

THE GIST

June 2023- July 2023



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MENTOR'S NOTE

Preparing students as future HR Managers: Role of B-Schools

HR challenges are not only about developing talent, but about facilitating building of organizational capabilities including culture building, leadership & performance development, ensuring the mental well-being & psychological safety at workplace and in process creating a positive employee experience.

To achieve this outcome, Business schools need to shift focus from continuing with modules/papers solely based on expertise of Faculty members to what is relevant & required in today's context. HR systems/functions as they exist in organizations in current scenario, to be executed effectively require different level of competencies of HR professionals.


For example, with the changing nature of work & workforce along with large number of employment terminations/retrenchments & workforce exploitation only superficial knowledge of labour laws on part of HR specialization students may not work. Future HR professionals need to learn in detail & need to be adequately skilled on identifying the existing gaps in Labour & Industrial Laws, kind of



By - Dr. Deepak Sharma

changes required in Labour laws and as to how new Labour Codes amalgamating many of the labour laws would be able to meet those challenges, for example, why terms such as 'gig workers' or 'platform workers' have been included in Social Security Code, 2020.

Again, as compared to manufacturing, organizations in service sector have a higher need to align HR practices to customer relationship management practices so as to ensure requisite quality of service to the customer. The courses such as HRM in Service Sector maybe designed with the help of industry experts and research in the areas to provide an overview of existing and future HR practices & challenges in various service sectors like retail & e-retail, financial services, healthcare, hospitality and IT/ITes/BPO/KPO. One more reality of today is that the concept of lifetime employment is fading away and as the digitization and automation is increasing rapidly, especially



in IT sector, more and more jobs are moving into the risk zone. As a consequence, HR professionals of tomorrow need to understand that workforce needs to be high on 'employability quotient' and courses on Managing Redundancy through reskilling and upskilling may be introduced where they may learn to facilitate managing career of workforce in terms of training them into learning new competencies as

managers/employees grow in life and career.

HR electives on Strategic HR, Learning & Development or Performance Management need to shift gears from traditional focus to say case studies on how with the help of Artificial Intelligence & HR Analytics HR can identify and manage L&D needs of employees or how HR can prepare existing employees by reskilling them for future jobs

NMIMS WELCOMES



Mr. Chandramohan Shahabad

Joint Registrar at SVKM'S NMIMS Deemed to be University, Bangalore Campus

Mr. Chandramohan has done PGDBM in Finance from ITM Business School and B.E. in Mechanical Engineering from National Institute of Engineering.

Before Joining NMIMS, he was associated with Ekya Schools as Head of Operations, K12 Techno Services Pvt Ltd as Deputy Head –Procurements and ITM Group of Institutions as Director – Administration & Projects.

He is having 15 years of experience and his areas of expertise are Administration, Projects & Infrastructure Management, Procurement, and Non-Academic Operations.

We extend a warm welcome to Mr. Shahabad and look forward to his valuable contributions in enhancing our administrative practices. We are confident that his presence will further strengthen our commitment to providing a transformative learning experience to our students.

GUESS THE BRAND



HINT- This brand is a global leader in networking and communication technology. They have a significant presence in the cloud computing and Internet of Things (IoT) sectors. Their products and services range from network switches and routers to cybersecurity solutions.
Based on these hints, can you guess the brand?

EVENTS OF THE MONTH

FOUNDATION DAY



Welcome, MBA 14! A New Chapter Begins

Orientation week at NMIMS Bangalore was an extraordinary and unforgettable experience for the incoming batch, meticulously planned and executed by the enthusiastic seniors of MBA 13. With their vibrant energy, We warmly embraced MBA 14 and provided a grand introduction to the NMIMS Bangalore family. Let's delve into the highlights of this remarkable week, which set the stage for the MBA 14's exciting journey.

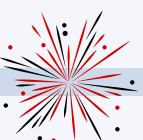


KNOWESIS FOUNDATION EVENT- "12 ANGRY MEN"



The movie session on "12 Angry Men" during the orientation program for the 14th batch of MBA (2023-25) at NMIMS Bengaluru Campus was a thought-provoking and insightful activity. The objective of the session was to highlight the importance of management principles and illustrate real-life challenges faced by decision-makers in business scenarios.

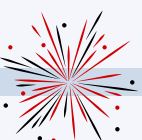
The session focused on six key themes, including group dynamics, leadership, group decision processes, context-driven communication, conflict resolution, and critical thinking. Through role plays prepared by the students, these themes were explored, demonstrating the impact of dissent, stereotypes, prejudices, and the need for objective decision-making. The faculty members provided constructive feedback and guided the participants in understanding the roles of the jurors and the significance of individual traits and assertiveness in countering subjectivity and examining assumptions.





The analysis of the movie and its characters allowed the participants to delve deeper into the concepts and principles of management. They gained insights into the stages of analyzing a situation, separating facts from perceptions, and the value of dissent and assertiveness in decision-making. The session fostered a practical connection between theory and real-world scenarios, equipping the students with valuable skills for their MBA journey.

Overall, the movie session on "12 Angry Men" served as a valuable tool to highlight the importance of management principles and provided an engaging and experiential learning experience for the incoming batch of MBA students at NMIMS Bengaluru Campus.

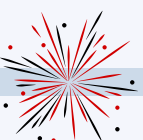


DIRECTOR'S SPEECH



Setting benchmarks for the future

The commencement of the Foundation Day began with a captivating address from Dr. Narayani Ramachandran, our highly respected Deputy Director. Drawing upon her vast expertise and deep insights into the corporate realm, Dr. Narayani inspired the incoming batch by outlining her vision for their life-altering MBA expedition. She underscored the importance of embracing difficulties, cultivating a robust professional ethos, and adopting a comprehensive perspective on managing business affairs. MBA 14 departed with a newfound sense of empowerment, fully prepared to commence their journey towards achievement.



ADDRESS BY CHIEF GUESTS



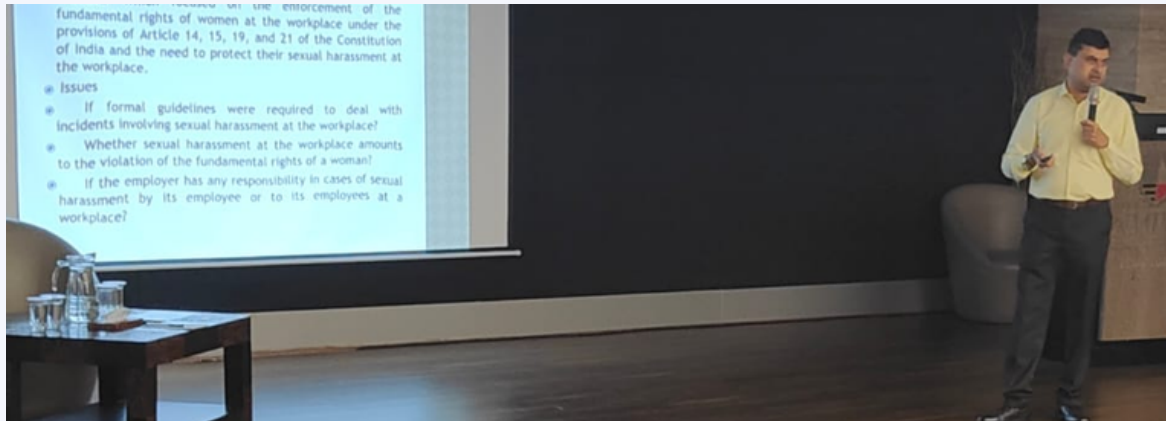
Words from the Wise

The Foundation Day reached its pinnacle with a keynote address by our esteemed Chief Guests: Arjun Majumdar, Punith Kumar U, and Praveen Daga, renowned visionaries in their respective fields. These distinguished individuals shared profound insights and wisdom in the realm of marketing, captivating the new batch with their words of motivation and extensive industry experience. MBA 14 gained invaluable exposure to the real-world challenges and opportunities that await them, igniting their passion to make a positive impact in the business landscape.

Meticulously organized by MBA 13, the Foundation Day marked a remarkable beginning to MBA 14's journey at NMIMS Bangalore. Throughout the eventful week, the new batch not only familiarized themselves with the demanding academic curriculum but also fostered a sense of belonging and camaraderie within the NMIMS Bangalore community. As MBA 14 takes their initial strides towards becoming future business leaders, we extend our heartfelt wishes and assure them that the NMIMS Bangalore family will be there to provide unwavering support and guidance throughout their journey.



PREVENTION OF SEXUAL HARASSMENT COMMITTEE (POSH)



Dr. Deepak Sharma Sheds Light on Gender Sensitization and Sexual Harassment in the Workplace

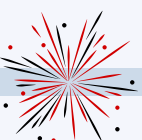
We are excited to share with you the insightful details from a thought-provoking speech delivered by the esteemed Dr. Deepak Sharma, a renowned industry expert, faculty mentor and motivational speaker. Addressing the new batch of MBA students, Dr. Sharma delved into the crucial topics of gender sensitization and the Sexual Harassment of Women at Workplace Act, 2013.

Sexual Harassment: A Detailed Discussion:

Dr. Sharma initiated the conversation by providing a comprehensive understanding of sexual harassment in the workplace. He defined unwelcome behavior, sexual advances, demands for sexual favors, and comments with a sexual flavor as elements that constitute sexual harassment. Dr. Sharma emphasized the importance of perceiving such incidents from the victim's perspective rather than that of the perpetrators, shedding light on situational examples to illustrate this point.

Sex vs. Gender: Challenging Stereotypes:

Highlighting the distinction between sex and gender, Dr. Sharma emphasized the detrimental effects of stereotyping based on gender. He encouraged the new MBA batch to challenge traditional gender roles and biases, fostering an inclusive environment that values diversity and equal opportunities for all.



Bhanwari Devi and Vishaka Guidelines: Detailed Discussion:

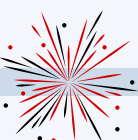
Dr. Sharma delved into the landmark cases of Bhanwari Devi and the Vishaka guidelines. These cases played a crucial role in shaping the legal framework for addressing sexual harassment in India. He discussed the Sexual Harassment of Women at Workplace Act, 2013, which provides protection and mechanisms for reporting and addressing such incidents. Dr. Sharma explored key sections of the Act, including IPC Section 354A, Section 509 IPC, ICC Section 4, and others, which outline the obligations of employers and procedures for complaint, inquiry, relief, and appeals.

Office Culture and its Link to Sexual Harassment:

Dr. Sharma highlighted the direct link between office culture and incidents of sexual harassment. He emphasized the significance of fostering a respectful and inclusive work environment where individuals feel safe and empowered. By nurturing a positive office culture, organizations can actively prevent and address instances of sexual harassment.

Dr. Sharma's impactful speech left a lasting impression on the new MBA batch, highlighting the importance of gender sensitization and the need to create safe and inclusive workplaces. It is our collective responsibility to prioritize these issues and ensure that our MBA community fosters an environment where everyone feels respected, valued, and free from any form of harassment.

Let us strive to build workplaces that celebrate diversity, challenge stereotypes, and provide equal opportunities for all, regardless of gender.



ANTI - RAGGING



Dr. Deepak Sharma Advocates for a Zero Ragging Campus: Curbing the Menace of Ragging

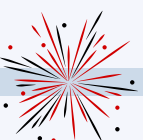
We are pleased to share the key insights from a compelling speech delivered by Dr. Deepak Sharma, a distinguished industry expert and renowned motivational speaker. Addressing the new batch of MBA students, Dr. Sharma shed light on the pressing issue of ragging and stressed the significance of creating a zero-tolerance environment.

Zero Ragging Campus:

Dr. Sharma emphasized the importance of establishing a zero ragging campus, where every student feels safe, respected, and free from any form of harassment. He urged the MBA community to work collectively towards eradicating ragging and fostering a supportive atmosphere conducive to personal and professional growth.

Understanding Ragging: Supreme Court & UGC Regulations:

To provide clarity on the topic, Dr. Sharma discussed the legal perspective surrounding ragging. He highlighted the regulations set by the Supreme Court and the University Grants Commission (UGC) to curb this menace. By adhering to these guidelines, educational institutions can ensure a secure and inclusive learning environment.



Defining Ragging: A Detailed Discussion:

Dr. Sharma delved into the various forms of ragging and explained how it can manifest in both physical and psychological ways. By engaging the new MBA batch in an open dialogue, he emphasized the importance of recognizing the warning signs and taking a proactive stance against any form of harassment within the campus.

NMIMS Bengaluru: A Zero Tolerance Policy:

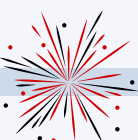
As part of NMIMS Bengaluru's commitment to providing a safe and nurturing environment, Dr. Sharma highlighted the institution's zero tolerance policy towards ragging. He emphasized the collective responsibility of the entire MBA community, including faculty, staff, and students, to ensure a culture that values respect, empathy, and inclusivity.

Offenses Under IPC:

Dr. Sharma shed light on the legal ramifications of ragging by discussing the offenses defined under the Indian Penal Code (IPC). He highlighted the serious consequences that perpetrators can face and emphasized the importance of reporting any instances of ragging to the appropriate authorities.

Dr. Sharma's enlightening speech left an indelible mark on the new batch of MBA students, empowering them to become change agents in curbing the menace of ragging. As a college community, let us unite in our commitment to maintaining a zero ragging campus and fostering an environment where every individual can thrive and reach their fullest potential.

Together, we can create a safe and inclusive space where respect, integrity, and compassion reign supreme.



GUEST LECTURE FOR HR STUDENTS



We had the privilege of hosting Shri. Virjesh Upadhyay ji, Director General of the Dattopant Thengadi Foundation, as our esteemed guest lecturer for the LFIR elective. His presence and insightful lecture on Industrial Relations/Trade Unions in India/IR Code left a lasting impact on all of us. We are truly honoured to have learnt from one of the legends of the field.

During the lecture, he shared profound insights on various aspects of industrial relations, including the concept of industrial family, importance of up-skilling and reskilling for a healthy HR/IR ecosystem, the need to prioritise the nation's interest, the significance of HR professionals exploring the ecosystem to understand the workers, the community, and the society, and the benefits of adopting a customized approach to industrial relations. Furthermore, he shared his extensive experiences representing Indian trade unions at the International Labour Conference of the ILO in Geneva, Switzerland. His insights shed light on the challenges and opportunities in the field of industrial relations, how IR codes address collective bargaining, role of trade union in upcoming years, etc. inspiring us to explore the dynamics of trade unions further.





SOCIAL ISSUE OF THE MONTH

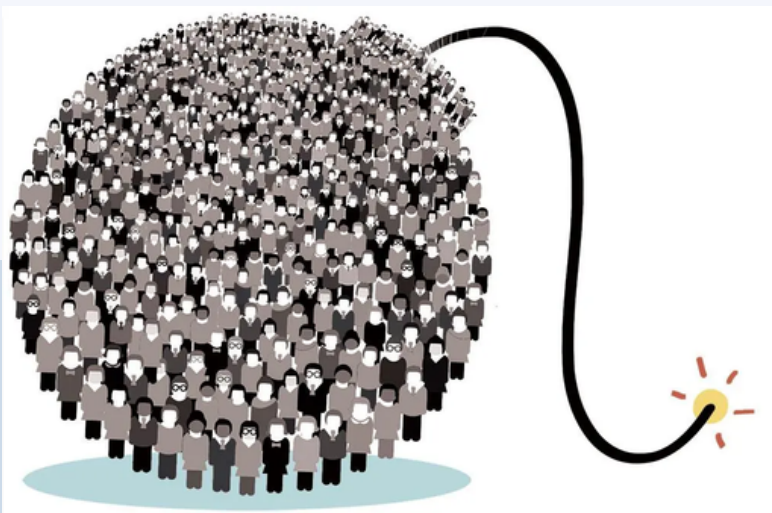
Overpopulation in India

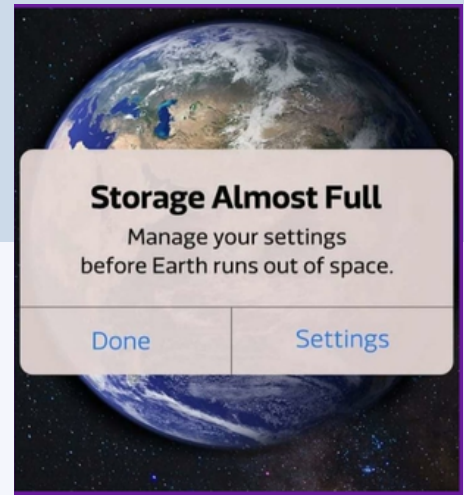
According to the latest estimates and projections by the United Nations, India is set to overtake China as the world's most populous country by the end of this month. India's population is expected to reach 1,425,775,850 people, matching and eventually surpassing the population of mainland China.

China reached its peak population of 1.426 billion in 2022 and has since begun to decline. Projections suggest that China's population could fall below 1 billion by the end of the century. In contrast, India's population is anticipated to continue growing for several decades.

In 2022, China had one of the lowest fertility rates in the world, with 1.2 births per woman. On the other hand, India's current fertility rate stands at 2.0 births per woman, just below the "replacement" threshold of 2.1, which is the level required for population stabilization in the absence of migration.

Both China and India implemented policies during the latter half of the 20th century to address rapid population growth by targeting fertility levels. These policies, coupled with investments in human capital and efforts to promote gender equality, led to a significant decline in China's fertility rate during the 1970s and a more gradual decline in the subsequent decades.





According to a Policy Brief (No. 153) by the United Nations Department of Economic and Social Affairs (UN DESA) titled "India overtakes China as the world's most populous country," there will be significant shifts in the age demographics of both China and India.

Between 2023 and 2050, the number of individuals aged 65 or older is expected to nearly double in China and more than double in India. However, in terms of the proportion of the total population, the growth of the older population in India will be slower compared to China.

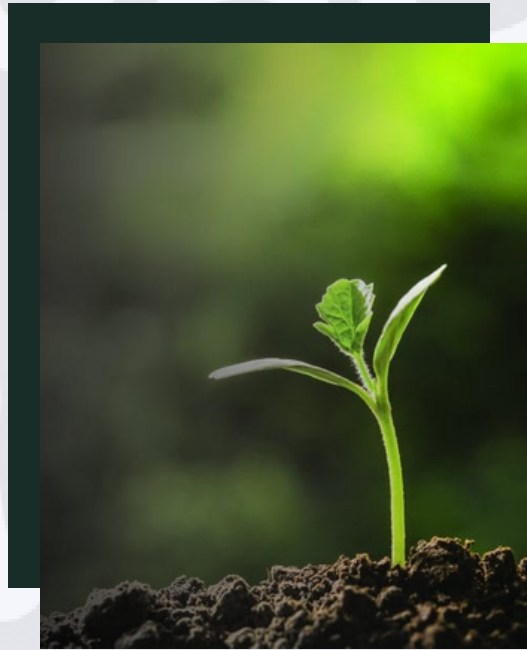
In India, the number of individuals of working age is projected to continue increasing both in absolute numbers and as a proportion of the total population until mid-century. This trend provides opportunities for faster economic growth in the coming decades. On the other hand, China is expected to reach a peak percentage of the population in the age range of 25-64 in the near future. This indicates that the window of opportunity created by the changing age distribution in China will close.

In the context of achieving the Sustainable Development Goals (SDGs), it is crucial for national development planning to consider future population trends based on high-quality, timely, and disaggregated data. The progress towards these goals will be evaluated using available data during the SDG Summit 2023, which will be held by the United Nations General Assembly in September.

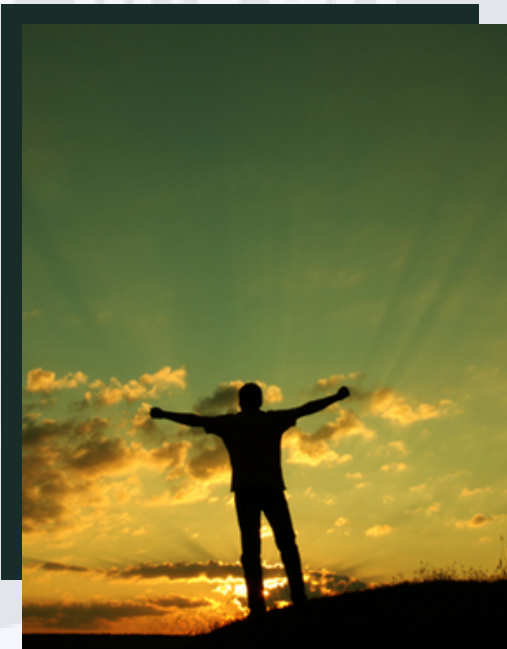
The United Nations recommends conducting a national census at least once every 10 years. China conducted its most recent census in November 2020. However, India's planned census for 2021 was postponed due to the challenges posed by the COVID-19 pandemic. The census is now rescheduled for 2024.



CAPTIONS OF THE MONTH



The beginning is always today



The direction you choose to face determines whether you're standing at the end or the beginning of a road



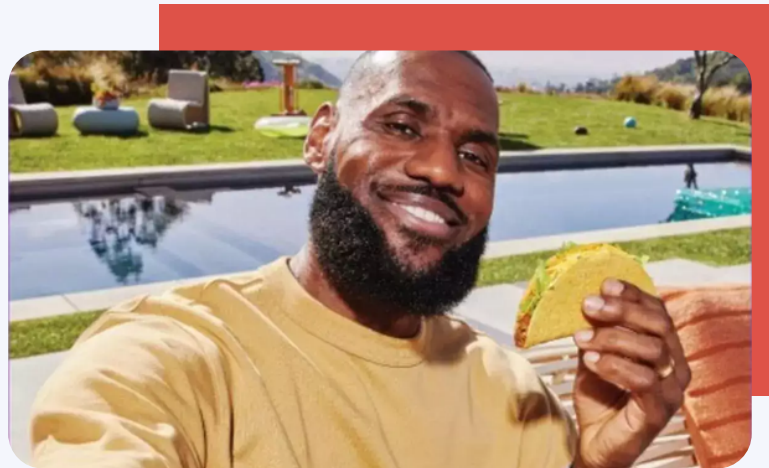
Isn't it nice to think that tomorrow is a new day with no mistakes in it yet?

CAMPAIGN OF THE MONTH

Taco Bell: Taco Tuesday

Taco Bell has embarked on a global mission to popularize its Crunchy Taco and promote the tradition of "Taco Tuesday" worldwide. The brand has consistently featured this classic menu item across Taco Bell locations globally. To spread awareness of Taco Tuesday, Taco Bell has partnered with renowned American professional basketball player LeBron James.

Sean Tresvant, Chief Global Brand & Strategy Officer at Taco Bell, expressed excitement about the collaboration, stating, "We are thrilled to bring the cultural phenomenon of Taco Tuesday to fans around the world, allowing them to come together and celebrate the best day of the week in their own unique way. LeBron James has been an enthusiastic fan of Taco Tuesday, and we are incredibly grateful to have his support in uniting even more taco lovers across the globe."



Hardik Pandya, the brand ambassador of Taco Bell in India, will also continue to promote and celebrate Taco Tuesday, adding to the excitement surrounding this special day. Starting from July 4th, 2023, customers in India can enjoy a fantastic offer of any two tacos, either crunchy or soft, for Rs 129. This offer is available at all Taco Bell restaurants and can be availed through delivery apps and aggregators as well.



Invicto is Maruti Suzuki's big premiumisation leap. Will it be able to reinvent itself?

Maruti Suzuki enters premium segment with Invicto, priced above Rs 20 lakh. The company seeks to reinvent itself as a premium brand, as the Indian market moves towards premium vehicles.



India's moon mission Chandrayaan-3 to be launched on July 14



Isro on Thursday announced that it will launch Chandrayaan-3 at 2.35pm on July 14. Earlier in the day, the GSLV-Mk3 or LVM3 integrated with the spacecraft was being moved to the launchpad at the spaceport in Sriharikota. On Wednesday, the spacecraft was integrated with the launch vehicle.

Singapore court tells Pratt & Whitney to supply engines to Go First

Go First stopped flying and appealed for insolvency proceedings in the National Company Law Tribunal (NCLT) on May 2 due to cash problems and after it had to ground more than half of its 54 planes because of supply issues from the American engine maker. Supply of engines will give it some hope to resume its grounded operations.



Adani Green to raise Rs 12,300 crore via QIP to fund expansion



By selling shares through the QIP, Adani Green is looking to bring on board more institutional investors and attract more research analysts to cover the firm, according to a report by Bloomberg. Only one analyst currently tracks the company.

India has highest tariffs on inputs in electronic segment among competing economies like Vietnam

India has the highest tariffs on inputs in electronic segment among competing economies, according to industry body ICEA's study that analysed input tariffs in electronics sector across five nations. The study revealed that high tariff induced costs accentuates India's cost disability vis-a-vis the four competing economies.



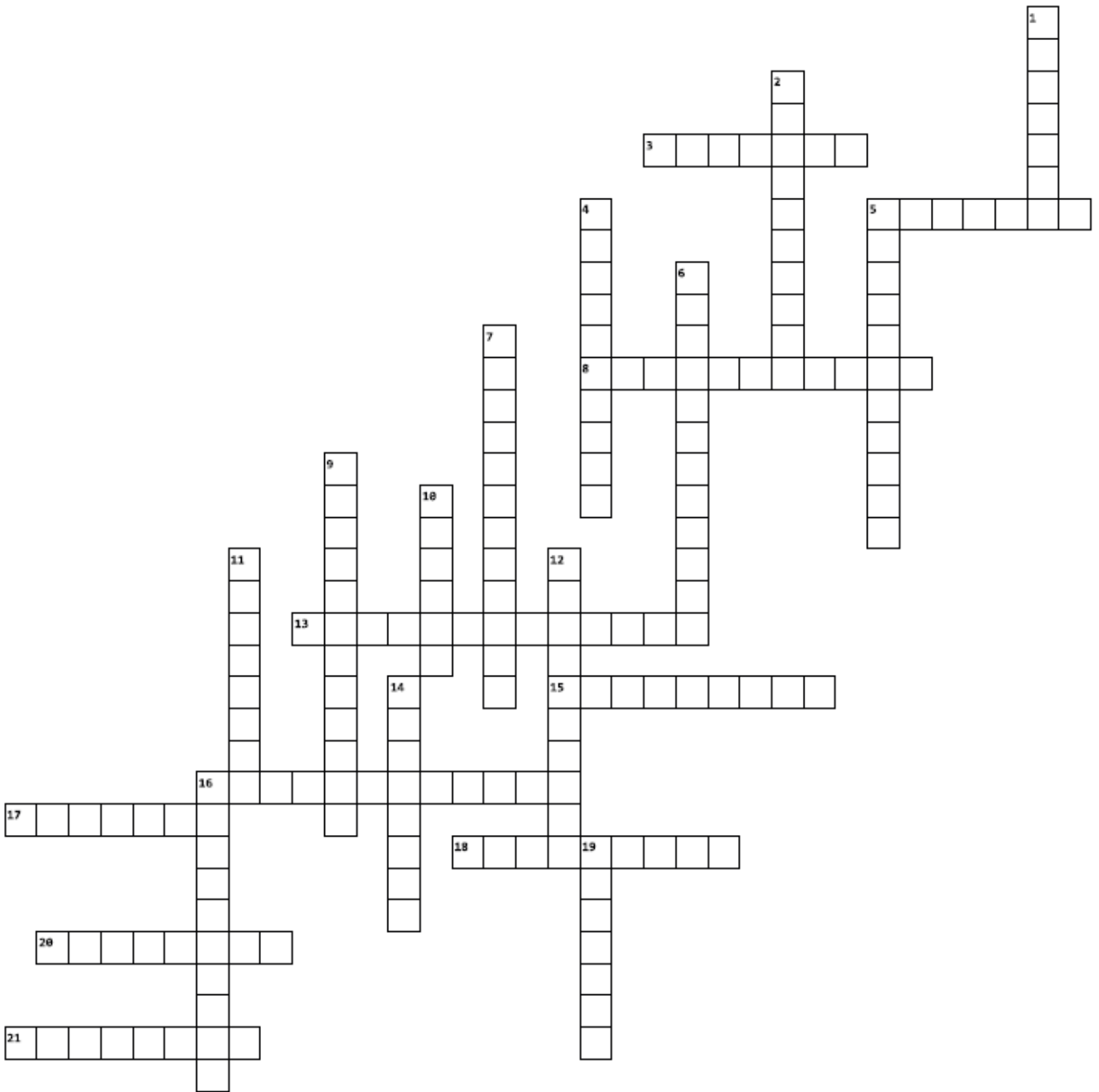
Tata Steel sacks 38 employees for breaking company's code of conduct



Tata Steel has taken action against 38 employees who breached its code of conduct. The chairman, N Chandrasekaran, revealed that 35 of these had been suspended for practices related to ethical issues, while the other three were punished for sexual misconduct. The company received complaints from whistleblowers.



CROSSWORD



ACROSS

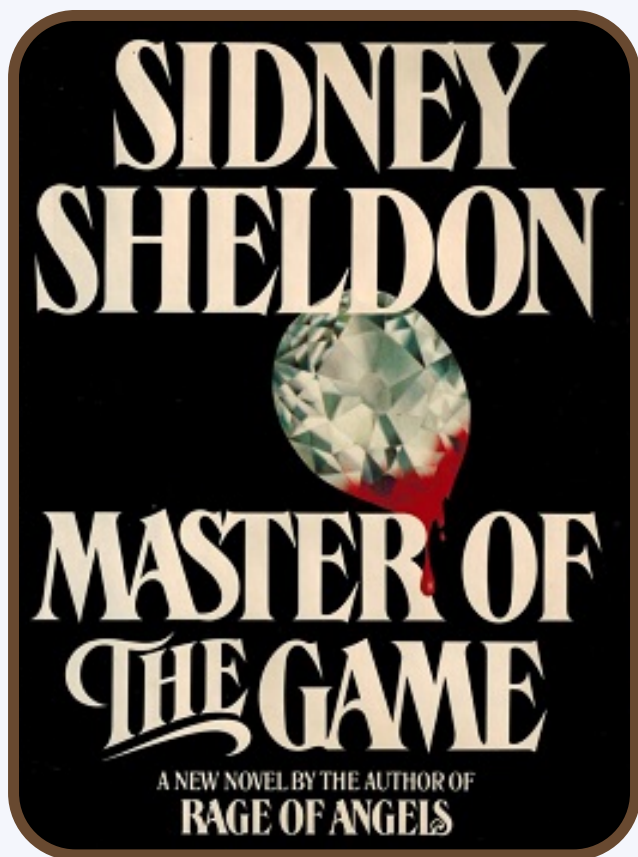
3. Describe, giving reasons, a business idea, observation or issue.
5. By looking at all aspects of a particular business decision or proposal, consider a
8. Employees work in a location away from the workplace.
13. Intergration and interdependence of economics.
15. The vertical transfer of information in a hierarchy, via meetings between staff at different levels of the hierarchy.
16. Occur when the employer can no longer afford to hire the worker.
17. Consider a business decision or proposal which sets out its assumptions and interrelationships.
18. The senior members of staff who have been elected by shareholders of a company to run the business on their behalf.
20. Updating employee skills in delivering CSR such as good customer care.
21. Using the power of pressure groups to influence key issues

DOWN

1. Tax on imports.
2. Person who sells the license of their business.
4. Refusal to buy products from a business as a sign of protest.
5. Show the differences between ideas or concepts.
6. Take out the action of government on the economy.
7. The process of shifting through applications to identify suitable candidates for the jobs.
9. Transferring a staff member from a department or branch that no longer requires their services to other areas of business.
10. Quantity limits n the scale of foreign imports.
11. Add information or data.
12. Person who buys a business.
14. view of the decision or proposal.
16. The process of hiring suitable workers.
19. Description or observation of business data or information relating to a business decision or issue.

RECOMMENDATIONS

BOOK REVIEW



"What had started as idle conversation began to take concrete shape as a plan of action"

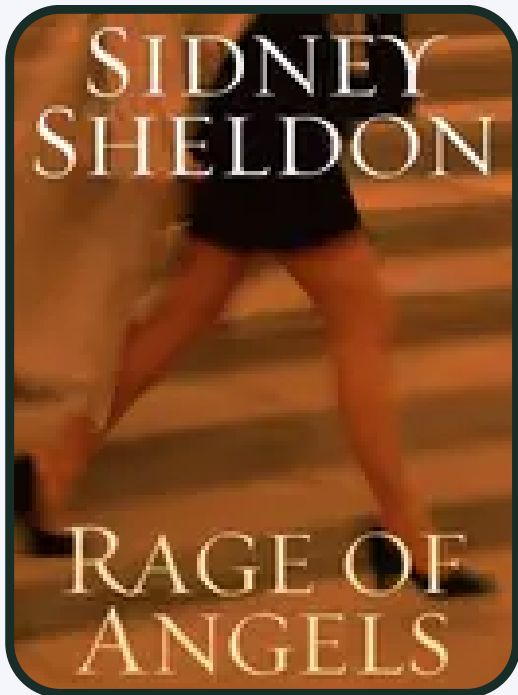
Master of the Game, a riveting novel by the acclaimed author Sidney Sheldon, takes readers on an exhilarating journey through the lives of the powerful Blackwell family. Filled with treachery, ambition, and suspense, this captivating saga offers a glimpse into the cutthroat world of business and leaves readers hungry for more.

The story begins with Kate Blackwell, a woman of exceptional beauty and cunning intelligence, who possesses an unquenchable thirst for power. As she builds her empire, we witness the lengths to which she will go to protect her family's legacy. Sheldon skillfully crafts a character who is both ruthless and captivating, leaving readers torn between admiring her ambition and despising her methods.

The novel is a testament to Sidney Sheldon's mastery of suspense and storytelling. Its enthralling plot, well-developed characters, and dramatic twists make it a page-turner that keeps readers guessing until the very end. Sidney Sheldon once again proves his status as a literary maestro, delivering a thrilling narrative that will keep readers hooked from the first page to the last. Master of the Game is a captivating journey that will leave readers craving more of Sheldon's unforgettable storytelling.

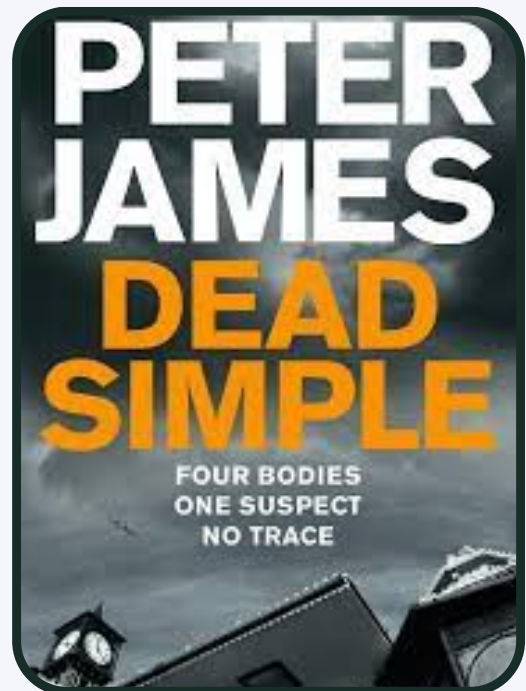


MORE TO READ

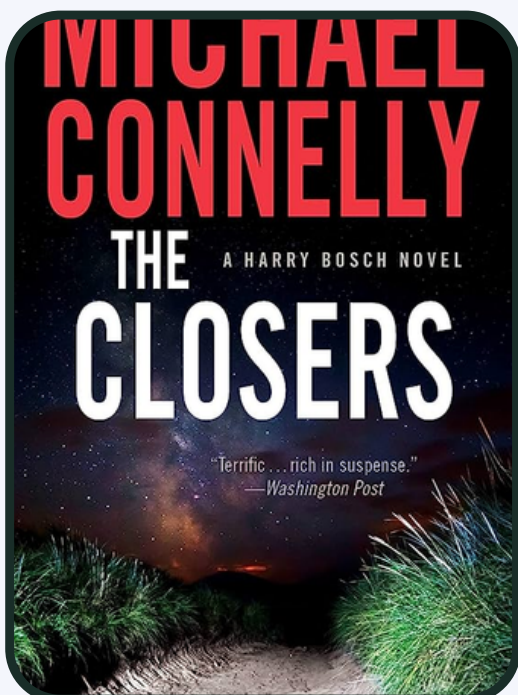


RAGE OF ANGELS- SIDNEY SHELDON
5/5 GOODREADS

DEAD SIMPLE- PETER JAMES
4.1/5 GOODREADS

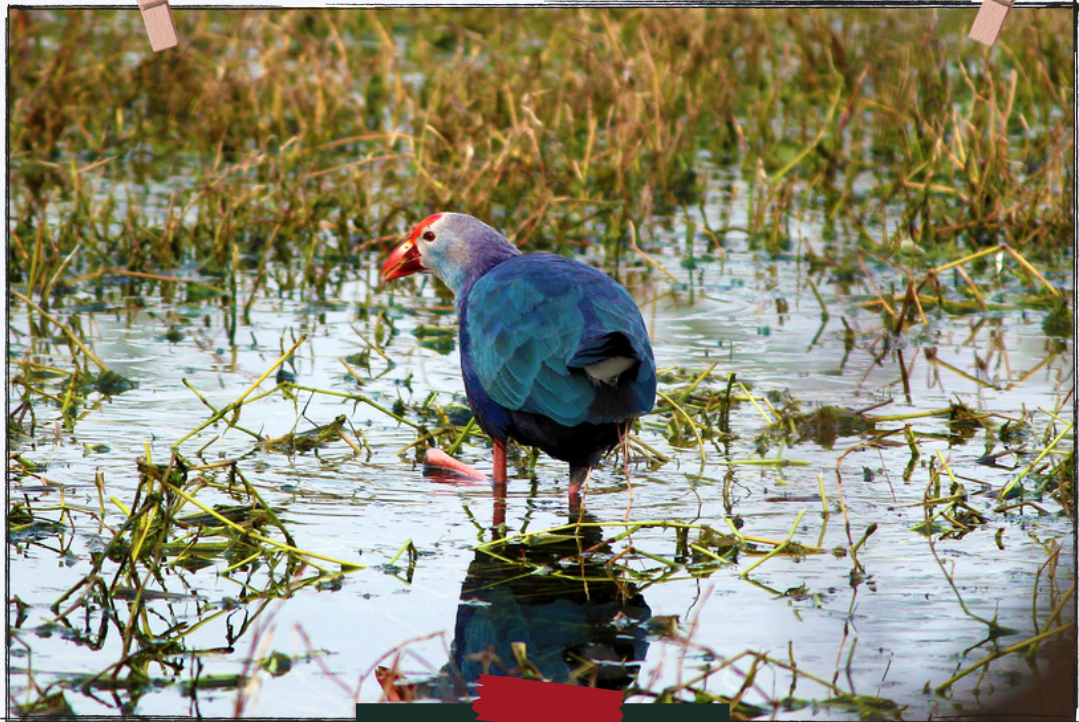


THE CLOSERS-
MICHAEL CONNELLY
4.2/5 GOODREADS





WALL OF FRAMES



NIKUNJ MAHESHWARI
MBA - 14



KHUSHI JAIN
MBA - 14

SHUTTER BUGS



SUDHANSHU WALIA
MBA - 13



GORAGAPUDI HIMA
SUMANTH
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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