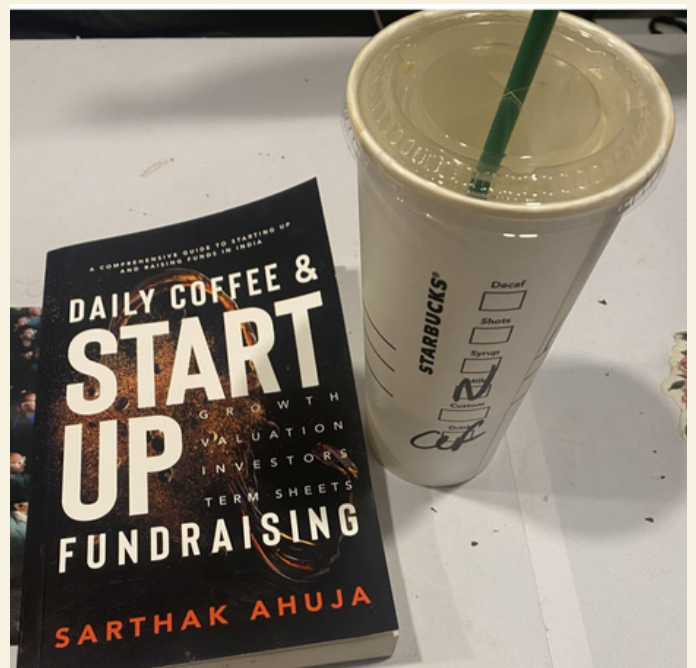
People try to hide their shortcomings, but know that an investor may be able to use its network of experts and portfolio companies to probably solve the same for you efficiently.

Seek and you shall find.

What are some emerging trends or changes in the startup fundraising landscape that entrepreneurs should be aware of, and how can they adapt to these changes?

The first step is to acknowledge and understand that the half-life of any career or technology today is less than 5 years. Thus, building an organized system of everyday learning through newsletters, books, podcasts, is essential to build a moat. I feel L&D as a department is equally important as marketing and should not be assumed that only large corporations build an R&D unit. It starts from a one-person company as well.

Second, I'll borrow Andreessen Horowitz's idea on three industries that will shape the near future - the ABC - that's AI, Biotech and Crypto. Learning how these technologies work regardless of boom or bust cycles in the economy will help founders identify use cases to build for swiftly.



Author's Note

-Sarthak Ahuja

What advice would you give to aspiring entrepreneurs who are just starting out and are looking to raise funds for their first startup?

If funds are a constraint, you're not thinking creatively enough. While some industries definitely need capital to build an initial infrastructure, the job of an entrepreneur is to find a solution to those constraints.

So many founders end up making lack of funding such a big excuse that they can't see ways in which they can solve the same problem without external capital.

I would urge readers to follow "indie founders" on Twitter and Substack, who build in public without any external capital. A lot of no-code and low-code SaaS and AI tools now enable building products freely from your home, which earlier required lakhs in spends over several months.

External capital is only mostly an enabler of efficiency or a catalyst and never the only bottleneck in a lack thereof.

In your opinion, what qualities or traits make for a successful entrepreneur, and how can entrepreneurs cultivate these qualities?

- a) Ability to be a self learner and build a system for daily learning
- b) Curiosity and observation skills to identify consumer problems
- c) Being able to think through structure



The background is a light cream color, decorated with various colorful pencils and pens. Some pencils are labeled 'The Garden' and 'Love'. There are also decorative geometric shapes and horizontal bars in purple, pink, and orange. The text 'EVENTS OF THE MONTH' is centered in a bold, black, sans-serif font.

EVENTS OF THE MONTH



FAREWELL MBA-12



"Sometimes we just bump into people and they become part of our journey."

Farewell 2023 was one such fun filled celebration of friendships and belongingness, the day when we bid adieu to the batch of MBA 12. The event was filled with a lot of fun activities for the batch including award ceremony, scribble the t-shirt, ramp walk and much more. This year has been a roller coaster and now as the year ends, each one of them is ready to go their paths towards greater heights. These two years were memorable and we wish the MBA-12 batch all the best for their future endeavors.





FELICITATION CEREMONY



Clubs and committees are an important part of the curriculum here in NMIMS Bangalore. Taking part in competitions and organizing events enhances the student's managing skills and develops their overall personality. A tremendous job was done by all the clubs and committees this year to organize extracurricular activities for the students. And as the year ended new office bearers were chosen for the coming year and the baton was passed on with high hopes of achieving even greater heights this year. On 20th March, a felicitation ceremony was held to honor the office bearers of all clubs and committees as well as the student council. The event was organized by the college administration to recognize the hard work and dedication of these students. The event was graced by the faculty mentors of each club and committee to encourage the newly formed teams to set new benchmarks.





VIHAAN 9.0



Vihaan as an event provides a platform for corporate CSR cells and NGOs to talk about pressing issues to enlighten the students and others.

The theme of Vihaan held this year on 4th March 2023 was " the CAGR of investing in minds " which emphasizes the significance of education in the lives of underprivileged children, specifically those seeking primary and pre-primary education.

The discussion with the panelists touched upon the importance of investing in education, what kind of action plan can be adopted in order to provide the right kind of support and resources to those sections of the society that are not getting even the basic form of education and also the challenges that India is facing and how can it overcome them to become the skill capital of the world.

It was indeed an enriching experience for all the students and highlighted the concerns about the education system and how can underprivileged section of the society benefit from all the activities that NGOs are adopting for their betterment.



TEDx CARNIVAL



The NMIMS Bangalore campus recently came alive with the vibrant energy of a college carnival on 28 Feb, 2023, aimed at promoting the upcoming 10th edition of TEDxNMIMSBangalore on campus. The carnival was a massive hit with students and faculty members from all courses and years enthusiastically participating in the various games, photo booths, and food stalls.

The air was alive with the sound of laughter and the excited chatter of participants as they engaged in games like '7 up 7 down,' a classic dice game that required players to guess the sum of the numbers rolled, and 'Virgin Pong' was a non-alcoholic version of the popular beer pong game. 'Grip it before you pick it' was a fun game that challenged the participants' dexterity and reflexes. The giant tic-tac-toe game was also a huge hit among the attendees, as they competed to emerge victorious.



TEDX CARNIVAL

The carnival was also a visual feast, with a tattoo corner where students could get temporary tattoos with TEDx symbols. The Polaroid Photo Booth was another popular attraction, with students taking pictures with friends and colleagues to capture the joyful memories of the event. The food stalls offered a delicious array of snacks and drinks, including potato twisters and cocktails.

The carnival had posters and banners promoting the sponsors, and their names and logos were displayed prominently throughout the event. The sponsors like Red Bull, Beardo, TrueFrog, Myda, Streetwear by Revlon, WIN pens, Brainpower, Alkalen, Healthy Masters, Route to life, Baking Room, Vivid Nature, Comma Products and Qalakari provided financial support and products for the carnival and gained valuable exposure and publicity to the student community, helping to raise awareness about the upcoming Tedx event on campus and the organizers encouraged the attendees to register for the Tedx event.

Overall, the event was a resounding success and was met with reinforced enthusiasm from the students. The PR Cell pulled a very grand event and saw their efforts become fruitful!



TEDx



TEDxNMIMSBangalore's 10th edition revolved around the theme "minuscule yet monumental". People of varied specialties came and shared their vision about the topic in their domains and life in general.

The journey to TEDx NMIMSBangalore started on a high note with a fun-filled pre-event TEDx carnival, which tried to bring people with different ideas, and different ideologies together and just have fun

TEDx NMIMS Bangalore saw huge support from the management as well as the audience as people came in considerable numbers to understand how small steps which might seem insignificant can have a monumental impact on our lives.

This edition had 8 speakers from different domains such as teaching, medicine, social activism, and animal welfare. Everyone had their own interpretation of the theme and they narrated their tales in their own unique ways.

What makes TEDxNMIMSBANGALORE more special is that it completed its one decade of legacy with a successful event. The dedicated efforts from the PR cell and the entire management working together made this event even more memorable and an ocean of learning.



NSL AWARDS DISTRIBUTION



The COURT was abuzz with excitement as the athletes made their way to the podium for glory and the shining trophies they had been contesting the whole year. Air was filled with the sound of cheers and applause as the crowd eagerly awaited the moment when the winners would be announced.

After an exuberating display of a plethora of sports and tons of "wow" moments, the NSL finally came to end with one true winner among the four houses, The Valkyries. The winners, with their chests puffed and heads held high, were awarded medals and trophies by Narayani Ma'am. Winners across all the individual and team events were also honored and the managers who tactically placed their moves and outshone the other managers were given manager's awards, both on junior and senior levels.

The sports felicitation ceremony not only recognized their hard work and dedication but also provided a platform for them to inspire others to strive for excellence.

The League may be over, but the memories would stay with the athletes forever. The medals and trophies may have been the tangible symbols of their success, but the sense of pride and achievement that they felt would be the driving force for their future endeavors.



14TH CONVOCATION



SVKM's Narsee Monjee Institute of Management Studies (NMIMS) in Bengaluru recently held its 14th convocation ceremony to celebrate the achievements of its graduating students. A total of 154 students received diplomas for successfully completing the MBA programme during the academic year 2022-2023. The event was attended by several dignitaries, including the nominee of the Honourable Chancellor, Shri. Shailesh Patel, the Honourable Vice Chancellor, Dr. Ramesh Bhat, and the Honourable Chief Guest, Mr. Venkataraman S.V.

The ceremony began with a grand academic procession, with graduates, faculty members, and dignitaries marching into the auditorium. The lamp lighting ceremony was followed by the recitation of the NMIMS song, and the ceremony was declared open by Shri. Shailesh Patel. The Honourable Chief Guest, Mr. Venkataraman S.V., was presented with a bouquet and a memento.



Dr. Ramesh Bhat, the Honourable Vice Chancellor, addressed the gathering and highlighted the achievements of the year, including a 25% increase in salaries and 100% placements. He congratulated the students for their achievements, despite spending half of their MBA journey online due to the pandemic. He also wished them well for their future endeavours and congratulated their parents and guardians for their role in making it all possible.

The Deputy Director, Dr. Narayani Ramachandran, then gave a roundup of the year 2022–23 for the Bengaluru Campus. She highlighted the college's achievements in the past 15 years, including a higher gender diversity ratio than the national average, the completion of live projects from various companies, and global exposure through the International Student Exchange Programme. She also spoke about the various events that the committees and clubs had organised in the past year, which were highly successful.

Graduating students were presented with their degrees by Shri Shailesh Patel, Dr. Ramesh Bhat, and Dr. Narayani Ramachandran. Dr. Mallika Srivastava (assistant professor) presented the list of graduates. The top-ranking students were called upon and given a special mention, along with a medal and certificate, by Mr. Shailesh Patel and Chief Guest Mr. Venkataraman S.V. Dr. Narayani also recognised the students who made it to the dean's list and awarded them with certificates.

The ceremony was concluded by the Chief Guest's address. Mr. Venkataraman spoke about ANZ's optimism regarding its India operations and growth amidst a challenging job market. He also talked about the company's flagship programme, Shakti, which promotes women's empowerment and diversity at the workplace and has resulted in a significant number of women in management and leadership roles. He commended NMIMS for its commendable gender ratio of 60:40, indicating an increasing number of women in leadership roles in the future. The ANZ leadership is keen on supporting the institution, including mentoring students. The company's purpose is to create a world where people and communities thrive, and it invests significantly in the communities where it operates, making this a small gesture.





SOCIAL ISSUE OF THE MONTH

Embrace Neodiversity

It's the month to highlight the importance of accepting neodiversity or how different brains work.

"It's Time to Embrace Neurodiversity" is an article written by Steve Silberman, a Pulitzer Prize-winning journalist and author of the book "NeuroTribes: The Legacy of Autism and the Future of Neurodiversity."

In this article, Silberman argues that we need to shift our focus from "awareness" to "acceptance" when it comes to autism. He explains that for too long, the conversation about autism has been dominated by negative stereotypes and fear, which has led to discrimination and exclusion for those on the autism spectrum.

Instead, Silberman suggests that we need to embrace neurodiversity – the idea that neurological differences, including autism, are natural and valuable variations of the human experience. He emphasizes that individuals with autism have unique talents and perspectives that can enrich our society, and that it's our job to create a more inclusive and supportive environment for them.



WORLD AUTISM AWARENESS WEEK





Awareness to Acceptance: Achieve It

Silberman also emphasizes the importance of listening to the voices of those with autism themselves. He explains that too often, non-autistic people try to speak on behalf of the autism community, without truly understanding their experiences or perspectives. By giving a platform to those with autism, we can better understand their needs and work together to create a more accepting and supportive society.

Overall, Silberman's article is a powerful call to action for Autism Awareness Day – and beyond. By embracing neurodiversity and working to create a more inclusive and supportive society, we can make a positive difference in the lives of individuals with autism and their families.

This year the theme for World Autism Awareness Day 2023 is "Transforming the narrative: Contributions at home, at work, in the arts and in policymaking."

Every year the theme changes but the overall idea remains the same that is of creating an environment that adds value to each and everyone's life.

It's important to note that while the theme for Autism Awareness Day can help to focus attention on particular issues related to autism, it's ultimately the ongoing efforts of individuals, organizations, and communities that are making a positive impact in the lives of individuals with autism and their families.



CAPTIONS OF THE MONTH



" Content is king "



" Just because you are the loudest, doesn't make you right "



" Make the customer the hero of your stories "

CAMPAIGN OF THE MONTH

Nickin Chic Muggets': McDonald's makes light of late-night drunken orders

McDonald's has addressed revelers suffering from a bout of midnight munchies with a slurred plea to end their night right as part of a new campaign running in New Zealand. Making fun of the often confused late-night speak of customers, the fast-food firm has updated its menus to offer a 'Mig Back', 'Nickin Chic Muggets' and the 'Ferret oh Frish'.



Targeting those looking to soak up excess alcohol with some late sustenance, the tongue-in-cheek campaign reminds people that it is possible to get their McDonald's delivered rather than run the risk of frying up some chips at home under the influence.



Silicon Valley Bank collapse: Financial stocks lose \$465 billion globally

The global financial stocks have lost \$465 billion in market value as investors cut exposure to lenders from New York to Japan in the wake of Silicon Valley Bank's collapse. There are still concerns that financial firms could see an impact from their large investments in bonds and other financial instruments amid the SVB-induced turmoil.



Boeing and Airbus hunting for highly-skilled talent in India



Boeing and Airbus are increasingly looking to India for highly-skilled, low-cost engineers to meet a boom in demand for aircraft and expand their manufacturing presence in the world's fifth-largest economy. Airbus plans to hire 1,000 people in India this year out of 13,000 globally. Boeing and its suppliers, which already employ about 18,000 workers in the nation

India, Australia agree for early conclusion of talks to expand trade pact; USD 100-billion trade in 5 years

India and Australia expressed their commitment for concluding the negotiations for expanding the scope of existing free trade agreement by the end of this year with an aim to push the bilateral trade to USD 100 billion.



India lends support to Ajay Banga's nomination for World Bank President post



India on Thursday extended support to the candidature of Ajay Banga as World Bank President, saying his nomination comes at a time when the multilateral lending agency is considering next-generation reforms.

India to harvest record wheat, rapeseed crop in 2023

India's 2023 wheat production is likely to rise 4.1% to a record 112.2 million tonnes, as higher prices prompted farmers to expand crop-growing areas with high-yielding varieties and the weather remained favourable. Higher wheat output could help the world's second-biggest producer of the grain in replenishing depleted inventories



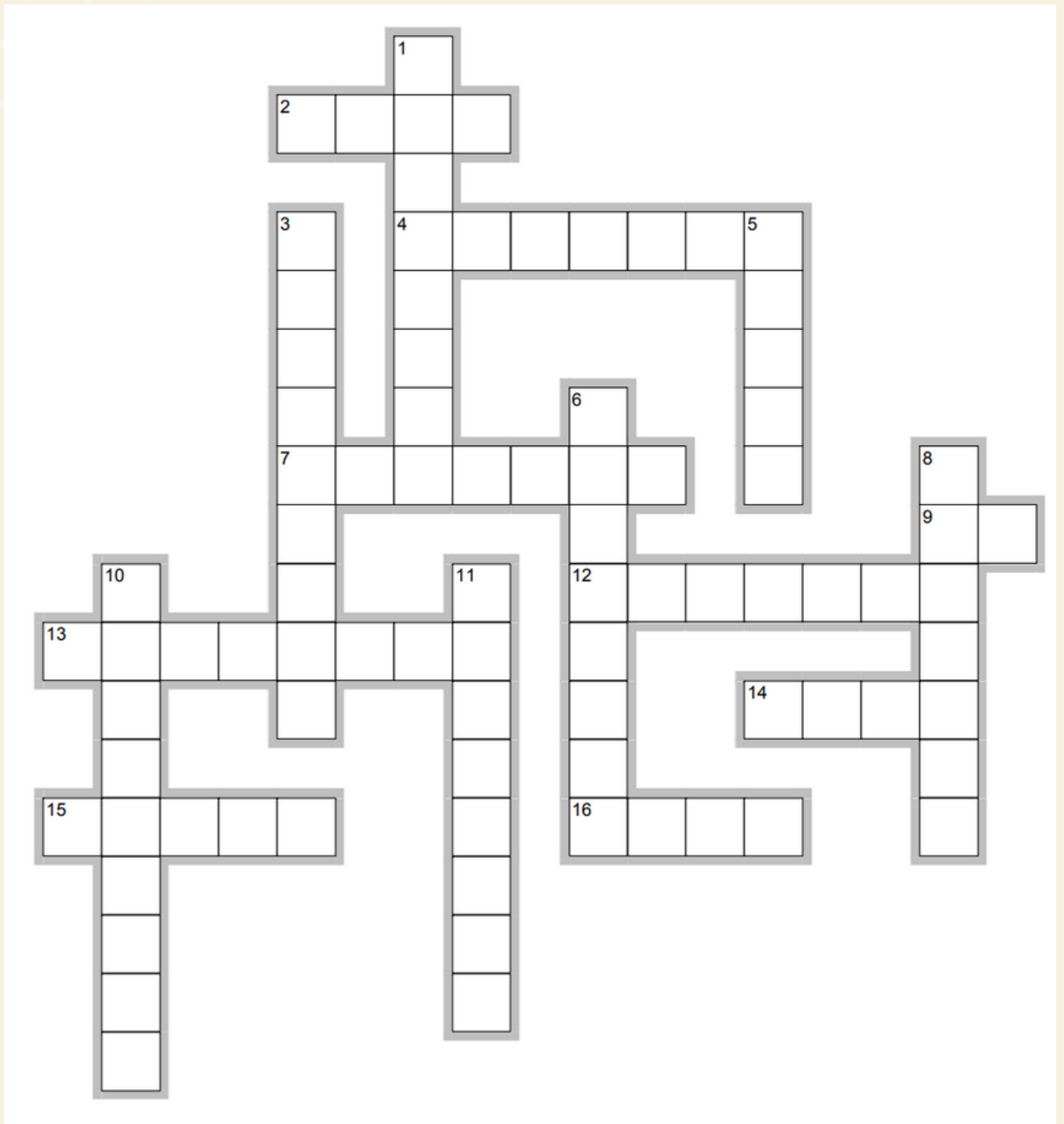
Coinbase, the biggest US cryptocurrency exchange, posts \$557 million loss in Q4



Coinbase posted a \$557 million loss and saw revenue tumble 75% in the fourth quarter as trading volumes plunged amid a series of prominent industry bankruptcies and scandals. While the \$629 million in revenue for the three-months ended in December was higher than the average analyst estimate of \$581 million.



CROSSWORD

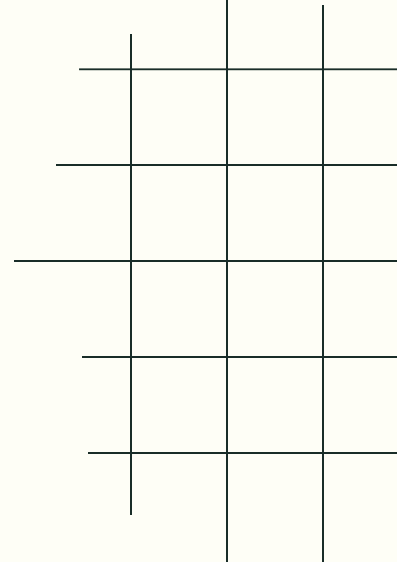


ACROSS

2. Buy it. Sell it. Love it
4. Let's make things better
7. Come on, let's fly
9. see what you can do
12. Be inspired
13. Wii would like to play
14. Just do it
15. Connecting people
16. Its good to play together

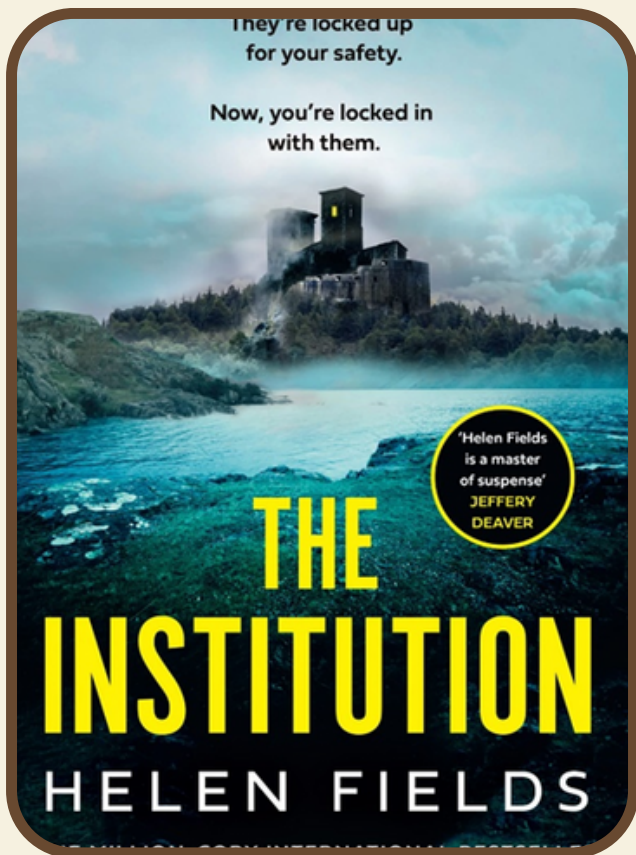
DOWN

1. it's in the game
3. The king of beer
5. A car you can believe in
6. Don't worry. There's no Sugar
8. Australian for beer
10. Where do you want to go today
11. HelloMoto



RECOMMENDATIONS

BOOK REVIEW



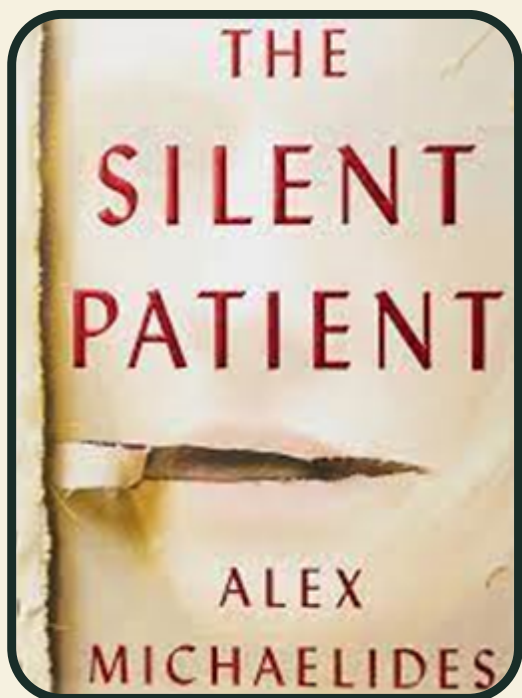
The Institution by Helen Fields follows forensic profiler Dr Connie Woolwine who has five days to catch a killer. On a locked ward in the world's highest-security prison hospital, a scream shatters the night. The next morning, a nurse's body is found and her daughter has been taken. A ransom must be paid, and the clock is ticking. Connie is renowned for her ability to get inside the mind of a murderer. Now, she must go deep undercover among the most deranged and dangerous men on earth and use her unique skills to find the girl – before it's too late. But as the walls close in around her, can Connie get the killer before The Institution gets her?

With focused chapters on each “guest” of this high-security prison hospital, the format of this book is brilliant as it gives Fields the opportunity to tell stories inside a story, allowing us to get to know these killers as part of Connie's main investigation. It reads like a Netflix documentary, picking apart the evil minds of these ruthless serial killers so that we can question whether they are a threat to her safety or, potentially, her defence when things go wrong.

The Institution is a brilliantly tense, cleverly developed, satisfyingly grim and immensely exciting edge-of-your-seat thriller that is an easy five-star read for any serial killer fan.



MORE TO READ

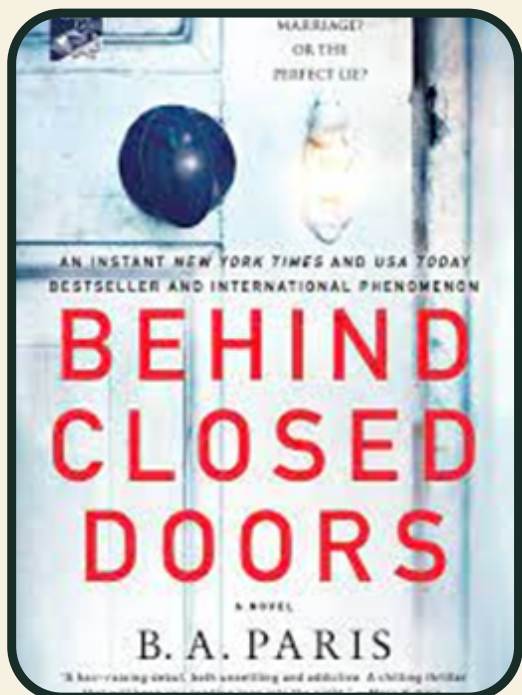


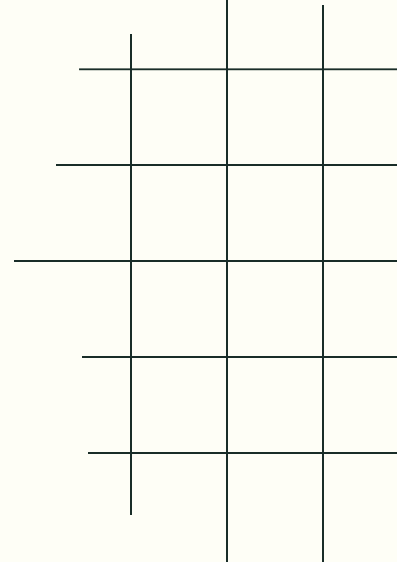
**THE SILENT PATIENT -ALEX
MICHAELIDES
4.2/5 GOODREADS**

**THE ONE- JOHN MARRS
4.3/5 GOODREADS**



**BEHIND CLOSED DOORS- B.A.
PARIS
4/5 GOODREADS**

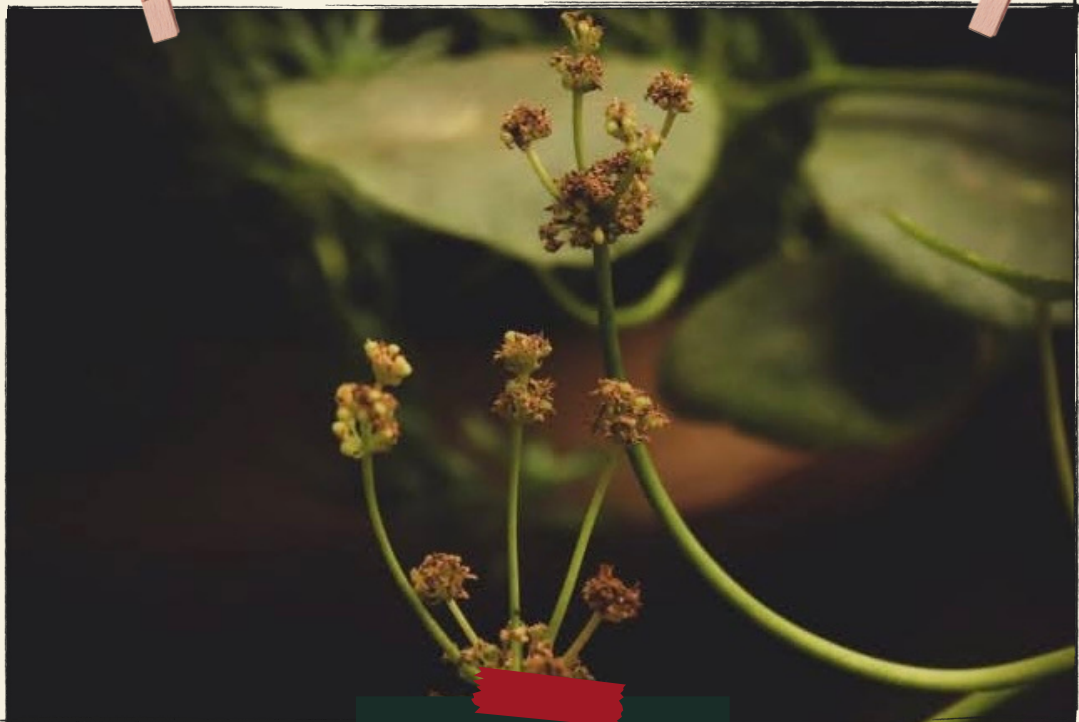




WALL OF FRAMES



HIMA SUMANTH
MBA - 13



DIVYA DUDHORIA
MBA - 13



DEBJYOTI GHOSH
MBA - 13



SUDHANSHU WALIA
MBA - 13



THANK

KNOWESIS WOULD LIKE TO APPRECIATE
EACH AND EVERY STUDENT AND FACULTY
MEMBERS FOR THEIR CONTRIBUTION

YOU

LOVE FROM
KNOWESIS FAMILY !



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