

THE GIST

OCTOBER - NOVEMBER 2023

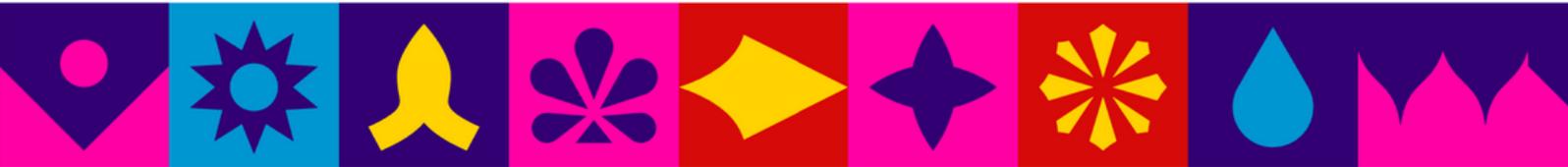


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MENTOR'S NOTE

In the face of widespread job cuts in the tech industry and continuous organizational changes, HR professionals often find themselves sidelined during planning and implementation. Despite possessing valuable skills and insights, HR is not always tapped to contribute to the success of change projects. To navigate this challenge, HR can play a crucial role in helping employees adapt and thrive amid ongoing transformations.

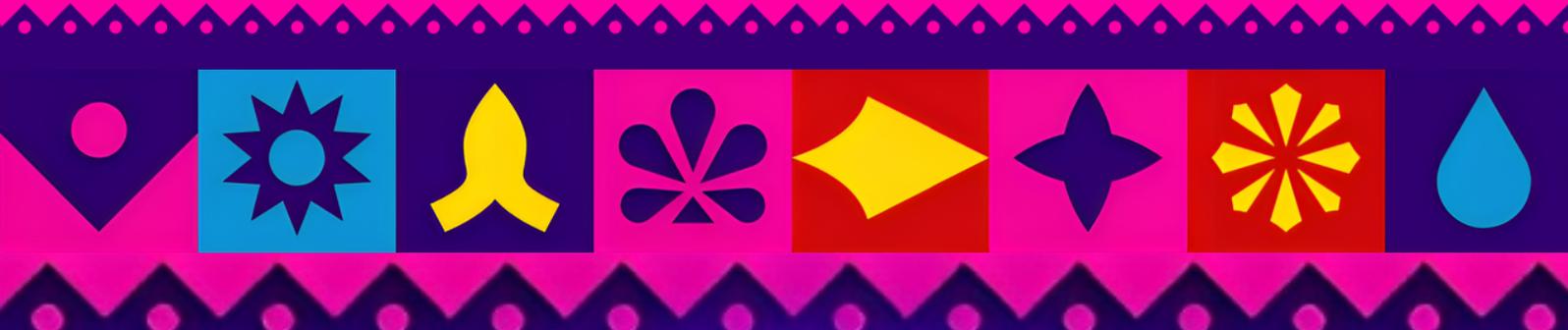
One key responsibility is ensuring that employees receive necessary upskilling and reskilling as job requirements evolve. HR can take the lead in planning training, offering coaching, and providing resources like Employee Assistance Programs to support employees emotionally through the changes. Moreover, performance management processes should be adjusted to recognize and reward those actively contributing to or leading change initiatives.

HR professionals possess unique insights that can aid leaders in understanding the need for change, its potential impact on different employee groups, and the likelihood of support or resistance.

By adopting a comprehensive change management approach internally, HR can serve as role models for effective change within the organization. This positions HR as a credible source of competence that leaders can leverage to guide future changes. Ultimately, HR has the opportunity to cultivate innovation and an experimentation mindset, celebrating both successful and unsuccessful efforts.



Dr. Deepak Sharma



ICC CRICKET WORLD CUP '23

In the heart of 2023, the cricketing realm witnessed a spectacle of sheer brilliance and emotion as the Indian Cricket Team endeavoured on the journey in the ICC Men's Cricket World Cup, 2023. The Men in Blue, under the astute leadership of Rohit Sharma, engraved their names in the annals of cricketing history with a campaign that was a blend of moments of glory, with a tinge of sorrow.

At the forefront of this cricketing odyssey was a batting line-up that resembled a symphony, each player playing their own melody. Rohit Sharma, the Hitman, was in his element throughout the tournament, giving the team a good head start in almost every innings, as well as manoeuvring carefully the strategy amidst every game played, when it came to putting up runs on the board, or defending the total. Virat Kohli, fondly known as the "Run Machine" of the team, ended up making and breaking records, the most glorious one being having hit 50 ODI centuries, thereby surpassing his idol, Sachin Tendulkar. And doing so in the most crucial game of the tournament – the semi-finals against the Black Caps – in Sachin's attendance and in his home ground, Wankhede, was a cherry on the top. Not only this, but he also took his first ODI wicket, against the Dutch team. Adding yet another feather to his cap, he was also branded the Player of the Tournament. The likes of Shubman Gill, KL Rahul and Shreyas Iyer, had their own time to shine and moments of glory on the field, wherein they hit the ball for tons. Not to forget that KL Rahul was brilliant behind the stumps as well. Speaking of the bowling brilliance of the Indian camp, it was most certainly a force to be reckoned with. The likes of Jasprit Bumrah, Mohammed Shami, Mohammad Siraj, Kuldeep Yadav and Ravindra Jadeja did a splendid job at fetching wickets and defending the total set in every match. Mohammed Shami's ferociousness with the ball led him to have a tally of 24 wickets in just 7 matches in the tournament. He now has four five-wicket hauls in CWC history, the most by any bowler. Mohammed Shami is also now India's leading wicket-taker at Men's Cricket World Cups with 45 wickets, which has come in just 14 matches and at an eye-watering average of 12.91.

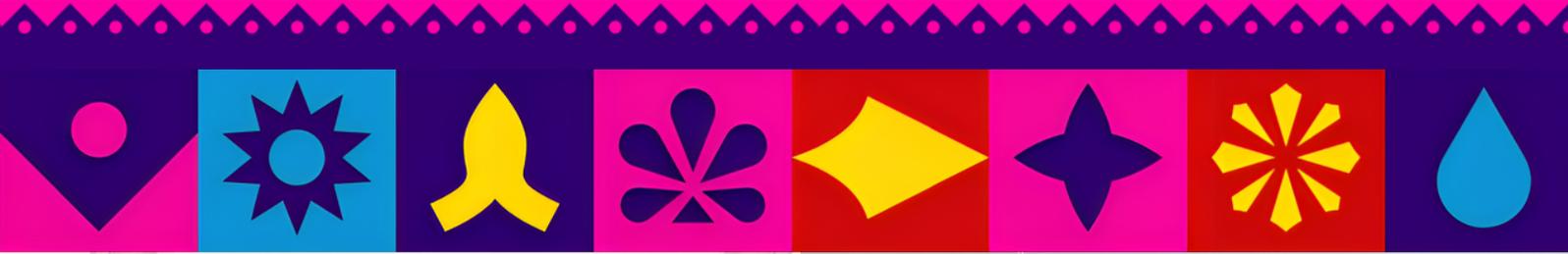
The wicket-taking prowess displayed by each one of them sent down thunderbolts that left opposition batsmen in disarray. To cite an example, India piled on 357/8, then tore through Sri Lanka for only 55 to record a 302-run win that is now the hosts' biggest margin of victory by runs ever at an ICC Men's Cricket World Cup. It is also the second-biggest such margin by any team in the history of the tournament, falling only seven runs short of the 309-run record set by Australia against Netherlands a week ago. Undoubtedly, the kind of bowling line-up in this CWC campaign deserved equally as much credit as the batting line-up.

Having said that, the result was a bitter pill for a nation that expected a coronation as the most dominant force, measured in passion and money, in a sport that by some estimates is the world's second most popular. We were so close, yet so far. Multiple records were made and broken. The BCCI put up a great show throughout the tournament. Albeit, it was heartbreaking. More so, because this was probably the last time that the nation watched Virat Kohli and Rohit Sharma play in the ODI World Cup. No team has dominated a tournament so comprehensively, only to flunk the final test. Not only did Team India build an impeccable winning streak of 10/10 matches, they whitewashed and obliterated their way into the finals.

Dravid, as the coach, was outstanding. A heartbreaking campaign for him, too, given that he was captaining the team in the 2007 CWC as well. As the night of November 19 darkened further, hollowness, despair and sorrow settled deep into the hearts of a billion Indians. But as the dawn sets in, the sun will come up again and there will be room for reflection and pride. In the beautiful tapestry of cricket, victories may fade, and defeats may linger, but the spirit of the game lives on. The Men in Blue, with their courage, skill, and sportsmanship, embody the soul of cricket, and it is our privilege to stand beside them, through every chapter, cheering in unison: "Jeetega bhai jeetega, India jeetega!"



ANSHITA MISHRA (MBA 14)



EVENTS OF THE MONTH

भाषत 2023 INDIA



VISIT OF MRS. KALPANA ARVIND

On 8th November, NMIMS Bangalore was honored to host Mrs. Kalpana Arvind, Associate Director at LEOS - Laboratory for Electro-Optics System, at Indian Space Research Organization (ISRO) for a seminar on ISRO's space exploration program. Mrs. Arvind was responsible for delivering Attitude Sensors & Optics for all missions of ISRO and recently completed 37 years of service. She is also guiding the team to design and develop new advanced technologies for future missions of ISRO. As a leading woman in India's space program, she inspired us with her journey and her vision for the future of space exploration. Her dedication and leadership at ISRO have been instrumental in India's remarkable achievements in the field. Mrs. Arvind spoke about the exciting advancements happening in the Indian technology sector, including preparations that took place for Chandrayaan 3 and future projects of ISRO. The attendees of the event had the chance to ask questions related to space and plans of ISRO. Mrs. Arvind answered all the questions related to space and her journey with ISRO with great detail and perfection, providing valuable information to the audience. 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. As a female engineer who helped land India's craft on the moon, she embodies how women are positively contributing to and leading innovation in science and technology in India. Her passion for space exploration was contagious and motivational for all our students and we are grateful to her for taking the time to share her knowledge and wisdom with us!



Y20 GUEST TALK

The students of NMIMS, Bangalore had an interactive Y20 talk on ‘Shared Future: Youth in Democracy & Governance’ by Ms. Surabhi Hodigere, a consultant at Aapti Institute and an advocate for the responsible use of digital technology in improving public service delivery and public administration.

She talked about her candidature and her desire to see a female chief minister for Karnataka in addition to discussing the G20 summit and its success. She talked about social entrepreneurship and stressed the need of reading to today's youth. There was a discussion on youth in democracy and governance, social entrepreneurship and much more. She also talked about how she returned from with a passion to serve India. This was a great opportunity for students to network with professionals from this field and gain exposure to new ideas and perspectives, which helped them broaden their horizons and think more critically about the world around them.





SOCIAL ISSUE OF THE MONTH



AIR QUALITY INDEX

Delhi, once vibrant and bustling, is now shrouded in a toxic haze – a grim reality for its 30 million residents. The air quality index (AQI), a measure of eight major pollutants, has consistently remained above 250, a hazardous level deemed "severe" by air quality standards. This alarming situation isn't new – Delhi's annual dance with smog has become a tragic ritual. But what is causing this recurring crisis, and what are the consequences for the city's health?

Delhi's pollution levels have skyrocketed, primarily as a result of transportation and automobile use. Moreover, Delhi's air pollution issue is made worse by the ongoing practice of stubble burning in nearby states like Punjab, Haryana, and Chandigarh. This continuous problem has resulted in a notable increase in Delhi's air quality index in 2023.

The repercussions are severe. According to a recent research by the University of Chicago's Energy Policy Institute, air pollution causes Delhiites to lose 9.3 years of life on average. Respiratory ailments are common, particularly in young people and the elderly. Peak pollution seasons are associated with a spike in hospital admissions, with incidences of bronchitis, asthma, and even heart attacks rising sharply.

The economic impact is also significant. The World Bank estimates that air pollution costs India \$80 billion annually, with Delhi bearing a brunt of \$2.5 billion.



AIR QUALITY INDEX

This includes healthcare expenses, lost productivity, and reduced tourism. While the government has implemented measures like the Graded Response Action Plan (GRAP) to curb pollution, its effectiveness remains debatable. Critics argue that the measures are often reactive and lack long-term vision. They point to the need for stricter emission norms, better public transport infrastructure, and stricter enforcement of regulations against stubble burning. The smog may shroud Delhi, but it cannot silence the cries of its citizens. They demand clean air, and the right to breathe. The solution lies in temporary fixes and a comprehensive approach that addresses all contributing factors – from vehicular pollution to agricultural practices. Until then, Delhi will continue to gasp for breath, its vibrant life choked by a toxic haze.

World bank:

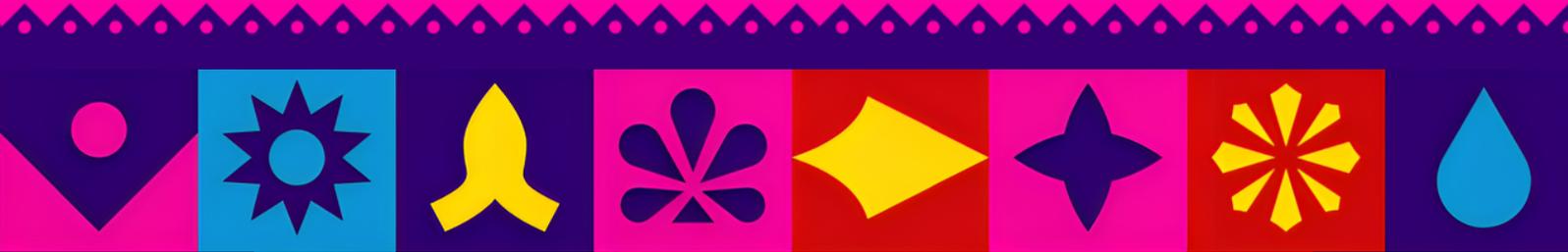
<https://documents1.worldbank.org/curated/en/781521473177013155/pdf/108141-REVISED-Cost-of-PollutionWebCORRECTEDfile.pdf>

Energy Policy Institute at the University of Chicago:

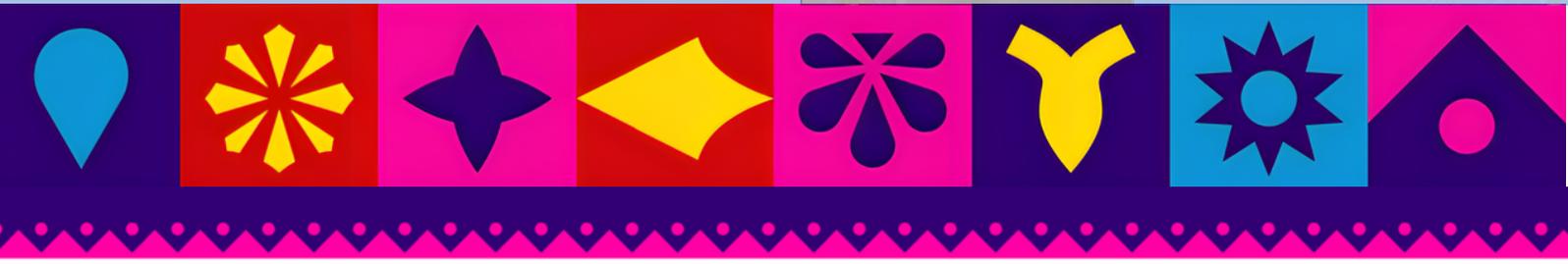
<https://aqli.epic.uchicago.edu/news/pollution-likely-to-cut-9-years-of-life-expectancy-of-40-of-indians/>

Metropolis India report:

<https://www.metropolisindia.com/blog/prevention-healthcare/delhis-air-quality-understanding-pollution-causes-and-concerns>



CAMPAIGN OF THE MONTH



#OREOBOLAMATBOLO

Oreo has rolled out a campaign #OreoBolaMatBolo (Oreo says don't say anything), featuring cricketer and brand ambassador MS Dhoni, which taps into the Indian tradition of not speaking too soon to avoid jinxing wishes.

The film opens with Expert Panelists on the set discussing India's performance and chances of winning the World Cup 2023. Dhoni abruptly enters the room at that moment and takes over the show. "Oreo and he believes that no one should talk about India's chances, till the end, till we get the cup," was his straightforward preaching. He exhorts everyone watching to adopt the philosophy of "Oreo Bola Mat Bol".

Shekhar Banerjee, chief client officer and office head, North, West and East, Wavemaker India, said, "We are strategically choosing our message and media. While many brands may express the belief that "India will win," we are encouraging our audience to avoid excessive optimism (or negativity) with the hashtag #OreoBolaMatBol. Whether they are engaged in cricket-related platforms or consuming content related to cricket, we will remind India to embrace our motto of #OreoBolaMatBol to ensure we do our bit to send good vibes and avert bad vibes for Team India over the next two months".

Oreo also launched an AR filter on Instagram that allowed people to put virtual Oreo cookies over their mouths. The filter was a popular way for fans to show their support for the campaign. The Oreo Bola Mat Bol campaign was a success for Oreo. It helped to increase brand awareness and sales during the Cricket World Cup. The campaign was also praised for its creativity and humour.

The Oreo Bola Mat Bol campaign is a good example of how a brand can use a sporting event to connect with consumers and create a memorable marketing campaign.

CAPTIONS OF THE MONTH

"The greatest danger for most of us is not that we are too ambitious and aim too high, but that we are too timid and aim too low."



Theodore Roosevelt

"If you look at what you have in life, you'll always have more. If you look at what you don't have in life, you'll never have enough"



Oprah Winfrey

"Kind words can be short and easy to speak, but their echoes are truly endless"



Mother Teresa

"Success is not final; failure is not fatal: It is the courage to continue that counts."



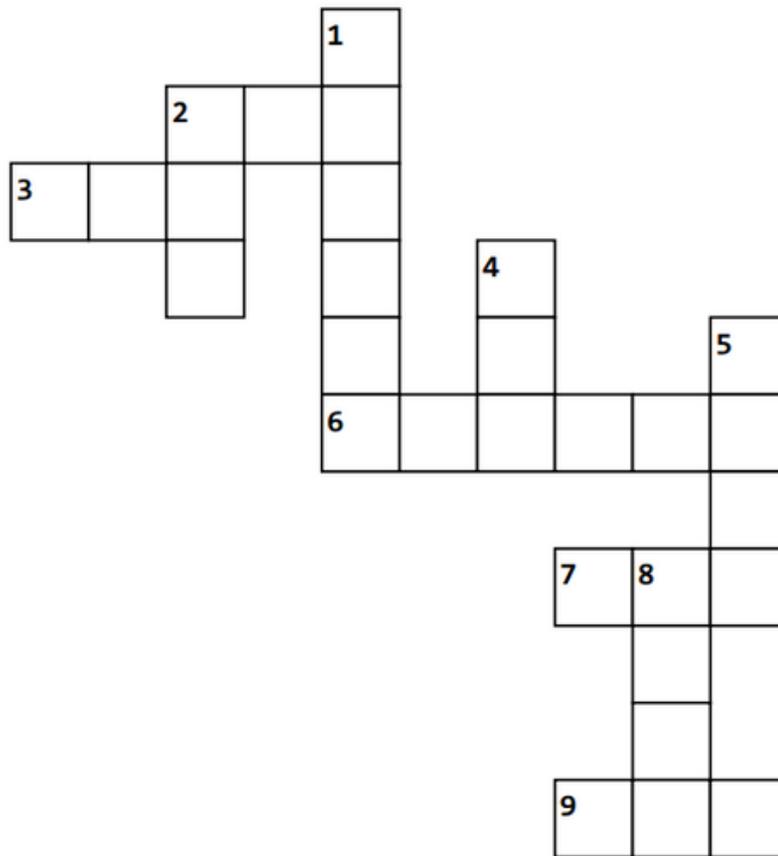
Winston S. Churchill

GUESS THE BRAND?



In a world reshaped by artificial minds, this brand's emblem symbolizes the boundless intelligence shaping our future. Can you decipher its logo ?

MBA CROSSWORD



Across

- 2.** A financial ratio that measures the return generated on shareholders' equity (3)
- 3.** The first sale of stock by a private company to the public, marking its transition to a publicly traded entity (3)
- 6.** A measure of a company's operating performance, calculated as earnings before interest, taxes, depreciation, and amortization (6)
- 7.** A company's commitment to ethical behavior, social well-being, and environmental sustainability (3)
- 9.** An agreement between two or more countries to reduce or eliminate trade barriers (3)

Down

- 1.** An analysis framework used to identify and understand the macro-environmental factors affecting an organization (6)
- 2.** A financial metric used to assess the profitability of an investment relative to its cost (3)
- 4.** Quantifiable metrics used to evaluate the success of an organization in achieving its strategic and operational goals (3)
- 5.** A measure used to calculate the annual growth rate of an investment over time (4)
- 8.** A strategic planning tool that assesses a company's Strengths, Weaknesses, Opportunities, and Threats (4)

BUSINESS TALES

India has made significant progress in the fintech industry, ranking third among the countries with the most fintech unicorns in the world in 2023. While the United States and the United Kingdom retain the top two positions, India has emerged as a major player in the global fintech ecosystem. The country is home to 17 fintech unicorns, including profitable companies like Zerodha, Billdesk, and Paytm. These giants have achieved profitability and contribute to India's growing presence in the global fintech landscape.



SBI Card and Reliance Retail have joined forces to introduce a co-branded credit card, available in two variants: Reliance SBI Card and Reliance SBI Card Prime. Cardholders can reap a range of benefits and rewards when shopping at Reliance Retail outlets, spanning fashion, lifestyle, jewelry, groceries, consumer electronics, and pharmaceuticals.

The Reliance SBI Card Prime comes with an annual renewal fee of Rs 2,999 plus taxes, while the Reliance SBI Card entails a renewal fee of Rs 499 plus taxes. Both cards offer renewal fee waivers upon achieving specific annual spending milestones.

This lifestyle-focused credit card is crafted from recycled plastic and operates on the RuPay platform. Cardholders can utilize the card across Reliance's key retail brands, including Reliance Digital, Reliance Trends, JioMart, Ajo, Reliance Jewels, Urban Ladder, etc.

BUSINESS TALES

Broadcom Inc. has completed its acquisition of VMware, Inc., making it a global technology leader in semiconductor and infrastructure software solutions. Hock Tan, CEO of Broadcom, expressed excitement about the merger and the combined strength of the two companies. The focus is on enabling enterprise customers to modernize their private and hybrid cloud environments, with VMware Cloud Foundation as the foundation. Additionally, VMware will offer a range of services to optimize cloud and edge environments



Despite India's loss in the finals, the Cricket World Cup 2023 served as a major economic catalyst for the country, injecting an estimated Rs 22,000 crore into the economy. The influx of cricket enthusiasts from around the globe fueled a surge in various sectors, including hospitality, travel, advertising, and tourism. Airfares and hotel prices skyrocketed, while banking, advertising, and telecom sectors experienced a significant boost. The tournament's global exposure enhanced India's image as a premier destination for major international sporting events, promising long-term benefits for the country's tourism and sports industries

SWIFTNOMICS : THE ERA'S TOUR BUSINESS INTELLIGENCE



SWIFTNOMICS

Taylor Swift, the renowned American singer-songwriter, has not only captured the hearts of millions with her music but has also inadvertently created an economic phenomenon known as "Swiftnomics." This term refers to the significant economic impact that Swift's actions, particularly her tours and merchandising strategies, have on various industries.

A study by Northeastern University found that Swift's Eras Tour generated \$140 million in consumer spending in Colorado, where she played two shows in July 2023. The study also found that the tour created 1,500 jobs and generated \$13 million in tax revenue for the state.

Swift's influence extends beyond a single state or industry. Over 200 million copies of her records have been sold globally, bringing in billions of cash for the record business. She is among the highest-grossing touring artists of all time because of her tours, which have brought in over \$1 billion. Additionally, it's estimated that her products bring in over \$100 million in revenue annually. Swift's followers have a big economic influence on the economy in addition to her direct influence. Her fans are known for their loyalty and their willingness to spend money on her products and services. According to a University of Texas at San Antonio research, Swift followers shell out \$300 on average a year for her products, tickets, and other items.



SWIFTNOMICS

Furthermore, the labour market has been impacted by Swiftnomics. Fair pay and labour rights have gained more attention in the music industry as a result of Swift's willingness to defy industry practises and advocate for musicians who should be paid fairly. This has led to a more equitable distribution of income within the business by motivating other artists and industry professionals to demand better pay.

Swiftnomics is a testament to the far-reaching economic impact that an individual, particularly a celebrity like Taylor Swift, can have. Her actions have not only influenced the music industry but have also impacted various sectors of the economy, generating revenue, creating jobs, and influencing labour practices. As Swift continues to evolve and expand her influence, Swiftnomics will likely continue to shape the economic landscape.



STUDENT'S CORNER

Atomic Habits – By John Clear

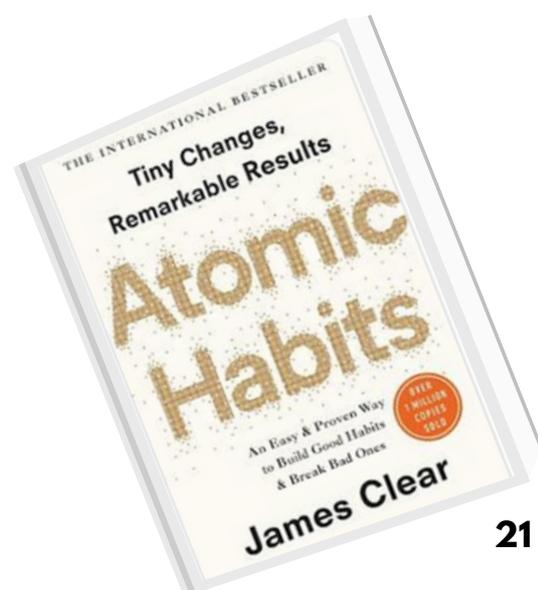
"Atomic Habits" is a self-help book that teaches us how small changes in our habits can lead to big improvements in our lives. The author, James Clear, begins by sharing his own life experience and shares a personal story about recovering from a serious injury he got while playing baseball, by making small, positive changes every day. He calls these tiny changes "atomic habits" because they are like small building blocks that, over time, create significant results.

The book explains a simple idea called the "habit loop," which has four parts: cue, craving, response, and reward. Understanding this loop helps us build good habits and break bad ones. It also talks about a concept called the "plateau of latent potential," which means that positive changes might not show immediate results, but they accumulate gradually. One of the topics in the book that caught my attention was "procrastination". John gives insights into why we procrastinate and how to overcome it by changing our habits. He advises monitoring our routines and dividing difficult jobs into smaller, more doable chunks. It can help us to break the tendency of procrastinating and develop productive and effective habits by implementing minor adjustments in our everyday routines.

In simple terms, Atomic Habits is a guide to making small, positive changes in our habits to bring about big improvements in our lives. If you seek positive transformations and wish to overcome procrastination, this book is a valuable resource that inspires and guides towards lasting change.



Gargi Joshi (MBA 14)



STUDENT'S CORNER

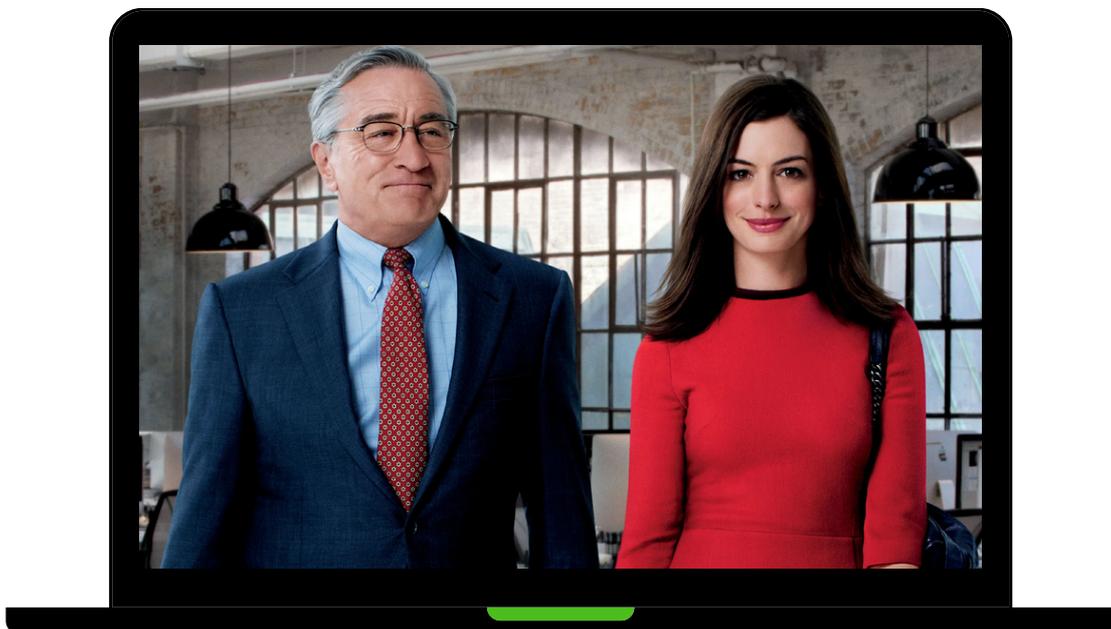
The Intern

Directed By - Nancy Meyers

Know the feeling when you don't want to have a heavy meal yet don't want to stay hungry either; and a comfort snack or a warm pot of tea just feels the right option? Well, that's 'The Intern' for me- a cosy light watch which can just make me feel nice!

The movie takes you on Ben Whittaker's journey, a 70-something year old widower who is finding 'something to be a part of' and applies for a senior intern job at a growing fashion start-up. Ben's internship is directly with Jules Ostin, a self-made ambitious lovely CEO, a lovely wife and mother, who is making the right noises in the fashion industry. How Ben's wisdom really helps Jules find her way out, in and outside the workplace is what the movie beautifully captures.

Every scene of the movie is lit up with such fresh energy and you cannot stop but just get motivated by a 70-year old intern who can give some on-point business suggestions, date the in-house masseuse, be the go-to guy for fellow co-workers, take the CEO's daughter for parties, sort her family issues, and in between all of it, accomplish the cutest house heist.



STUDENT'S CORNER

The man's spirit at 70 can put youngsters to shame and his attitude says so much about how you can age and still remain young.

I specially love how the equation between Jules and Ben develops! It's the most unexpected friendship and a bond that is nothing short of a warm hug. Small moments like Jules helping Ben make his first social media account and Ben volunteering for a desk clean-up and humour capsuled in situations including a funeral date and the senior intern selection process will make sure to quietly paint a smile on your face. The innate sweetness in every frame has captured my heart each time (of the 20-ish times) I have seen the movie. There is a scene in the movie when Jules is returning from a hectic meeting and the goodness personified that Ben is, gets her warm soup. As she opens the lid, and she has the soup, there is a calmness that Jules feels. That's exactly what the movie feels like- satiating, filling, warm and just lovely! If you haven't watched it, I highly recommend you to put your phone aside, snuff inside your blanket, get something nice to munch on and join Ben in his internship!

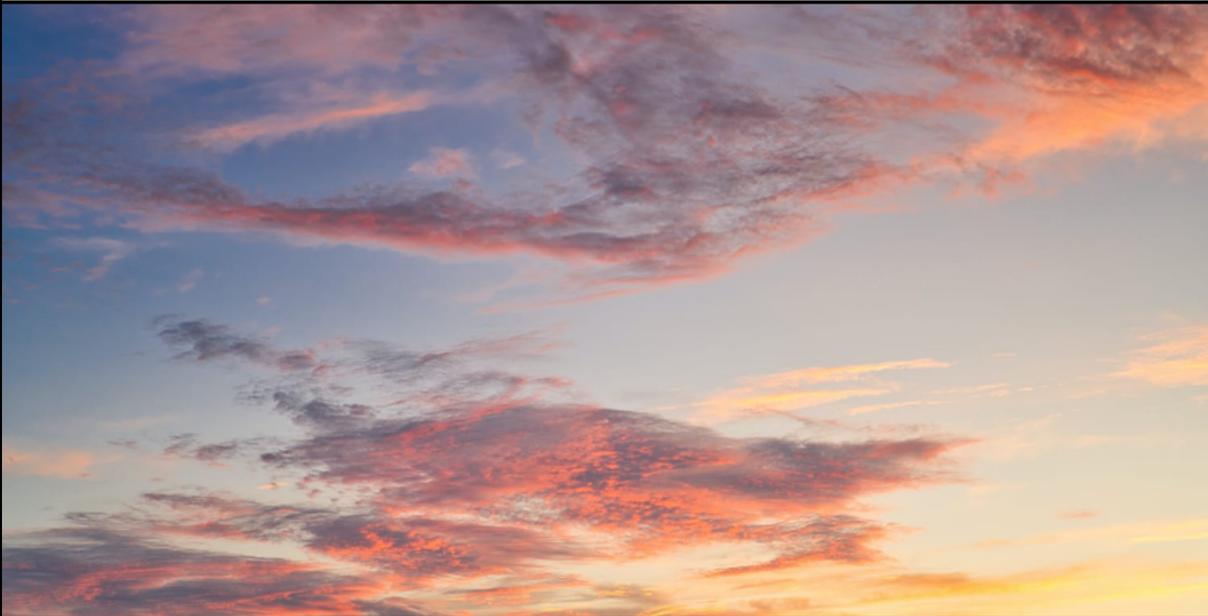


Purav Mehta (MBA 14)

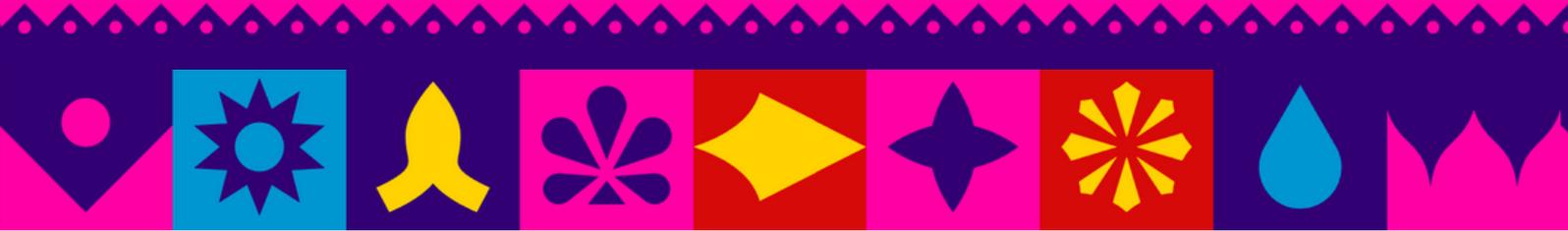
SHUTTERBUGS



NIKITA UPASE (MBA 14)



DEBJYOTI GHOSH (MBA 13)



THANK YOU

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

**LOVE FROM
THE KNOWESIS FAMILY !**



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