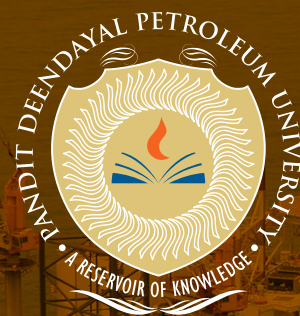


SPM MIRROR



AUGUST-SEPTEMBER, 2019





Dr. Pramod Paliwal
Professor and Dean
School of
Petroleum Management

FROM THE EDITORIAL ADVISOR'S DESK

Every dawn has a New Beginning.

As we bid adieu to our MBA batch of 2017-2019 who went ahead an extra mile to fulfil SPM's mission, we are welcoming fresher batches of MBA 2019-2021 to our institution.

The academic year started with the orientation program coordinated by 2nd year students for their juniors which included industrial visits, guest lectures, alumni session and the first event of this academic year HR Conclave, Samavesh 4.0

It's exciting to see new batches of budding young minds on the campus. The institution provides a platform to transform their thoughts into reality in their journey to achieve excellence. The revised curriculum will help students be industry ready in various industrial domains and sectors including energy, infrastructure, oil and gas, manufacturing, services and consulting. India has a requirement of investment worth Rs. 50 trillion in infrastructure by 2022 to ensure all round growth and development in the country. With government's ambitious green energy targets, the renewable energy sector in India has become quite attractive for both foreign and domestic investors. It is contextual to mention, SPM's academic and professional initiatives in this sector as well.

SPM mirror unfolds the cultural diversity and sharp minds of our students. Mirror team is thankful to its readers for their consistent support. Stay Connected and Happy Reading.

Best wishes!

THE COST OF SUCCESS: DIGGING DEEPER THE CURIOUS CASE OF CAFÉ COFFEE DAY



Dr. Lalit K Khurana
Faculty - School of Petroleum Management

We all naturally crave for success but to be successful we have to pay the price for it. We cannot avoid this fact that success does not happen in the comfort or easy zone. Achieving any kind of success demands sincere efforts from us. 'The bigger the goal, the higher the price' is the unspoken rule. Let us understand this from a case of Café Coffee Day.

VG Siddhartha, popularly known as the coffee king of India founded a popular coffee chain - Cafe Coffee Day (CCD), which is India's largest coffee chain. He was born to a family of coffee planters in Karnataka. He set up India's first coffee chain CCD in Bengaluru in the year 1996. The coffee king - VG Siddhartha raised too much debt, especially in the last few years. The total debt was around Rs 6,550 crore as on March 2019. The mountain of debt started impairing his business as working capital requirements could not be met. Severe liquidity squeezes triggered defaults in payments.

VG Siddhartha started looking to sell stake in most of his businesses to pare his debt. VG Siddhartha and CCD entities held 20.41% or 3.35 crore shares of Mindtree. Siddhartha bought shares in Mindtree for anywhere between Rs 87-529 over a period of eight years. In order to devote more time and remain committed to its flagship coffee business, he sold all of his stake in Mindtree and earned a profit of close to Rs 2,858 crores. This stake also earned Rs 180 crores just through dividends from Mindtree in the last decade. Following the stake sale, the proceeds were utilized to pare down the Coffee Day Group's debt. While the Mindtree stake sale gave him some room to maneuver, the going was really tough.

VG Siddhartha also sold his entire 20.32 per cent stake in the Bengaluru-headquartered IT services firm to L&T for around Rs 3,200 crore, which was also utilized to pare some debt from Coffee Day Enterprises' balance sheet. He was also in a dialogue with global beverage maker Coca-Cola

for an equity sale in flagship Cafe Coffee Day (CCD) at an enterprise valuation of around Rs 10,000 crore. It was also reported that Blackstone was in talks to buy a majority stake in Siddhartha's real estate venture Tanglin Developments for around Rs 2,800 crore.

In September 2017, the Income Tax Department raided premises of Cafe Coffee Day (CCD) and they found Rs 650 crore was concealed income from the documents seized while concluding the search and seize operations.

The financials stayed weak even after selling stake in most of his companies. The stock price of Café coffee collapsed to 44.4% since January 2019 till July 30, 2019 and this caused a loss of Rs. 813 crores of its market value. VG Siddhartha's core business of coffee was badly hit which put pressure on his personal finances. He was stressed from all sides. There came a news of Siddhartha's mysterious disappearance. On a morning of the 31st of July 2019, the dead body of this celebrated entrepreneur and tech investor was found in Netravati River in Karnataka.

From the case, we find that VG Siddhartha had all the checkboxes that have been described for one to be successful in life and business. He diversified his Billion Dollar Empire spread over coffee production, cafe chains and IT. He knew scaling - 2100+ stores of his brand Cafe Coffee Day is witness to this. He was humble and known to accompany his friends to the elevator after a meeting with them. He was focused and spent time 'doing' rather than 'showing'.

He was a family man. He has two sons and regularly attended family functions. And yet, in his words, he failed. Some are blaming the business environment, some the tax authorities and others have their own theories. However, what cannot be ignored is that this successful man had a storm stirring behind his calm demeanor.

What can we learn for this?

While there are debates on the business, tax and personal reasons behind his death, there are many lessons and action-points from this tragic story. If you are an entrepreneur, know that you are contributing directly and indirectly to the lives of people and never be sorry for failure. You may start off with good intention but sometimes things can have a bumpy ride. Try recalling the dark times that you have surpassed and emerged in the light and no matter how dismal it may seem, you will recover. Remember that you have chosen a path and you have the power to walk on and capacity to own it till the end. Dig deeper, understand and continue the journey.

Each business case study presents some real information and issues from the featured companies. An effective manager should understand the complexities of business and concentrate on the key concepts of management relating to relevant context. Some of the key management concepts we can relate to this case:

- o Strategic planning
- o Corporate Strategy - Diversification
- o Financial Leverage - Risk Management
- o Shareholders value and Stakeholder's management
- o Working Capital Management

Inaugural Ceremony: Batches of 2019-21

Graced by Senior Strategy Advisor

Zydus Cadila Healthcare & Jubilant Bhartia Group

The inaugural ceremony and the Orientation Programme of SPM PDPU 19-21 batches were held on 17th June 2019 and it was attended by the students, parents and the faculty members of PDPU family. Mr. Sunil Parekh, Senior Strategic Advisor at Zydus Cadila Healthcare and Jubilant Bhartia Group was invited as the chief guest to the inaugural ceremony. Mr. Parekh is also the member of FICCI and the founding curator of the World Economic Forum and has a vast experience in various industries.

He welcomed the batch of 2019-21 and discussed the Indian economy, future world, things essential to achieve excellence in the corporate world. Beginning with the session, he explained about the transition of the Indian economy from pre-Independence era to the present situation and explained it with a graph and the reasons for the change and compared it with other economies of the world. He also enlightened on the concept of innovation and highlighted that using multiple existing technologies and solving the problems is the way to future. He buttressed his point by illustrating the cases of several Unicorns – i.e. the start-ups which are valued at \$1 billion -like OYO rooms, BYJU's, Ola, Zomato, etc.

He discussed the emerging technologies which are essential for future such as Industry 4.0, Artificial Intelligence, Cloud computing, 3-D Printing, Waste Management, Block chain, etc. and asked the students to keep up with the topic. He ended the session by giving a message to identify problems as an opportunity and be passionate about work to be successful. It was a great learning experience for everyone and to launch the new session of the year 2019-20.



MBA - THE PROFESSIONAL DEGREE AND ITS NUANCES BY MR. ACHAL RANGASWAMY (MOTIVATIONAL SPEAKER)

With the induction week organized for the incoming batch of MBA students at SPM, PDP, on 18th June 2019, Mr. Achal Rangaswamy was invited for a guest session.

Mr. Rangaswamy, also known as 'The Coach', after spending three and a half decades in Sales and Marketing, managing profit centers and gaining exposures to a wide range of business models, products and services, is now converting his passion as his career path. Mr. Achal Rangaswamy is a proud salesman, a marketer, and a multilingual, quarter-of-a-million km biker. He trains people in the areas of Sales, Marketing, Self-Development, Time Management, Leadership, and Empowerment. He believes in discovering the Joy of doing things. He has been into roles like Marketing Manager (Amtrex Appliances), President-Marketing (Bell Ceramics) and Director (ACT).

The session based on management skills was aimed to give insights into the professional degree MBA and its criticality. Mr. Rangaswamy shared his life experience in the field of Sales and Marketing to give a clear perspective to freshers. Also, he attributed the importance of health in the corporate world where long working hours is a requirement.

Talking about how to unleash the infinite dimensions of one's mind, Mr. Achal Rangaswamy the Coach says, "All you need is one Dream, one cause, one thought, and one factor to unleash your mind." He further drew students' attention to four important lessons he learned in his life:

1. No matter what, follow your passion. 2. Learn everything in your life joyfully.
3. Be proud when you make things happen. 4. Never fear the world.

Overall, this session created a great impact on students and motivated them towards achieving their goal.



A glimpse of the session taken by Mr. Achal Rangaswamy

INTRODUCTION TO RENEWABLE ENERGY & CAREER OPPORTUNITIES MR. AKHILESH MAGAL

On 18th June 2019, the Guest Lecture Committee of SPM invited Mr. Akhilesh Magal to deliver a session on "Introduction to Renewable Energy and Career Opportunities". He is currently the head of Renewable Advisory at GERMI and has worked on a large number of renewable energy projects. Making the session interactive, he started with taking views of the students on what they expected from him on renewable energy and then discussed the topics suggested by the students.

He explained the meaning of renewable energy and renewable resources which can be replenished at a faster rate than their rate of consumption and explained it through examples. He then individually discussed the various renewable energy resources like solar energy, Wind, Tidal, Geothermal energy, Biomass and Bioenergy, Nuclear energy, etc. He discussed the future scope of various renewable resources and the principle on which they work; like solar energy is used to convert the heat energy of the sun into electricity by photovoltaic cells or silicon material used on solar panels. He enlightened about the major solar, wind, geothermal, bioenergy projects in India and also the need for nuclear waste management and about the need for sustainable development.

In terms of career opportunities, he illuminated that the current government policy also favors renewable energy generation and the number of renewable projects is going to increase which will result in an increase in job opportunities in every field in the renewable sector. The session provided useful insights into the renewable energy sector at large. There were major takeaways in respect to Energy Industry.



GUEST SESSION - LET'S BE DIFFERENT

MR. VIJAY VYAS

(GENERAL MANAGER HR – CONFIDENTIAL)

Mr. Vijay Vyas took a guest lecture session on 20th June 2019 during the induction week of the batch 2019-2021. Mr. Vyas is an HR professional with experience in managing HR functions in diverse industries such as HR Operational Leadership, Strategic HR Planning, Learning and Development, Employee Engagement and Shared Services.

The session was conducted on the theme 'Brand Building and Morale' in which he discussed various aspects of it. Co-relating ethics with leadership, he explained that ethics is all about the leader's identity and the leader's role. Ethics deal with the purity of individuals and their intentions. Whereas a leader drives and influences the followers/subordinates to achieve a common goal, be it in case of teamwork, organizational quest, or any project. With a few exercises, Mr. Vyas drew students' attention to the importance of brand building and leadership in the corporate world.

Adding to that, he mentioned a few qualities and traits which an ethical and effective leader has like 1. Dignity and respectfulness: An ethical leader should not use his followers as a medium to achieve his personal goals 2. Serving others: An ethical leader should place his follower's interest, ahead of his interest. 3. Justice: An ethical leader must treat his all followers equally 4. Community building: An ethical leader considers his purpose as well as his followers' purpose. 5. Honesty: Honesty is essential to be an ethical and effective leader. An honest leader presents the fact and circumstances truly and completely, no matter how critical and harmful the fact may be. He does not misinterpret the fact.

Overall, it was a valuable session which imbibed a sense of positive attitude in the young minds towards brand building, ethics, and morale.



A glimpse of the session taken by Mr. Vijay Vyas

GUEST LECTURE - BRAND MANAGEMENT

MR. SUBODH KUMAR

(CHIEF MANAGER – THE TIMES GROUP)

On 10th of July 2019, Mr. Subodh Kumar was invited by the Guest Lecture Committee to share his experience of the corporate world and give insights related to Brand Management and the media sector. Mr. Subodh Kumar is currently working as the Chief Manager with The Times Group (Bennet Coleman and Co. Ltd.) and has a rich experience in the media sector.

He explained how brand management played an important role in maintaining their leading position in the market as they give a lot of importance to the content which is delivered in their newspaper, Times of India. He discussed various products with their respective positioning in the Times Group publication portfolio.

Mr. Subodh Kumar also explained the revenue generation model of The Times Group and explained how advertisements contribute a great share in the revenue model. As the Times Group circulates the maximum number of newspapers in India, they attract a great number of advertisements to publish and he explained the reason to maintain a balance between advertisement and content. He also talked about the growth of media sector in terms of print media, television, social media, radio etc. and that how the Times Group has also ventured into TV channels by launching Times Now, Romedy Now, Zoom etc. They operate Radio Mirchi under the name of ENIL, a subsidiary of BCCL. They have also ventured into Film production through Junglee Pictures and launched apps of TOI and ET. He also conducted a quiz which was fun for the students and answered the questions of the students making it an Interactive session and it was a great learning experience for the students.



Industrial Visit General Management

Visit to Dudhsagar Dairy, Mehsana on 19th June 2019

As a part of the Orientation Program for the incoming batch of MBA, 2019, industrial visits were organized by the senior batches to various companies. Industrial visits are meant to inculcate on-field learnings to the students which would help them understand the very basic, primary functions and roles of the organizations. The first visit was organized for General Management students on 19th July at Dudhsagar Dairy, Mehsana. Dudhsagar dairy is considered as the largest dairy in Asia processing about 1.41 million Kilograms of milk daily. Students were taken on a tour of the whole dairy plant which included chilling center, processing center, and collection center. They were briefed about the operations carried at each level and the working of the systems and units. They also informed about the importance of processing milk according to the daily demand and processing the residual into different milk products. The visit comprehended the operational activities of a dairy in front of the freshly entered batch.



Visit to Bosch Rexroth, Sanand on 20th June 2019

On 20th June 2019, students of General Management section were taken to visit Bosch Rexroth situated at Sanand, Ahmedabad. The company manufactures industrial hydraulic components, electric drives, control products, automotive parts, hydraulic pumps, etc. The students were taken to visit the entire plant of the company from the assembly line to the painting area, explaining them the roles of each unit. They were briefed about the making of their various products, assembling the same and delivering the products. The main objective behind this visit was to make students more aware regarding the operations and approach of B2B client companies.



Visit to Milacron, Ahmedabad on 21st June 2019 & 22nd June 2019

On day 5 and 6 of the orientation programme, students were taken to Milacron, a global leader in manufacturing, distributing of plastic technology and processing industry. A management student needs to know about the working of the organization from every perspective and henceforth at Milacron, students were first introduced to their Learning Centre. The H.R. executives of the company briefed us about each department of the company namely Finance, Supply Chain & Procurement, Human Resource, Marketing, and Information Technology. Personnel from respective departments came in and gave insights about how each department works and coordinates with each other to achieve the mission of the company. After each briefing, Q&A session was encouraged. Later, students were taken to visit the plant to understand the technical know-how of the process and machinery. Lastly, companies' policies, workings and deliverables were shared with the students which will surely aid them in their management curriculum and professional life.



Industrial Visit Energy & Infrastructure Management Batch

An industry seeks for the best talents and a university thrives to develop the same in their students. SPM organizes industrial visits as a part of their curriculum to bridge the gap between industries and academia. In order to provide better understanding and practical exposure to classroom sessions, SPM arranged industrial visits during the induction week for the Energy & Infrastructure batch to the following companies.

On Day 1, students visited Sabarmati Gas Limited, which serves 4 segments in its whole spectrum of retailing such as domestic, industrial, commercial/non-commercial through PNG and automobiles through CNG outlets. Students visited the CNG outlet in Gandhinagar which is a GSRTC bus filling station. Students were able to learn and understand the entire functioning of the outlet where the natural gas is compressed to a pressure of 200-250 bars to enhance the vehicle onboard storage capacity.

On day 2, students visited LNG Express in Vadodara. LNG provides an economical way forward for making natural gas available at every possible location, difficult terrains, industries, and commercial segments, through piped and non-piped means. Students were able to grasp the step by step procedure about how gas is converted to liquid form by cooling it down to -160°C, to carry out easy and safe storage and transport.

On day 3, students visited the Indian Oil Corporation Limited (IOCL) terminal in Ahmedabad. IOCL plays a major role in refining, distribution and marketing of petroleum products. Students grabbed the opportunity to interpret and study the day-to-day operations of the terminal which included major refining processes and accurate transportation and logistics of products through tanker trucks. Students got a chance to visit the control room where they got in touch with the automation processes of the entire terminal activities.

Students also got the chance to visit the Gujarat State Energy Corporation Limited (GSECL), Gandhinagar. It is a coal-based power station and has a capacity of 870 MW. The entire setup and working of the steam boilers, turbines and switchyard were explained to the students. They perceived the basics of how a power generation company works and operates.



Alumni Session - Solar Energy

Mr. Pulkit Dhingra
(Founder & Director – AHA Solar Pvt. Ltd.)

On 12th of July, SPM had a great opportunity to interact with their very own alumnus, a well-known and successful entrepreneur in a strongly emerging market of solar systems, Mr. Pulkit Dhingra.

Mr. Pulkit Dhingra is the founder and director of AHA SOLAR PVT LTD. He was earlier associated with GERMI for the past 9 years in the area of solar systems. Having such a wide experience in solar field makes him even more successful. He started on a friendly note and made the environment comfortable for students to interact.

Being a part of SPM, it was great to learn from one of our own. His whole experience, beginning with his early start at GERMI was worth listening and inspiring. How he ended up in GERMI against all odds, the obstacles he faced being in an emerging market of solar and key rules he followed, all added to his excellence.

According to Mr. Pulkit, the real situation of solar as a field in market is that "IT'S MORE OF A FINANCIAL GAME THAN A TECHNICAL ONE". He quoted "TO IDENTIFY THE RIGHT TEAM THAT COULD ADD VALUE TO YOU AND YOUR IDEA" while answering one of the questions.

He even shared the 3 basic rules to be followed for startups i.e. Procurement, Fund Raising, Tariffs,

which inspired the upcoming startup heads among students. He made students aware of the number of opportunities in upcoming 2 years for preparing about career paths.

The session ended with all minds full of information and inspiration. It was great to have such a dignitary at SPM.



Alumni Session - CV Building and Placement Preparation

Mr. Tushar Shah (Manager – Ernst & Young)

The Alumni Relations Committee arranged an Interactive session with our Alumni Mr. Tushar Shah on 20th July 2019. Mr. Tushar Shah is currently working as a Manager in Ernst and Young (EY) and has experience in the consulting and risk advisory.

Mr. Tushar Shah started with the focus on preparing students for the placements and advised on resume building, stress interview, selection process of EY and he also shared his own Interview experience. He also stressed the importance of personal branding and profile development which is important for one's career. He advised to have a clear goal in the mind and select the specialization on the basis of interest and which suits you. Then he explained the various business verticals of EY which include Risk based advisory services, Mergers and Acquisitions, Tax audit and Assurance services. The risk advisory services include identifying risks and developing plans to manage them, M&A includes ensuring efficient mergers and acquisitions process. The assurance process includes financial accounting advisory and maintaining trust in the market. He also explained about the working of Big 4 and how EY provides superior services to the client. Then he took questions from the students and answered them. It was an insightful session and students had a chance to know about the working of risk advisory and consulting firms and clear their doubts.



SAMAVESH 4.0: THE HR CONCLAVE

School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar organized an “HR conclave” - Samavesh 4.0 on 9th August 2019. Samavesh 4.0 is a 2-day event organized by SPM wherein experts from the HR Industry are invited to share their experiences and views on various aspects of HR. This year Samavesh 4.0 focuses on a centralized theme of “Reinventing HR with technology”.

The event focused on the human force, workplace culture and environment to contribute to the overall accomplishment of objectives. Every aspect of HR is impacted by the tools of technology to enhance people's processes and capabilities. Technology redefines the role of HR. The conclave was divided into 4 themes, namely:

1. HR in the era of industry 4.0 - It all starts with the exponential growth of computer processing in this information age and its impact on the ever-evolving global economy, change is now the normal state of the business.
2. Women leaders: carving a niche - An entrepreneurial mindset is one that takes risks that others are hesitant to take, sees creative solutions to obstacles and opportunities to everything they see.
3. Millennial scripting a new paradigm - Powerful quotes that are empowering too. Words brimming with action, embodying the undying spirit to make a difference and take ownership are the words of millennial leaders truly spoken for Gen X.
4. Re-imagining cross-cultural dynamics - Cross-culture dynamics has developed a way to understand leaders who work in the newly globalized market.

Inaugural Ceremony:

Samavesh 4.0 started in a spiritual environment by our Dean Dr. Pramod Paliwal Chairpersons Dr. Ashutosh Muduli & Dr. Akash Patel. They warmly addressed the guests and briefed the audience on the recent trends of HR with technology connecting it with the origin of the same. The lamp lighting ceremony emblazoned the place with knowledge.



DAY 1

Day 1, track 1 with Mr. Kaustuv Bhattacharya - AVP, Birla Carbon, Portfolio Head, Young Talent Management, Aditya Birla Group, Dr. Gaurav Buch - Head - HR, Rasna International, Mr. Vijay Raj - CoE - Learning Head, Reliance Industries Ltd and Mr. Rakesh Mehta - Head - HR, S & P Global taking ahead the theory of HR, collectively proved the theme of HR in an era of technology with brief explanation on the current workforce situation, global growth, geographical economic situation, importance of mixed strategy of finance and technology, success pyramid of HR, the digital transformation of the world in physical, digital and biological manner.



Day 1, Track 2 along with Dr. Jasmine Gupta - VP, Retail Banking, Kotak Mahindra Bank, Mrs. Rujuta Rammohan - Head, Digital Learning Solutions, 361 DM Education, Ms. Sanju Thakur, DGM (HR), Future Group, Ms. Sumy Reji - Head HR, Milacron India Ltd and Ms. Deepti Arora - HR Head, Evosys, candidly conveyed the sheer endurance that prevails in women which is all today's world need. Importance of personal branding in the social age, a balance in life in terms of handling emotions and tasks, believing in yourself for a future that you want and the right potential a woman holds in business, purely justifies the theme.



DAY 2

Day 2, Track 3 with a new theme started fresh by Mr. Birju Trivedi - VP- People Strategy, Cadila Healthcare, Zydus Group, Mr. Sandeep Mudaliar - VP-HR, Analytix Business Solutions, Mr. Akshat Surana - Lead HR Shared Services, Adani Group, and Ms. Rupali Ekawade - HR, Indiabulls Ventures Ltd, with a complete elaboration and proper knowledge of who millennials are in this age. Millennial are the ones without any age constraints and better adaptability, one with patience along with fast-paced life, and the mindset that millennial needs to adapt to changes, briefly justify the theme and gives deep insight on the same.



After learning about the millennial age and changes in it, it was the right time to learn the cross-culture dynamic happening in the corporate world. Track 4 with Mr. Prasad Kulkarni - VP- Global HR, Accelya Group, Mr. Rajat Dey - Sr. VP-HR, Grasim Chemicals (Aditya Birla), Mr. Dhaval Shah - GM-HR, Torrent Gas and Dr. Paresh Kariya - Founder, Asian Institute of Quality India, was a detailed, interactive and informative session which taught us the importance of respecting other people's views, converting diversity into unity with adaptability and to believe in that "culture is king" and it is made to move us.

Samavesh 4.0 ended with great insights on the latest trends, the importance of women's sheer endurance and the necessary mindset a millennial must have to achieve success, Samavesh 4.0 was a huge learning platform for all the students of SPM. Students made it an interactive and informative event.



FRESHER'S PARTY 2019

Again, the new batch of students sat on the same desks and benches;
Completely unaware of, what stories those things hold in them.

As per the tradition, Cultural Committee of SPM organized Fresher's party on the eve of 6th July 2019 for the MBA batch 2019-2021. The bash started at 8:00 p.m. in the SPM lawn. Everyone was dressed up to their nines, were seen chatting with each other, having their welcome drinks. Sir Ashutosh Muduli, senior faculty member, kick started the party by reciting a self-written Hindi poem to motivate students for their forthcoming journey at SPM. The students started clicking group photos and as promised delicious full-course meal was served.



General Management Batch 2019-2021

Then came the time for which all the students were waiting eagerly, DJ set the dance floor and everyone was seen enjoying and grooving to the peppy beats. The party ended at 11:00 P.M. but no one was willing to leave the floor. People were heard saying that the party acted as an ice-breaking session between seniors and batch mates. Everyone enjoyed the event and were grateful to the seniors for arranging such a wonderful party.

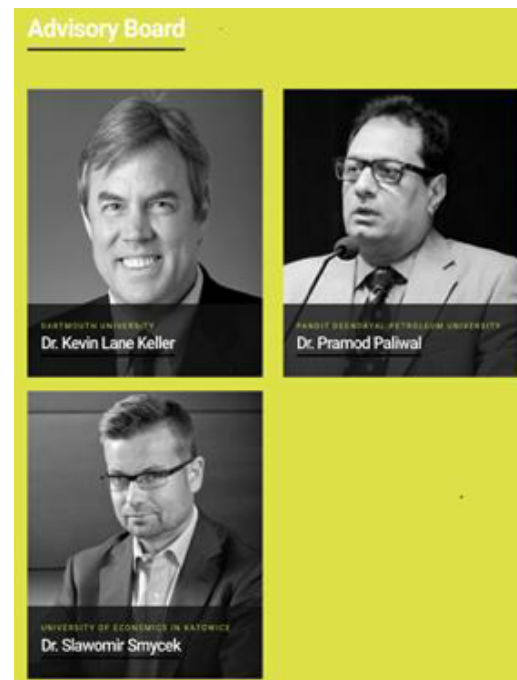


Energy & Infrastructure Batch 2019-2021

FACULTY FOYER

Dr. Pramod Paliwal has been invited on the Advisory Board of CHARGE Energy Branding Conference 2019, Reykjavik, Iceland. It is interesting that on the three-member board, Prof. Paliwal is the only Indian and also share the board with celebrity Brand Management professor & author Kevin Lane Keller of Tuck @Dartmouth!!

He has also been invited on the global jury to evaluate the entries of Energy Branding Awards. Energy Branding Awards by CHARGE Energy Iceland is an annual event that witness huge participation from energy utilities and other companies from all over the world competing for Energy Branding Awards under various categories.



Dr. Narayan Baser from SPM PDPU has participated and presented a research paper on “Determinants of Financial Risk Tolerance: An Empirical Investigation” at 3rd National Finance Seminar organized by Prestige Institute of Management Gwalior on 25th May, 2019 on the theme of Inclusive Finance: Strategies Fostering Growth & Development. The aim of the seminar was made an attempt to provide a platform for discussing several challenges and opportunities in building a more inclusive financial future.

The aim of his research study was to find out the impact of various demographic factors, personality type, and financial literacy on the financial risk tolerance of the investor.

He has adopted a single cross-sectional descriptive research design for this. A structured questionnaire with “financial Risk Tolerance Scale”, “Personality Scale”, “financial Literacy scale”, and basic demographic questions was used to gather the required data with convenience sampling method. The gathered data were analyzed using stepwise multiple regression analysis with the help of SPSS software. Out of total nine independent variables, seven variables namely, personality type, financial literacy, gender, income, marital status, occupation and no. of dependent were found significant having a considerable impact in determination of Financial Risk Tolerance whereas age and education background of investors were found insignificant.

His research paper was much appreciated by jury and awarded BEST PAPER AWARD at 3rd National Finance Seminar organized by Prestige Institute of Management Gwalior.



BUSINESS MANAGEMENT SYMPOSIUM
17th & 18th OCTOBER, 2019

2019

MAKING INDIA A \$ 5 TRILLION ECONOMY & ROLE OF INDIAN INDUSTRY

EVENT PARTNER
KNOWLEDGE PARTNER: **CII** Confederation of Indian Industry
MEDIA PARTNER: **Business Standard** Insight Out

PDPU
PANDIT DEENDAYAL PETROLEUM UNIVERSITY

SPM
SCHOOL OF PETROLEUM MANAGEMENT



ABOUT PDPU

Pandit Deendayal Petroleum University (PDPU) has been established by GERMI as a Private University through the State Act enacted on 4th April, 2007. The University offers programs to address the need for trained human resources in the domains of Science, Technology, Management and Humanities. It intends to broaden the opportunities for students and professionals to develop core subject knowledge which are duly complemented by leadership training interventions, thereby helping the students to make a mark in the global arena. This objective is being further addressed through a number of specialized and well-planned undergraduate, post-graduate and doctoral programs as well as intensive research projects.



ABOUT SPM

The Management School was first established as the Institute of Petroleum Management, Gandhinagar (IPMG) in 2006 by GERMI (Gujarat Energy Research and Management Institute), established as a trust and a society by GSPC (Gujarat State Petroleum Corporation), a Government of Gujarat undertaking. Subsequently in 2007, when GERMI established Pandit Deendayal Petroleum University, IPMG became the constituent of PDPU and changed the name to School of Petroleum Management (SPM).

For more details about the course please visit: spm.pdpu.ac.in.

ABOUT BMS 2019

Recently, Indian Prime Minister Shri Narendra Modi has set a goal of \$5 trillion for India's GDP by year 2024, expressing confidence that though difficult but the target is achievable. It will need India to grow at a rapid pace over the next 5 years. The PM having set the tone, wants to galvanize the nation towards this path of economic development. Achieving such an aspirational growth target calls for pulling all the economic growth levers - investment, consumption, exports, and across all the sectors of Indian economy. Business Management Symposium (BMS) 2019 organized at School of Petroleum Management (17th & 18th October, 2019) has taken up the initiative to engage with experts from manufacturing and services sectors of Indian economy to deliberate on this aspirational milestone for Indian Economy. Important takeaways from the expert panel discussions in BMS will be of immense benefit to all important stakeholders including Business School Graduates who shall be joining industry shortly and who shall contribute their own bit to achieve the economy goals. And hence this is an invitation to industry experts to converge at BMS 2019 and SPM-PDPU, Gandhinagar-Gujarat.



TRACKS

DAY 01: THURSDAY, 17TH OCTOBER, 2019

- Service Sector
- Manufacturing Sector

DAY 02: FRIDAY, 18TH OCTOBER, 2019

- Real Estate & Infrastructure Sector





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