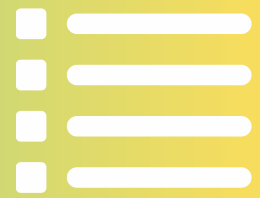


# THE GIST

SEPTEMBER - OCTOBER 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.



**Dr. Deepak Sharma**

Future HR professionals need to learn in detail & need to be adequately skilled on identifying the existing gaps in Labour & Industrial Laws, kind of 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.



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. 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



# KNOWESIS IN COLLABORATION WITH THE WEEK



# “The Week” Magazine: A Glimpse into the Frontlines of Ukraine and Beyond

In the August issue of "The Week" magazine, we embark on a journey to the war-torn region of Ukraine, offering an intimate glimpse into the lives of those who have found themselves on the frontlines of one of the world's most critical conflicts. As Deputy Photo Editor Bhanu Prakash Chandra travels from New Delhi to capture their voices, this edition brings you real-life stories from soldiers fighting for Ukraine and provides fresh perspectives on global events.

## Cover Story: Ukraine Unveiled

The central focus of this edition revolves around the Ukraine-Russia war, providing readers with an unfiltered look at the grim reality of the conflict. The heart-wrenching first-hand accounts from soldiers reveal the courage, sacrifices, and resilience that define their experiences.

Soldiers' Stories by Bhanu Prakash Chandra

Join Bhanu Prakash Chandra on his poignant journey as he records the stories of these courageous soldiers. Through his lens and their voices, we gain unique insights into the challenges they face, the bonds they form, and the indomitable human spirit that keeps them going.



## **Political Insights:** M. Pramot Singh Speaks on Manipur's Tensions

In an exclusive interview, M. Pramot Singh sheds light on the complex tensions in Manipur, providing an in-depth understanding of the region's political landscape.

In Conversation with Sukhvinder Singh Suku, CM of Himachal Pradesh

Explore the vision and strategies of Himachal Pradesh's Chief Minister, Sukhvinder Singh Suku, as he shares his thoughts on governance, development, and the future of his state.

## **The Future of India on Wheels**

Dive into the future of mobility in India as we explore cutting-edge technologies and trends in the automotive industry that promise to revolutionize how we travel.

## **Yoga: A Lifelong Journey to Wellness**

Discover the profound importance of yoga as you age gracefully. Explore how this ancient practice can enhance both physical and mental well-being, offering a fulfilling life at any stage.

## **Cultural Chronicles: Art, Cuisine, and More**

Immerse yourself in the rich tapestry of Indian culture through articles on art, cuisine, and lifestyle, celebrating the diversity and vibrancy of our nation's heritage.

This edition of "The Week" magazine is a tapestry of global affairs, personal narratives, and insightful perspectives. It brings to life the stark realities of the Ukraine-Russia war through the words of those on the frontlines while also providing a broader view of India's future, politics, and well-being. With its compelling stories, thought-provoking interviews, and captivating narratives, this issue is a must-read for anyone seeking a deeper understanding of the world we inhabit.





# EVENTS OF THE MONTH





# DEAD POETS SOCIETY III





# DEAD POETS SOCIETY - III

DPSI 3:

Art has had a profound and multifaceted impact on human life throughout history and it continues to impact our lives directly or indirectly. Whether in times of celebration or moments of reflection, art continues to shape, inspire, and transform our experience. Taking “Art that impacted my soul” as the theme, Knowesis conducted its 3rd edition of DPSI on 23rd September.

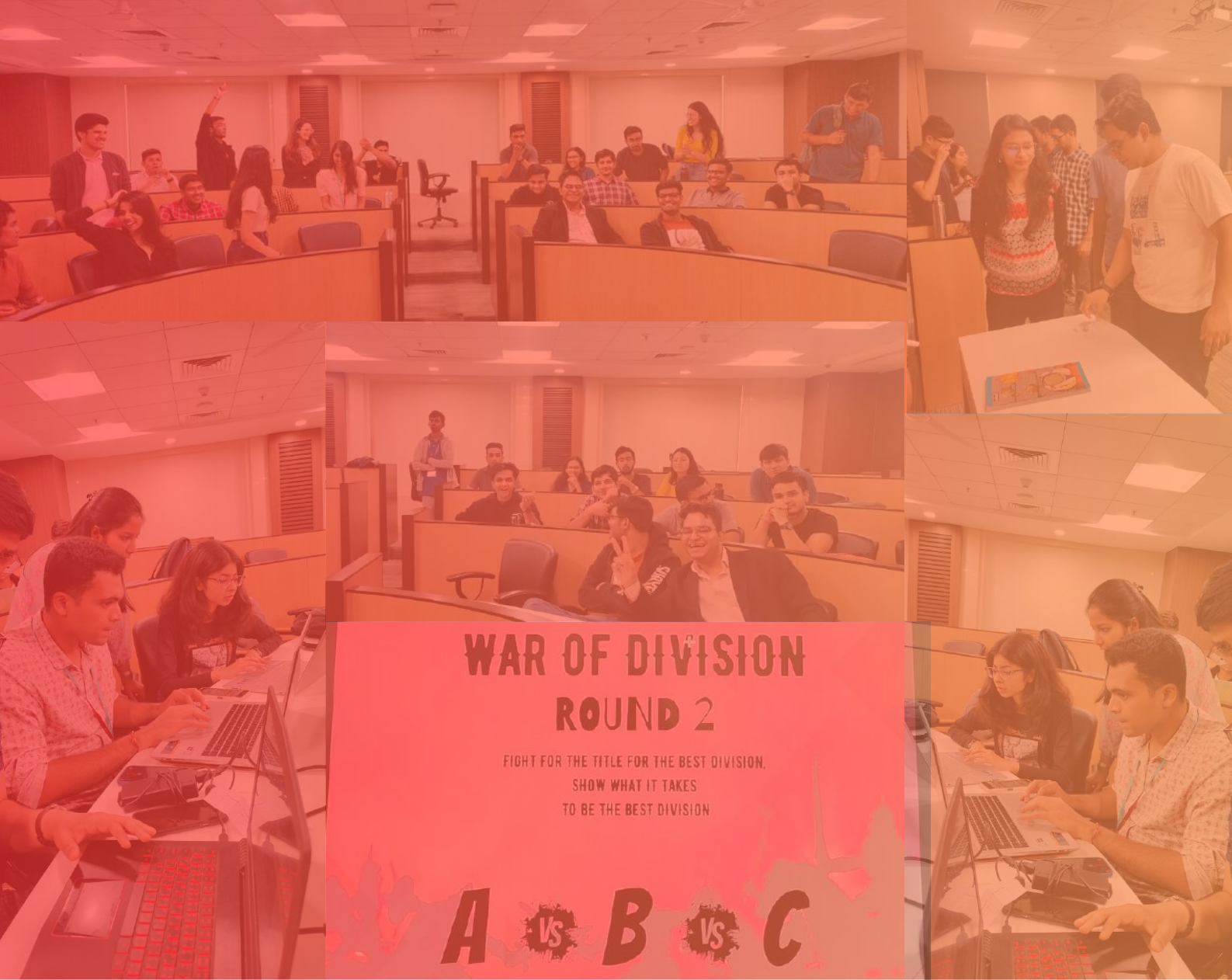
As each speaker stepped on the podium to share their interesting tales on how music, literature, painting, movies and many more impacted their life and their learning from the same, emotions surged, and participants resonated on the tales being shared.

It truly is a safe space for everyone to express themselves amidst their busy MBA life.

Its important for people to occasionally take some time and slow down the pace of life in these fast-paced times and just speak from the heart and DPSI provides the platform for it.







# WAR OF DIVISIONS







# WAR OF DIVISIONS

Henry Ford once said, “**Competition is the best way to bring out the best in people**”, and in the heart of NMIMS Bangalore campus, a storm was brewing, a storm of competition and rivalry against their fellow divisions to be crowned the best division of MBA-14. We are talking about “**The War of Divisions**” conducted by club Paramarsh. This annual competition had everybody excited for the 2 rounds that were conducted during the months of August and September.

The first round was the quiz round where the participants were quizzed on general business topics and guess the logo questions. After the end of round 1, Division C took the lead followed by Division B and Division A.

The second round held in September was the decider. Would Division C maintain their lead or will Division A or B make a comeback and win the War of Divisions? The 2nd round was where the participants were asked to present a 2-slide presentation on the topic they were given and were asked to give a unique solution to the problem statement.

As its always said, “**It’s not over until it’s over**”, Division B made an amazing comeback by taking the second round and gaining 1400 points in total and defeated Division C by a slim margin of just 100 points. The battle was close and intense but there can only be one winner, and this year’s winner of the War of Division was Division B.





# THE IIM GUY'S VISIT





# THE IIM GUY'S VISIT

The IIM Guy, a renowned YouTuber and influencer in the B-school community, visited NMIMS Bangalore on September 11th, 2023, as part of his Pan India campus tour. During his visit, he met with students and faculty to discuss various topics, including internships, placements, campus life, and the future of B-school education in India.

Throughout the tour, the IIM Guy was impressed by NMIMS Bangalore's commitment to academic excellence and holistic learning experiences. He commended the college's facilities, such as the Bloomberg terminal, and was particularly impressed by its diverse student cohort and strong alumni network.

The IIM Guy expressed his confidence in NMIMS Bangalore as one of the leading private B-schools in India and his excitement for the future of business education in the country. NMIMS Bangalore is grateful for the IIM Guy's visit and for sharing his valuable insights with our community.



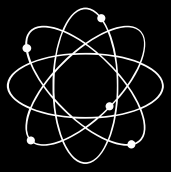




# ISRO SCIENTIST DR. DIWAKAR'S VISIT







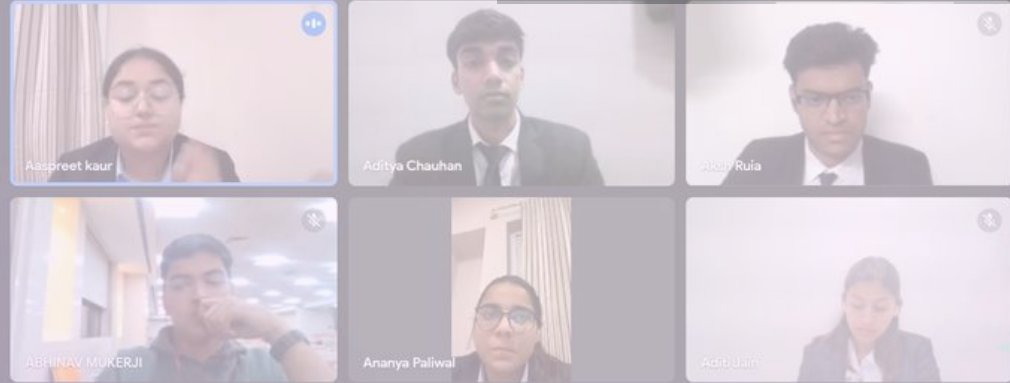
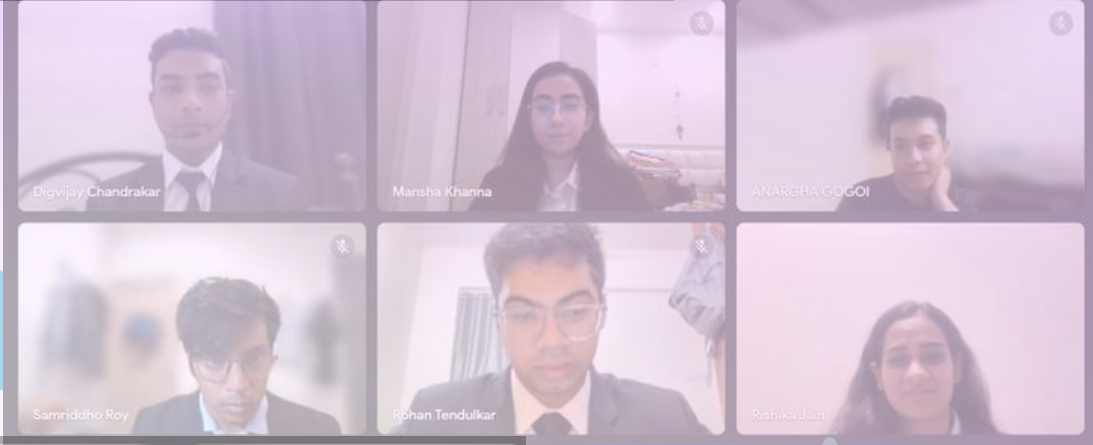
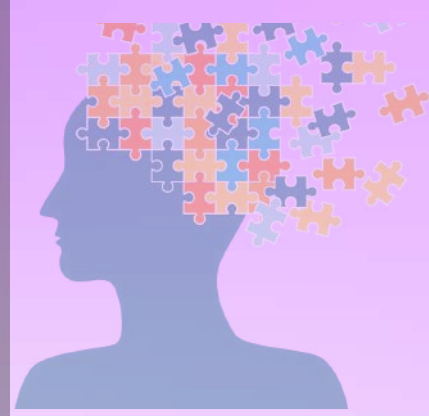
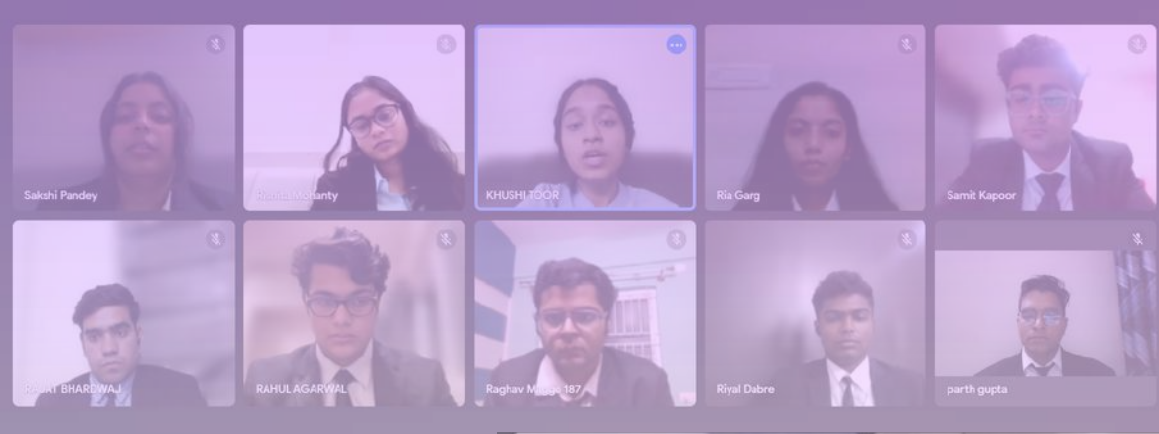
# ISRO SCIENTIST DR. DIWAKAR'S VISIT

On 30th August 2023, a fascinating interactive session was held at NMIMS, Bangalore. The session was centered on the "Indian Space Program and Chandrayaan Missions," and it featured Dr. P G Diwakar, ISRO Chair Professor, and Former Scientific Secretary of ISRO. The event provided a remarkable opportunity to explore the Chandrayaan missions and the Indian Space Program. During the session, Dr. Diwakar shared intriguing insights about space exploration, which left the attendees with a deeper understanding of the topic.

The attendees of the event had the chance to ask questions related to space and plans of ISRO. Dr. Diwakar answered all these questions with great detail and perfection, providing valuable information to the audience. He talked about the goals, achievements, and challenges of the Chandrayaan missions. Furthermore, he shared his insights about the future of the Indian Space Program, including future missions like Gaganyaan to the Moon, Mars, and beyond.

Overall, Dr. Diwakar's session was highly informative and valuable for everyone who attended. It left the audience with a renewed sense of excitement about the future of space exploration and a deeper understanding of the Indian Space Program and the Chandrayaan missions.





# TOP TALENT



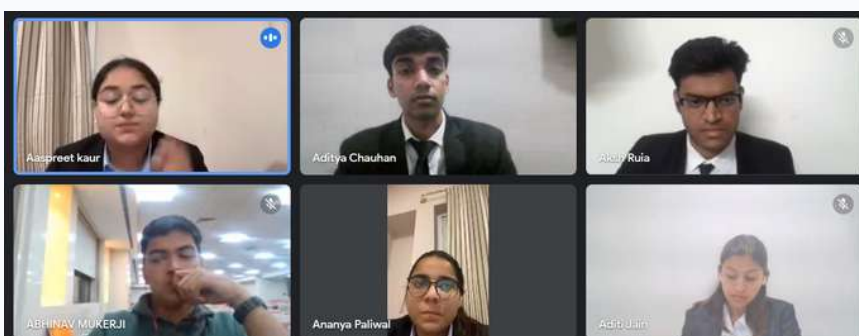


# THE TOP TALENT

The Top Talent event organized by HRiday, the HR club at NMIMS Bangalore, is highly anticipated and engaging. During this event, the club conducts mock Group Discussions and Personal Interviews to provide students with a glimpse of the upcoming SIP (Summer Internship Placement) processes and to prepare them effectively. Top Talent serves as a platform to polish our students for future challenges, setting them apart from their peers.

In the initial stage, students are grouped based on their specializations, such as finance, marketing, HR, etc., and separate mock Group Discussions are conducted for each group. Afterward, the shortlisted students progress to the second round, which involves personal interviews conducted by our experienced seniors. This phase helps prepare our students for the forthcoming internship selection process.

Following the second round, students are further shortlisted for the final round, where they have interviews with our esteemed faculty members. The winners are announced after this culminating final round, making the Top Talent event a truly enriching and rewarding experience.







# NSL AUCTION







# NSL AUCTION

Sports, often regarded as a cornerstone of our lives, frequently takes a backseat due to our academic commitments and the allure of our smartphones and laptops. To inspire our students to break free from their busy routines and infuse their minds with freshness, the Lakshya team, the sports committee at NMIMS Bangalore, undertakes an inventive approach.

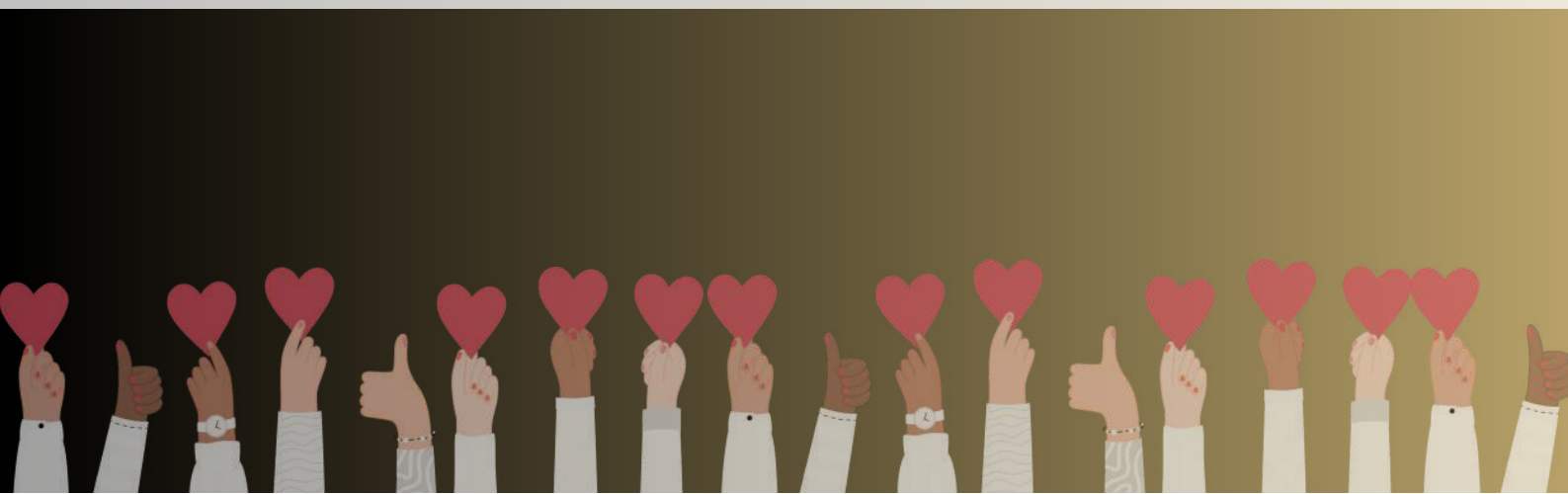
This approach involves the organization of sporting events as part of the NMIMS Sports League (NSL), which kicks off with an IPL-style auction. Students who assume the roles of Sports Managers for the four houses not only have the opportunity to craft strategies and bid for players but also to oversee the management of up to 100 individuals throughout the year. Lakshya orchestrates a wide spectrum of sports, including Football, Cricket, Badminton, Table Tennis, Basketball, Throwball, and Volleyball, year-round.

Within this framework, four teams—Barbarians, Gladiators, Scythians, and Valkyries—become the canvas on which students are bid. Each team comprises a senior manager from the senior batch and three junior managers from the junior batch. The auction commences with the senior batch, where players are bid upon according to their categories, commencing with Category O and progressing to A, B, and so forth. Following the auction of premium players, the remaining students are bid for in a Robinhood round. This innovative approach not only promotes physical activity but also fosters teamwork and strategic thinking among our students.





# BLOOD DONATION



# BLOOD DONATION

The Udyam Committee, in collaboration with the Red Cross Society, recently organized a life-saving blood donation drive called OneBlood that showcased the power of collective goodwill, at NMIMS Bangalore. The event was a resounding success, drawing donors from UG, PG and faculty, all united by a common purpose: to contribute to the well-being of their community.

The venue was abuzz with volunteers, medical staff, and eager donors. As the day progressed, the sight of people selflessly giving their blood to help those in need was both heartwarming and inspiring. The OneBlood drive adhered to strict medical protocols, ensuring the safety of donors and recipients alike.

This collaborative effort underscored the significance of community engagement and empathy. Donors left with a sense of pride, knowing that their simple act could potentially save lives. The partnership between the Udyam Committee and the Red Cross Society demonstrated that when individuals and organizations come together for a noble cause, the impact is profound and immeasurable. This blood donation camp was a testament to the boundless generosity and compassion that exists within society.







# RANGRATRI



# RANGRATRI

In the realm of our MBA Program, the much-anticipated event of the academic year was orchestrated by the inimitable Rang Committee of NMIMS Bangalore – "RangRatri." This event transcended expectations, allowing us to bask in the joyous essence of Navratri, uniting us in spirited garba celebrations, even though we were far from our families. However, "RangRatri" wasn't confined to showcasing our garba skills; it seamlessly transitioned into a melange of Punjabi and Bollywood dance performances. From the exotic hip-hop grooves to the vibrant bhangra moves, we danced our hearts out.

It is essential to acknowledge our sponsors, Chhappan Bhog and Fashion Tailors and Drapers, without whom this event would not have been the resounding success it was. Their support was instrumental in bringing this splendid gathering to life.

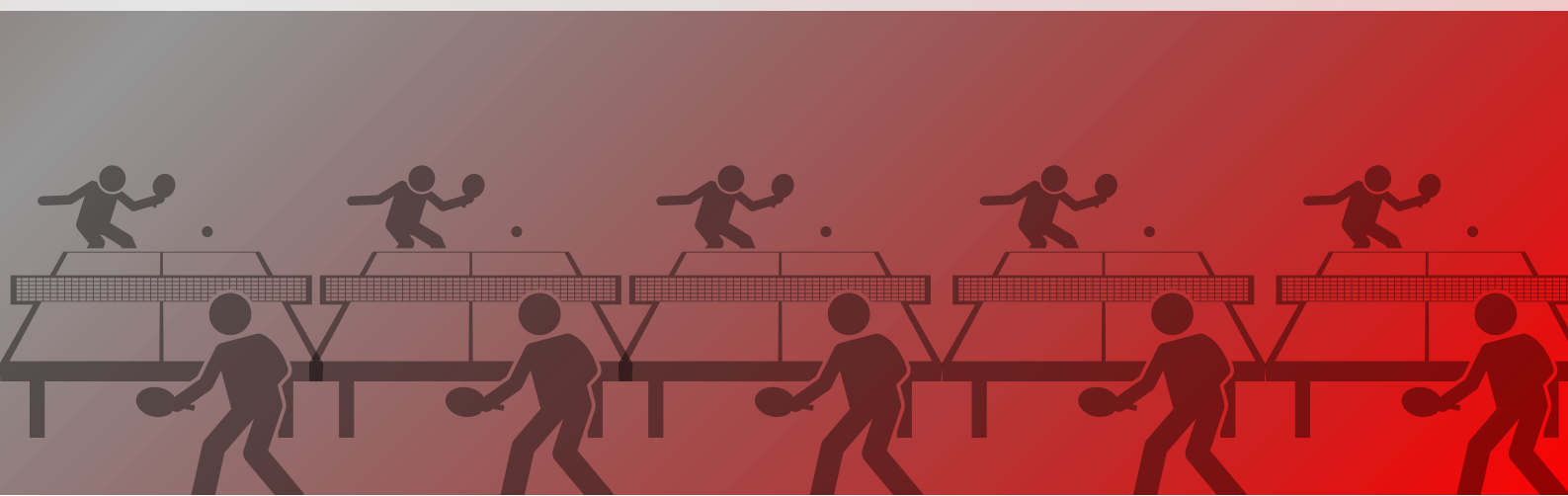
Events like "RangRatri" serve as a catalyst for fostering strong bonds among students, bridging the gap between senior and junior batches, and creating a congenial and comfortable atmosphere where all can come together and enjoy. The event culminated with an unforgettable photography session, ensuring that the cherished memories of the evening were beautifully captured for posterity.







# NSL TABLE TENNIS





# NSL TABLE TENNIS

Lakshya, the sports arm of NMIMS, Bangalore, organized its flagship event NSL and the first game that was played was the Table Tennis tournament for the MBA students on 21st October, 2023. It certainly left the campus buzzing with excitement. The 4 teams - Valkyries, Gladiators, Barbarians and Scythians - fought hard to smash, spin, and serve their way to victory. The tournament included Women's Singles, Men's Singles and Mixed Doubles. The spectators cheered for their teams and appreciated exceptional players from other teams as well. As the players displayed their skills and left the audience in awe of their performance with their lightning reflexes, the mood was electrifying. The Gladiators emerged victorious in both the men's and women's singles categories, showcasing not only their prowess with the paddle but also their unyielding spirit.

However, the climax of the tournament unfolded in the Mixed Doubles category, where the Valkyries swooped in with an electrifying performance. In the Women's Singles, Sagaljot Mann from the Gladiators bagged the first position. In the Men's Singles, Nikunj Maheshwari from the Gladiators bagged the first position and in the Mixed Doubles, the duo of Lovish and Parvarthy bagged the first position. As of now, the leaderboard has the Valkyries on the top with 35 points, followed by the Gladiators at 30 points, and the Barbarians at 10 and the Scythians at 05 points respectively.

With paddles held high and cheers echoing, the NSL event proved to be a testament to the vibrant culture of excellence that thrives within the walls of NMIMS. The Valkyries are deserving of thunderous acclaim - because of their outstanding collaboration and tenacity, they are the champs for this event. For their never-say-die spirit and tenacity, all the other teams equally deserve praise. With spectacular shots, heated competition and a wild crowd -NSL's First Successful Tournament sets the bar high for the upcoming action to come!





# HUMANS OF NMIMS





# HUMANS OF NMIMS

Unveiling Extraordinary Lives: 'Humans of NMIMS Bangalore'

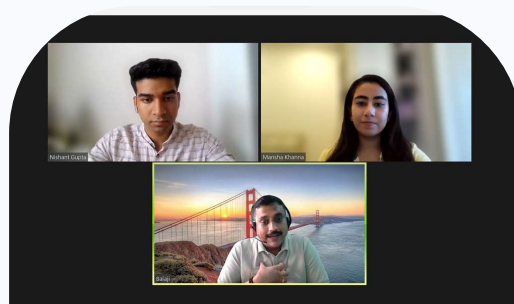
In a captivating series of episodes shared on Instagram by the literary and photography club of NMIMS Bangalore, Knowesis, viewers will be taken on a remarkable journey through the lives of individuals who make up the vibrant community of NMIMS, Bangalore. Aptly titled 'Humans of NMIMS Bangalore,' this event promised to unearth inspiring stories that bring to life the dreams and aspirations of the people at this dynamic institution.

Embarking on this expedition, the first episode of 'Humans Of NMIMS Bangalore' series shed light on the rich tapestry of experiences that Mr. Balaji Iyer, who is the Program Project Manager at Bosch Global Software Technologies had in his journey. In the first episode, the club took its audience deeper into Mr. Iyer's career and it's learnings showcasing narratives that go beyond the ordinary and exemplify the fusion of strength and opportunity.

This episode presented the readers on a journey of perseverance, ambition, and boundless aspirations. Through 'Humans of NMIMS Bangalore,' Knowesis managed to beautifully encapsulate the very essence of NMIMS, a place where dreams are given the space to flourish, and where diversity is celebrated.

In a world that often overlooks the stories of everyday heroes, 'Humans of NMIMS Bangalore' will bring hidden gems into the spotlight. It emphasizes that each person within the NMIMS community has a unique story to tell, one that added to the collective tapestry of this esteemed institution. For those who followed the journey through the episode, it was an unforgettable experience. They witnessed the extraordinary lives that breathe life into NMIMS, Bangalore, a community that thrives on its diversity and the remarkable stories of its members.

In essence, 'Humans of NMIMS Bangalore,' presented by Knowesis, is a testament to the power of storytelling, the beauty of diversity, and the incredible strength of the human spirit. It celebrates the dreams and aspirations of the NMIMS community and offered a glimpse into the heart and soul of this dynamic institution. This series served as a reminder that within every person lies a unique story waiting to be heard and celebrated, and it highlighted the fact that in the midst of a bustling academic environment, the human element is what truly makes NMIMS, Bangalore, special.







# SOCIAL ISSUE OF THE MONTH



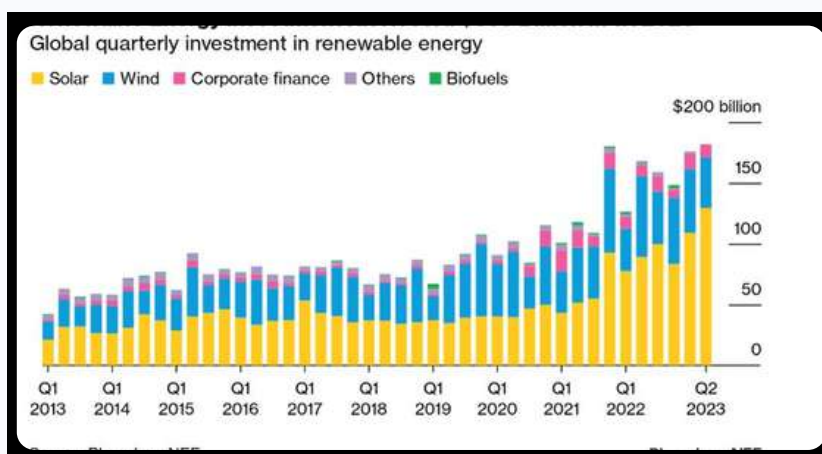


# THE NEED FOR ENERGY TRANSITION

Energy transition is at the core of fighting against climate change and achieving net zero by 2050. Even though the transition from fossil-based energy sources to more cleaner sources is the need of the hour, there is significant lack of investment in energy development technologies like power generation, storage and distribution, and carbon capture and storage. Pandemic recovery spending diverted funds from climate-related investments in many developing countries. Record-high inflation in the aftermath of the pandemic, and rising interest rates to contain inflation have tightened global financing conditions and constrained clean energy investments. Monetary tightening created additional challenges by further squeezing fiscal space and by increasing cost of private investment.

Climate change is as much of an economic problem as an environmental one. Research suggests that if the global temperature increases by 20C and 2.60C from that of the Paris agreement goals, then it might lead to 11% and 14% decrease in the global GDP. In addition to the reduction in global output, the International Panel on Climate Change predicts that, in the absence of climate adaptation measures and uneven mitigation by developed and developing nations, 100 million more people could fall into poverty by 2030.

Energy transition is a complex issue, and there is no one-size-fits-all solution. This makes it important for countries to continuously invest in energy development technologies to facilitate a smoother energy transition.





# CAMPAIGN OF THE MONTH







# DORITOS "NEXT LEVEL NACHOS"

To promote the release of Doritos Dippers, Doritos created the **"Next Level Nachos"** ad, which is innovative and entertaining. The advertisement shows a huge mound of nachos topped with a dinosaur and all the fixings. Additionally, as part of the promotion, Doritos created the tallest mountain of nachos in the world in Cheddar Gorge, England.

The advertising campaign is a fantastic illustration of how companies can engage their target market by being humorous and creative. It serves as a reminder that the most memorable and shareable brand initiatives frequently succeed.

Consumers in the millennial and Gen Z generations, who are renowned for appreciating humour and inventiveness, are the target audience for the ad. The advertisement contains a variety of components that are probably appealing to this group, such as:

Nachos are a well-liked food among millennials and Gen Z customers. Imagine a huge mound of nachos. The nachos mountain in the advertisement is so enormous and extravagant that it is almost surreal. Customers seeking fun and excitement will probably find this appealing.

A dinosaur: The hilarious and surprising dinosaur in the advertisement is a fun addition. It also makes reference to the 1993 Jurassic Park movie, which is well-known among millennial and Gen Z customers as a cultural touchstone.

Another marketing ploy was the PR stunt in which Doritos constructed the tallest mountain of nachos in the world. It's a chance to promote the brand positively as well. Overall, the Doritos "Next Level Nachos" campaign is a successfully performed effort that is probably going to connect with its intended audience.

This campaign is a nice illustration of how businesses may use social media to interact with their target audience. The company produced a variety of campaign-related social media postings and videos. These articles and videos were created with the intention of being humorous and shareable, and they were successful in spreading a lot of word about the campaign.

The promotion was effective in increasing Doritos Dippers sales. The campaign's first few weeks saw a 20% rise in Doritos Dippers sales. This demonstrates that the campaign was successful in creating interest in the product and increasing consumer awareness of it. Overall, the Doritos "Next Level Nachos" ad is a fantastic illustration of a brand marketing effort that is successful. It is a campaign that is creative, engaging, and effective

# CAPTIONS OF THE MONTH

If you are not willing to learn, no one can help you. If you are determined to learn, no one can stop you.

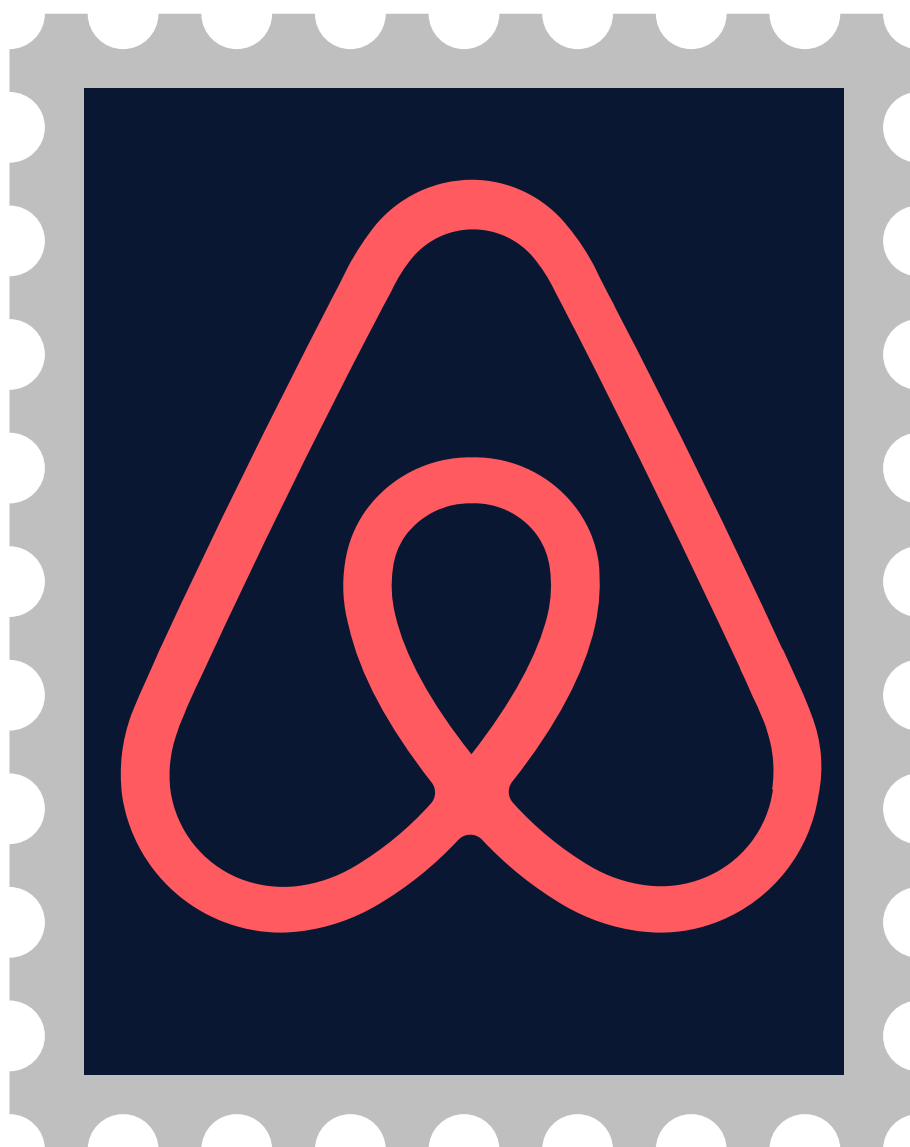
A thankful heart is not only the greatest virtue, but the parent of all the other virtues.

The best view comes after the hardest climb.

Be brave. Take risks. Nothing can substitute experience.



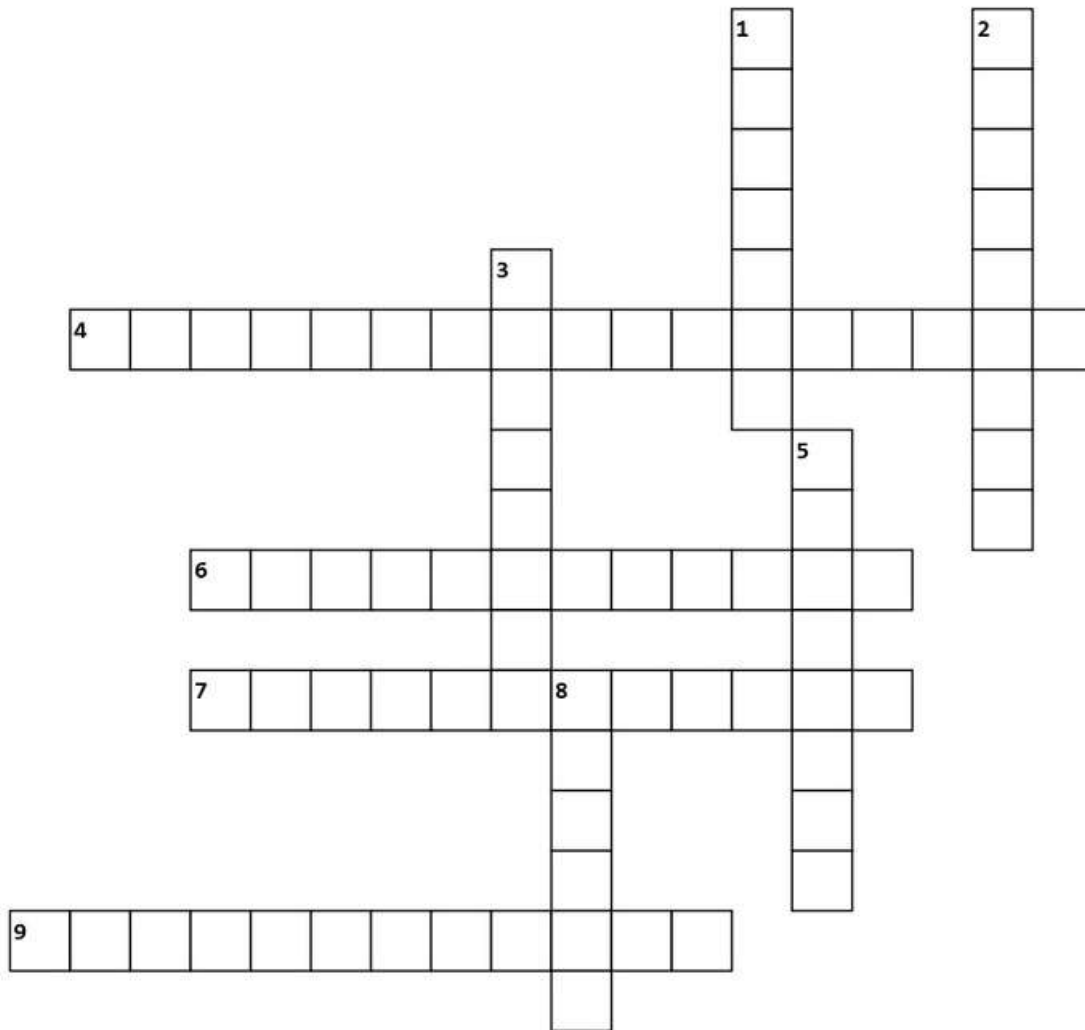
## GUESS THE BRAND



- American San Francisco-based company operating an online marketplace for short- and long-term homestays and experiences.
- A red and white A,  
For a place to stay,  
Wherever you may go.



# MBA CROSSWORD



## Across

- 4.** hub for real time financial data at campus
- 6.** A famous Indian businesswoman and entrepreneur who founded Nykaa
- 7.** He graduated from IIM Ahmedabad, but is one of the most loved and renowned cricket commentators
- 9.** A famous American businessman and investor who founded Berkshire Hathaway

## Down

- 1.** place where minds run sharp, but mouth stays shut
- 2.** A famous Indian businessman and entrepreneur who founded HCL Technologies
- 3.** India won the CWC Finals in 2011 and the Asia Cup Finals in 2023 against this team
- 5.** Mail your submissions before 11:59PM
- 8.** outside the campus, within our hearts



# BUSINESS TALES

**GST collection hits Rs.1.62 trillion in September:** The central and the state governments collected Rs. 1.62 trillion in GST which is the 4th largest monthly collection and a 10% annual growth from the year ago period. According to experts, this growth is contributed to the Micro enterprises taking GST registration, broadening the tax base, and increasing the formalization of the economy.



**Women's reservation bill 2023:** The WRB 2023 was introduced in the Lok Sabha on 19th September 2023. The bill seeks to reserve 33% of the seats in the Lok Sabha and State legislative assemblies for women. The bill was passed unanimously by both the Lok Sabha and Rajya Sabha and received the Presidential consent on 29th September. This bill aims at providing higher representation of women in the country's decision-making process as presently an average of 8% women represents the state legislative assemblies.





**On G20 eve, Paytm launches Card Soundbox – India's First Soundbox that will Accept all Domestic & International Card Payments**

Paytm, India's leading digital payments company, has launched the Paytm Card Soundbox, a revolutionary device that allows merchants to accept both mobile and card payments across all major networks. It also has a built-in 'tap and pay' functionality for card payments up to ₹5,000. The Paytm Card Soundbox is a significant development for Indian merchants, as it will help them to expand their payment acceptance and reach a wider customer base. It is also expected to boost the adoption of digital payments in India.



**Jalan Kalrock Consortium infuses Rs 100 crore in Jet Airways**

The JKC (Jalan Kalrock Consortium) "fulfilled" its total financial commitment of Rs 350 crore to revive the airline, which would pave the way for it to take over the ownership of Jey Airways

The Jalan Kalrock Consortium (JKC) has infused an additional Rs 100 crore in Jet Airways, fulfilling its total financial commitment of Rs 350 crore to revive the grounded carrier. JKC is expected to take over the ownership of Jet Airways in the coming days and launch the airline's operations in 2024. The consortium's strategy to revive the airline remains unaltered, and it is determined to re-establish Jet Airways as a leading player in the Indian aviation industry.







Ruler of everyone's heart, MS Dhoni becomes brand ambassador of JioMart : Former Indian cricket captain Mahendra Singh Dhoni was named the JioMart brand ambassador by Reliance Retail. A 45-second commercial video for JioMart's October 8, 2023, launch of JioUtsav, Celebrations of India, starred Dhoni.

One of India's top e-commerce companies is JioMart. In an effort to celebrate India and its people, the business renamed their festive marketing campaign as JioUtsav. According to Dhoni, he strongly agrees with the principles that JioMart upholds. JioMart's CEO said MS Dhoni is a perfect fit for them coz his personality represents "trust, reliability, & assurance, just like JioMart." Dhoni has also endorsed other brands, including: State Bank of India (SBI, Oreo, India Cements, Dream11, Reebok.





## Google Launches DigiKavach to Fight Financial Fraud (19th October 2023)

Google has launched a new initiative called DigiKavach to help businesses and individuals fight financial fraud. DigiKavach is an early threat detection and warning system that uses machine learning to identify emerging financial fraud patterns. When a threat is detected, DigiKavach sends alerts to businesses and individuals who are at risk, allowing them to take steps to protect themselves.

DigiKavach is a valuable tool for businesses of all sizes and individuals, as it can help them avoid the financial and reputational damage that can result from a fraud attack.





NETFLIX



# WEB SERIES REVIEW







# AN ANALYSIS OF THE GOOD PLACE

The Good Place is a distinctive and original comedy series that examines death in a way that is both entertaining and thought-provoking. The show centres on Eleanor Shellstrop (Kristen Bell), a lady who, despite being a dreadful person in life, wakes up in the Good Place after passing away. Eleanor must figure out how to stay in the Good Place without being exposed as a fraud with the aid of her new pals.

A delightfully new style of sitcom is The Good Place. Big philosophical issues like what it means to be a good person and whether or not we deserve to be happy are topics that the show doesn't shy away from. The show also has a multicultural group of characters, all of whom are interesting and relatable.

The Good Place's distinctive look is one of the elements that makes it so exceptional. The afterlife depicted in the show is a vibrantly coloured, colourful portrayal as opposed to the conventional notion of heaven as a realm of clouds and harps. The show's spectacular and inventive visuals contribute to the sense of wonder and anticipation.

The writing of The Good Place is likewise excellent. The show frequently breaks the fourth wall in inventive and unexpected ways, and the conversation is crisp and amusing. Michael Schur and Ted Danson, the show's writers, have a thorough understanding of humour, and their passion for the genre is through in every scene. All things considered, The Good Place is a must-see for humour, philosophy, and afterlife enthusiasts. It's a show that manages to be both fun and intelligent, and it will undoubtedly stay with you long after you've finished watching.

Here are some particular characteristics that set The Good Place apart:

1. The Good Place is a show about the afterlife, but it takes a far different approach than most religious shows do. The producers of the programme have concocted an original and distinctive world that is both humorous and thought-provoking.
2. The Good Place's characters are all complex and likeable due to their complexity. All of them have flaws and are imperfect, yet they all strive to improve themselves. The programme does a fantastic job of examining the various difficulties that people encounter in life and demonstrates how even the brightest individuals can err.
3. Its witty prose: The Good Place has excellent writing. The show frequently breaks the fourth wall in inventive and unexpected ways, and the conversation is crisp and amusing. The producers of the programme have a thorough understanding of comedy, and their passion for the genre shines through in every scene.
4. The Good Place is a programme that isn't hesitant to take on significant philosophical issues. The programme investigates issues including the definition of a good person, whether or not we deserve happiness, and the nature of reality. The programme accomplishes this in a way that is both interesting and thought-provoking.

The Good Place is the ideal sitcom if you're seeking for something amusing, smart, and thought-provoking. You'll think about this show long after you've finished watching it.





# STUDENT'S CORNER







# ARTISTIC AFFAIR



**VEDIKA RAMBANI**  
**MBA 14**



**MANSHA KHANNA**  
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# SHUTTER BUGS



**NIDHISH PURANIK**  
MBA 14



**RIDAM CHATTERJEE**  
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# ARTICLE OF THE MONTH

## **COFFEE: Journey of a humble bean, from a luxury to a commodity.**

International Coffee Day was recently celebrated on 1st October to promote and celebrate coffee as a beverage and to highlight the economic, social, and cultural significance of coffee. The day also commemorates the awareness of ethical and sustainable coffee cultivation practices.

Let's take a quick dive into the journey of this humble bean, from a luxury to a commodity.

As per current historical evidence, coffee has its origin in the Ethiopian region with the discovery of its rejuvenating properties dating back to the 9th century. The cultivation and consumption of coffee as a beverage was popularized in the 15th century in the Middle Eastern region, the beverage's popularity spread to the European region where it soon became a product of luxury, commonly served at social and intellectual gatherings, and enjoyed with the company of music and conversation. Coffee also played a significant role in colonization and global trade. In the modern world production of coffee was industrialized with a shift from small farms to large plantations.

Development in the process of simplified brewing, decaffeination, and instant coffee, the popularity rose to an all-time high in the 20th century, and today countless varieties of coffee beans with diverse brewing methods are consumed globally. Resulting in a rise of global giants such as Starbucks, Dunkin Donuts, and many more popularizing coffee cultures.



**ASHWIN VIJAY**  
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# THANK

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

# YOU

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