



SOM MIRROR

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FROM THE EDITORIAL ADVISOR'S DESK

The special issue of SOM Mirror is the result of relentless work done by the SOM Mirror student editorial team over the past few months. The team has been able to aptly capture all major events at SOM-PDEU and present it in a professional way. This issue comes in the backdrop of epochal international geopolitical events, where parallel to the Russia-Ukraine conflict (now in its 3rd year), the Middle-East Asia problem is boiling at alarming levels. World trade and commerce, especially the Oil & Gas industry cannot remain unaffected by this. We are already witnessing a lot of stress due to these events. Moreover, the world economy as such is witnessing signs of stress, wherein some of the big tech companies are moving cautiously towards their future plans. One of the reasons could be an anticipation (or uncertainty) of the results of US presidential elections in November 2024. Amidst all these, the Indian economy makes a bold attempt to remain resilient. Despite not-so-expected general election results, the stock market and other major indicators continue exhibiting their thumbs –up for the Indian economy and markets. This shows the robustness of our economy, where the last decade has seen creation of significant infrastructure creation and financial inclusion. The Government of India's efforts to foster entrepreneurship has given wings to a lot of young ambitions. Initiatives like Digital India have helped boost all these endeavors.

The SOM-PDEU family also optimistically looks forward to making sincere efforts to fulfil the mandate that it has taken upon itself. Documentation of the activities in the SOM –PDEU ecosystem is just one of such mandates.

I once again congratulate the team, thank our Director and other colleagues for their cooperation on this issue.

Read & Enjoy.

Dr. Pramod Paliwal

ACTIVITIES AT SOM

Orientation Program for Batch 2024-26



Director-SoM welcomes Prof. S. Sundar Manoharan, Director General -PDEU

It is a pleasure to start the current SOM MIRROR issue with the mention of the Orientation Programme for the MBA 2024-26 batch. Welcome to our MBA induction program! This year marks an exciting journey for our first-year students as they embark on a transformative experience in the world of business education. This program is designed to equip them with essential skills, foster networking opportunities, and ignite their passion for innovation and leadership. Join us as we explore the diverse backgrounds, aspirations, and challenges of our new cohort, and celebrate the beginning of their remarkable journey in the dynamic landscape of business management.

The students engaged in interactive sessions led by industry experts, allowing them to learn firsthand about current trends and best practices in business. Additionally, site visits to leading companies offered them a unique perspective on organizational operations and strategic decision-making.

Excerpts from the address by Director-SoM. “Good morning, distinguished faculty, dear students, and esteemed guests It is my great pleasure to welcome you to the induction program for the new MBA batch of 2026. Today marks the beginning of an exciting and transformative journey for each of you. As you step into this esteemed institution, remember

that you are now part of a legacy of excellence, innovation, and leadership.

The MBA program is designed to equip you with not only the knowledge but also the practical skills necessary to excel in an ever-evolving global business landscape. Over the course of the next two years, you will be exposed to diverse perspectives, rigorous academic challenges, and real-world applications that will shape your ability to think critically, lead with integrity, and make strategic decisions.

Our faculty, mentors, and staff are here to guide you every step of the way, and we encourage you to embrace every opportunity to learn, grow, and collaborate. This is a time to develop your leadership potential, forge meaningful connections, and most importantly, to build the foundation for a successful and fulfilling career.



Prof. AKS Suryavanshi, Director-SOM addressing the incoming PGP 24 batch

We understand that this is a significant commitment, but I have no doubt that with determination, hard work, and an open mind, you will not only meet the challenges ahead but exceed expectations. We are excited to have you as part of our academic community, and I look forward to witnessing your growth and achievements in the coming years.

Once again, welcome to the MBA program, and I wish you all a rewarding and successful journey ahead.”

SESSIONS

MS. RADHI NAIR-COMMUNICATIONS EXPERT & TRAINER

Mastering Communication for Success: Insights from Ms. Radhi Nair

In a thought-provoking session, Ms. Radhi Nair emphasized the importance of effective communication and self-confidence for MBA students. Here are the key takeaways:

The Power of Self-Confidence

Ms. Nair stressed that mastering the art of effective communication is crucial for success in business school and beyond. Recognizing your self-worth and embracing self-love can empower you to face challenges with resilience and confidence.

Fostering Collaboration

Embracing the principle of “let’s agree to disagree” creates a collaborative environment where diverse perspectives are valued. This mind-set encourages open dialogue and enhances teamwork.

Building Credibility as a Leader

To be a credible leader, Ms. Nair highlighted the importance of never being uncertain about your subject matter. A deep understanding enhances your authority and influence, making you a trusted voice in any discussion.

Enhancing Communication Skills

To improve clarity and impact in your communication:

- Upgrade your vocabulary.
- Present thoughts in bullet points for easier digestion.

The ABCs of Communication

Adhering to the principles of Accuracy, Briefness, and Clarity (A, B, C) in both written and verbal exchanges ensures that your ideas are communicated effectively and professionally.

MR. KIRAN SURTI, DIRECTOR - HIGHER-ED, SOUTH ASIA & GCC MARKET

Elevating MBA Education: Insights from Mr. Kiran Surti

In an engaging session, Mr. Kiran Surti highlighted the transformative approaches that can enhance the MBA experience. Here are the key points from his talk:

The Power of Participative Learning

Mr. Surti stressed the importance of participative,

student-centric learning and the case method in developing practical and analytical skills. These approaches encourage students to:

- Formulate and defend recommendations.
- Refine critical reasoning abilities.

Embracing Digital Savviness

As the business landscape becomes increasingly digital, being digitally savvy is essential for staying relevant and competitive. Mastery of digital tools and trends equips students for modern challenges.

The Importance of Soft Skills

Recognizing that soft skills are fundamental life skills underscores the necessity of strong interpersonal communication and emotional intelligence. These skills are crucial for effective teamwork and leadership in any business environment.

Mastering Complex Problem-Solving

Mr. Surti emphasized the value of scientific modeling in mastering thinking skills. This method enhances students’ ability to tackle complex problems systematically.

Learning by Doing

The benefits of experiential learning are numerous:

- Provides immersive experiences.
- Allows for real-world application.
- Fosters discovery and practice.
- Creates a safe space for experimentation.
- Promotes rich discussions.

MR. MOHIT GUPTA, DIRECTOR - SYNOPTEK

Director Synoptek: Insights on Trends, Digital tools & Competencies for success

In a recent talk, Mr. Mohit Gupta shared invaluable insights for MBA students on how to thrive in today’s dynamic business landscape. Here are the key takeaways:

Essential Competencies for Success

Mr. Gupta emphasized the importance of developing key competencies that align with current business demands and future trends.

- Effective Communication and Teamwork: Foundational skills that enhance collaboration and drive organizational success.
- Adaptability and Leadership: Crucial traits that enable professionals to navigate changing environments and guide teams effectively.

Understanding Recruiter Expectations

To gain a competitive edge, students should be aware of what recruiters seek:

- Proficiency in Data Analytics: As businesses increasingly rely on data-driven decision-making, this skill is vital.
- Industry-Specific Knowledge: Tailoring skills to specific sectors can set candidates apart.

Staying Informed on Trends

Mr. Gupta highlighted the importance of being up-to-date with the latest trends, including:

- Artificial Intelligence and Machine Learning (AIML)
- Digital Transformation
- Sustainable Business Practices

Mastering Digital Tools

Knowledge of digital tools for remote work and collaboration is essential for thriving in a modern, interconnected business world.

MS. PRASHASTI RASTOGI, DIRECTOR - COURSERA

Director Coursea: Insights on Emerging Careers and Ethical AI.

In an insightful discussion, Ms. Rastogi explored the future of work, emphasizing key areas such as:

Prompt Engineering and Data Curation

As AI evolves, prompt engineering is becoming essential for optimizing AI interactions, while data curators ensure that information is accurate and accessible.

Emerging Career Opportunities

- **Interface and Interaction Designers:** These roles focus on creating intuitive user experiences as technology becomes more integrated into daily life.
- **Carbon Credit Financing and Trading:** With sustainability in focus, careers in carbon credit financing are on the rise, promoting environmental responsibility.

The Role of Sustainable Development

Sustainable development is increasingly recognized as a vital career driver, fostering innovation that balances growth with environmental care.

Security, Privacy, and Ethical AI

Ms. Rastogi stressed the need for ethical frameworks in AI development to protect individual rights while advancing technology.

MR. NIRMAY CHOKSI, FOUNDER - NJ GROUP

Navigating Investment Strategies: Insights from Mr. Nirmay Choksi, Founder-NJ Group (www.njgroup.in)

In a recent discussion, Mr. Nirmay Chokshi shed light on the NJ Group and its investment philosophy encapsulated in the tagline, "Built on Rules." Here are the key insights from his talk:

Understanding the NJ Group

Mr. Chokshi introduced the NJ Group as a prominent player in the financial services sector, managing a substantial portfolio through various investment avenues, including mutual funds and portfolio management services. With a focus on dynamic asset allocation, the group aims to optimize returns while managing risk effectively.

The Essence of Rule-Based Investing

At the heart of NJ Group's strategy is rule-based investing, which combines elements of both passive and traditional active investing. This approach emphasizes systematic decision-making, allowing investors to navigate market fluctuations with confidence.

Key Performance Indicators

Mr. Chokshi highlighted critical metrics that matter in investment decision-making:

- **Return on Equity (ROE):** A measure of profitability that indicates how effectively a company uses equity to generate profit.
- **ROE Consistency:** Evaluating the stability of ROE over time is essential for assessing a company's reliability.
- **Dividend Payout:** Understanding how much profit a company returns to shareholders provides insights into its financial health.
- **Debt to Equity Ratio:** This metric helps gauge a company's financial leverage and overall risk profile.

The Smart Beta Platform

Mr. Chokshi also discussed the concept of the smart beta platform, which aims to blend the benefits of passive investing with the potential for higher returns through strategic factors. This innovative approach allows investors to gain exposure to various risk factors without the high costs typically associated with active management.



PROF. NIGAM DAVE

Embracing Life's Journey: Insights from Prof. Nigam Dave

In an inspiring talk, Prof. Nigam Dave shared profound insights on navigating life's complexities with resilience and joy. Here are the key highlights:

The Semi-Colon Break: A Strategic Pause

Prof. Dave introduced the concept of a semi-colon break, encouraging individuals to take strategic pauses in their lives. These breaks allow for reflection and rejuvenation, enabling better decision-making and a clearer perspective.

Celebrating Each Day

He emphasized the importance of celebrating each day as a birthday. This mindset fosters gratitude and encourages individuals to appreciate the little moments, enhancing overall well-being and happiness.

Dancing in the Hurricane

Prof. Dave used the metaphor of dancing in a hurricane to illustrate the importance of finding joy amidst chaos. Embracing life's challenges with a positive attitude can transform difficulties into opportunities for growth.

Embracing Speed Bumps

He discussed the necessity of speed bumps in life, highlighting that obstacles often serve as valuable lessons. These challenges encourage resilience and help individuals develop stronger problem-solving skills.

Bills of Right and Wrong

Prof. Dave also touched on the concept of bills of right and wrong, urging individuals to understand their moral compass. This awareness guides ethical decision-making and fosters integrity in personal and professional relationships.

Scale of Liability = Scale of Power

Finally, he articulated that the scale of liability is equal to the scale of power. This concept emphasizes that with greater responsibility comes greater influence. Understanding this balance is essential for effective leadership and personal growth.

DR. JITENDRA JAMNANI-
FACULTY MEMBER, SOET, PDEU

Insights from Dr. Jitendra Jamnani on Electric Power Systems

In a compelling session, Dr. Jitendra Jamnani shared his expertise on electric power systems and the various sources of energy that drive them. Here are the key highlights from his talk:

Overview of Electric Power Systems

Dr. Jamnani began by explaining the fundamentals of electric power systems, emphasizing their critical role in modern infrastructure. He discussed how these systems are designed to generate, transmit, and distribute electricity efficiently to meet the growing demand.

Diverse Sources of Energy

A significant part of the discussion focused on the various sources of energy that power electric systems:

- Renewable Energy: Solar, wind, and biomass are increasingly important for sustainable energy production.
- Fossil Fuels: Despite their environmental impact, coal, oil, and natural gas remain major sources of energy globally.
- Nuclear Power: Dr. Jamnani highlighted nuclear energy as a low-carbon option, contributing to energy security.

Types of Fuel

He elaborated on the types of fuel used in power generation, discussing their advantages and disadvantages. Understanding the implications of each fuel type is essential for making informed energy policy decisions.

Hydroelectric Power Stations

Dr. Jamnani also delved into the operation of hydroelectric power stations, which harness the energy of flowing water to generate electricity. He explained the benefits of hydroelectric power, including its renewable nature and ability to provide a stable energy supply. Additionally, he discussed the environmental considerations and the importance of balancing energy needs with ecological preservation.

MILITARY LEADERSHIP IN THE CORPORATE WORLD:
INSIGHTS FROM COL. DR. RAKESH KUMAR SHRIVASTAV
REGISTRAR - PDEU

In an engaging session, Col. Dr. Rakesh Shrivastav Registrar-PDEU shared valuable perspectives on the intersection of military leadership principles and corporate management. Here are the key takeaways from his talk:

Military Leadership in Business

Col. Shrivastav emphasized the importance of integrating military leadership strategies into the corporate world. He highlighted that many leadership qualities honed in the military - such as discipline, resilience, and strategic thinking - are equally applicable in business settings.

The 3 Ds of Command

A focal point of his discussion was the 3 Ds of Command in leadership:

1. Decentralize: Empowering teams by decentralizing decision - making fosters innovation and responsiveness. This approach encourages collaboration and allows for faster problem-solving.
2. Democratic: A democratic leadership style involves engaging team members in the decision-making process. By valuing diverse opinions, leaders can create a more inclusive and motivated workforce.
3. Dictatorship: While often viewed negatively, Col. Shrivastav explained that a dictatorial approach can be effective in high-pressure situations where quick, decisive action is necessary. However, this should be balanced with other leadership styles to maintain team morale.





MR. SANDEEP JOSHI, CTO - MOBILITY SOLUTIONS: JIO BP

Building a Strong Foundation: Insights from Mr. Sandeep Joshi on the five people strategy pillars

In a recent talk, Mr. Sandeep Joshi shared valuable insights on effective human resource management through the Five People Strategy Pillars. Here's a summary of his key points:

Workplace and Culture

Mr. Joshi emphasized the importance of cultivating a positive workplace culture. A supportive environment enhances employee satisfaction, productivity, and retention. By fostering a culture of trust and collaboration, organizations can empower their teams to perform at their best.

Hire Right

The second pillar, hiring the right people, is crucial for organizational success. Mr. Joshi stressed that aligning hiring practices with the company's values and needs ensures that new employees not only possess the necessary skills but also fit well within the existing culture. This alignment promotes long-term engagement and reduces turnover.

Learning and Development

Investing in learning and development is vital for nurturing talent and fostering growth. Mr. Joshi highlighted the need for continuous training programs that equip employees with new skills and knowledge, enabling them to adapt to changing market demands and advance their careers.

Talent Management

Effective talent management involves identifying and nurturing high-potential employees. Mr. Joshi discussed strategies for recognizing individual strengths and providing opportunities for advancement, ensuring that top talent is retained and motivated to contribute to the organization's success.

Communication and Engagement

Finally, Mr. Joshi underscored the significance of communication and engagement within teams. Open lines of communication foster transparency and trust, while regular feedback and recognition keep employees motivated and connected to the company's goals.

MR. ANKUR PANDYA, CHRO-PDEU



Insights from Ankur Pandya on informal discussions and collaboration

In a recent session, Ankur Pandya highlighted key strategies for enriching the educational experience through informal discussions and collaborative learning. Here are the main points he discussed:

The Importance of Informal Group Discussions

Mr. Ankur emphasized the value of informal group discussions (GDs) as a tool for fostering critical thinking and communication skills. These relaxed conversations encourage students to share diverse viewpoints, promoting a deeper understanding of the subject matter.

Pre-Reading in Class

He also stressed the significance of pre-reading before class sessions. Engaging with material in advance prepares students for more meaningful participation during lectures, allowing for richer discussions and a more interactive learning environment.

Staying Informed with Newspaper Reading

Regular newspaper reading was highlighted as essential for students to stay updated on current events and industry trends. This practice not only enhances general knowledge but also equips students with real-world examples that can be applied to their studies.

Cross-Collaboration

Mr. Ankur advocated for cross-collaboration among students from different disciplines. By working together, students can share unique insights and expertise, fostering innovation and a broader understanding of complex topics.

MR. PRATUL SHROFF, PHILANTHROPIST, THINKER & DOER - WAS AN ENTREPRENEUR



Insights on pursuing passion and excellence

In an inspiring session, Mr. Pratul Shroff shared profound insights on aligning passion with purpose in one's career. Here are the key takeaways:

Do What You Love, Love What You Do

Mr. Shroff emphasized the importance of pursuing what truly excites you. When you do what you love, it not only enhances your satisfaction but also fuels your motivation to excel.

Passion as a Guiding Force

He remarked that passion is God's way to say hello. Recognizing your passion can serve as a powerful compass, guiding your decisions and career path.

Embracing Failure as a Step to Success

Mr. Shroff pointed out that failures are constant until you stop trying. Instead of fearing failure, he encouraged viewing it as a necessary step toward success. Each setback provides valuable lessons that contribute to personal and professional growth.

Listening to the Marketplace

He stressed the importance of listening to the marketplace. Understanding industry trends and consumer needs is crucial for making informed decisions and staying relevant in a rapidly changing environment.

Excellence-Driven vs. Ambition-Driven

Finally, Mr. Shroff advocated for being excellence-driven rather than ambition-driven. Focusing on delivering quality and value leads to sustainable success, while chasing ambition alone can often lead to burnout and dissatisfaction.

DR. BHUSHAN PUNANI, CHAIRPERSON, WEST ASIA INTERNATIONAL COUNCIL FOR EDUCATION FOR CHILDREN AND VISUAL IMPAIRMENT

Insights on overcoming challenges and building a vision

In a thought-provoking session, Mr. Bhushan Punani shared his experiences with the Blind People's Association, highlighting essential strategies for personal and professional growth. Here are the key takeaways:

Identify Challenges You're Likely to Face

Mr. Punani emphasized the importance of identifying potential challenges early on. Understanding the obstacles ahead allows individuals and organizations to prepare effectively, turning challenges into opportunities for growth.

Stick to Your Career Choices

He encouraged participants to stick to their career choices. Staying committed to your path, even when faced with difficulties, can lead to greater fulfillment and success in the long run.

Keep Expanding Your Network

Mr. Punani stressed the need to keep expanding your base. Building a diverse network of contacts enriches your perspectives and opens doors to new opportunities, fostering collaboration and innovation.

Develop and Lead a Team of Professionals

He highlighted the importance of developing and leading a team. Effective leadership not only drives organizational success but also empowers team members to reach their full potential.

Ensure and Attain Sustainability

Sustainability was another critical point in Mr. Punani's talk. He urged individuals and organizations to focus on sustainable practices that benefit both the environment and the community, ensuring long-term viability.

Document and Project Your Establishments

Finally, he advised on the importance of documenting and projecting your establishments. Clear documentation helps track progress and achievements, while effective projection enhances visibility and engagement with stakeholders.



INDUSTRIAL/LAB/PLANT VISITS BY SOM STUDENTS

1 MW Solar Plant & Solar Power Assembly Line (SOPAL)

On January 22, 2011, former Chief Minister Narendra Modi inaugurated the 1 MW Solar Power Unit at PDEU. Solar power plant was set up near the campus Of Pandit Deendayal Energy university, the 1 MW solar power plant with 45 MW Solar PV Assembly Line, which was designed and constructed by a global energy service provider.

The plant produces about 15 lakh units of electricity annually, which is sufficient to light 1500 homes and offset 1500 tons of carbon emissions.

SOPAL is located adjacent to the 1 MW Solar Unit at PDEU. At the Solar Power Assembly Line (SOPAL), we saw the semi-automatic assembly line for solar panels. The process includes soldering wires with solar cells onto the panels, followed by rigorous testing and a heating and cooling cycle. Finally, the panels undergo a polishing process to ensure quality and performance.



ADDITIVE MANUFACTURING LAB

The Additive Manufacturing Department at PDEU's School of technology features the iFusion SF1 metal 3D printer, based on Selective Laser Melting, the first in Gujarat from Intech Additive Solutions. It serves industries like aerospace and biomedical.

CASTROL- BP Laboratory

At the Castrol lab, students learned about various lubricants and fuels, including their specifications and characteristics which gave us insights into how different lubricants and fuels impact engine performance.

International Automobile Centre of Excellence (IACE)



Source: International Automobile Centre of Excellence (IACE)

At the International Automobile Centre of Excellence (IACE) of which one of the partners is PDEU, one can explore cutting-edge automotive technology and innovations.

The center features interactive exhibits on vehicle design, engineering, and sustainability. Visitors can also view historic automobiles and learn about the evolution of the automotive industry.

AMUL

Amul (Anand Milk Union Limited), formed in 1946, is a dairy cooperative movement in India. It is managed by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF) and is based in Anand, Gujarat and has been an example of a co-operative organization's success in the long term.

Products offered includes:

- 108 types of chocolates, including top-ranked dark chocolate.
- Dairy products include milk, buttermilk, milk powder, butter, cheese, and paneer.
- Five types of wafers.

Amul produces 30 lakh liters of milk daily (25 lakh liters in summer), milk powder production with 90,000 liters/day and 1 lakh kilograms of butter every day. It operates 24/7 i.e. 365 days a year, employing 1200 to 1500 people. Amul's practices towards sustainability involves minimizing wastage in milk powder production, no preservatives are added in the products while storing milk powder for an average of one week.

IOCL

Students gained insight into Indian Oil Corporation's operations in Ahmedabad. IOCL terminal has the purpose of receipt, storage and dispatch of petroleum products such as MS, HSD, SKO, ATF, Ethanol and Biodiesel. Students learnt about the functions of its control unit and sales & distribution unit. They have emphasized on strong safety protocols and emergency response plans. They have also undertaken environmental measures like waste management and emission control.

CADILA

It is India's largest privately held pharmaceutical company. The company has a strong focus on innovation and research, with extensive capabilities in both Active Pharmaceutical Ingredients (APIs) and finished formulations.

It utilizes DCS technology to produce APIs with a high level of purity and consistency, while also reducing the environmental impact. We also learnt about their operations and supply chain management.

INNOVATION & INCUBATION CENTER @ PDEU

The PDEU Innovation and Incubation Centre (IIC) supports startups and entrepreneurs by offering services such as financial assistance, training, mentoring, legal support, and co-working spaces.

It has incubated over 170 startups and facilitated the filing of more than 110 intellectual property rights.



Students preparing for their 1-minute pitch about Indian unicorns at IIC

INDIA INX (GIFT CITY, GANDHINAGAR)

India NX, inaugurated in 2017 at GIFT IFSC by PM Shri Narendra Modi, offers 22-hour trading in derivatives, commodities and securities. It features advanced technology with a 4 microsecond response time, a tier-III data center and handles a significant daily turnover of USD 4.4billion. With innovative platforms like the Global Securities Market and tax advantages, India INX aims to attract global investors as a leading offshore exchange.

Indian Knowledge Systems: Lessons for Future Managers

PGP 24 with Dr. Ravichandran after the completion of IKS sessions

The PDPU Innovation and Incubation Centre (IIC) supports startups and entrepreneurs by offering services such as financial assistance, training, mentoring, legal support, and co-working spaces.

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Who would have thought that the first formal course at a B-School could transport students back to their childhood? In a world where case studies, business models, and corporate jargon dominate the curriculum, our journey with Dr. Ravichandran, the former director of IIM Indore, took an unexpected turn. He masterfully intertwined the wisdom of ancient Indian texts with contemporary management principles, creating a unique learning experience that resonated deeply with each one of us.

As future managers, we often limit our understanding to the conventional—gleaning insights from modern-day CEOs, corporate failures, and success stories. However, Dr. Ravichandran, with his eccentric storytelling and profound insight, opened up an entirely new world of learning. He showed us that the principles we often seek in books and business frameworks have been in existence for centuries, encapsulated within ancient Indian knowledge systems.

Dr. Ravichandran's classroom sessions were unlike anything we had anticipated. With over 20 carefully

curated stories, each rooted in Indian mythology and history, he brought these characters and situations to life, leaving us both intrigued and reflective. Rather than spoon-feeding us answers, he would narrate the stories and leave them open-ended, allowing us to draw parallels to modern corporate challenges. This unique method enabled us to dig deeper and extract lessons that would be relevant in a professional setting.

Throughout the course, Dr. Ravichandran guided us through five key managerial pillars: Personality Development, Bias of Actions, Sustainability of Actions, Leadership, and Conflict Management. These categories, though seemingly conventional, took on a new meaning when contextualized within the ancient stories.

Personality Development: Compassion and Inner Strength

One of the most significant takeaways from the course was that compassion lies at the heart of personality development. In a world where cutthroat competition is often hailed as a virtue, Dr. Ravichandran challenged us to rethink this notion.

He emphasized that true personality development stems from internal growth and understanding, rather than external accolades.

External transformation, whether in the form of promotions, wealth, or recognition, is temporary. Without a strong inner foundation, these achievements hold little value in the long run. For us, as future managers, this lesson resonated particularly well. We realized that leadership is not merely about managing people or resources but also about cultivating an authentic and compassionate personality.

Bias of Actions: Root Causes and Custom Solutions

In today's fast-paced corporate environment, quick fixes are often seen as the norm. However, one of the key lessons we learned was that identifying the root cause of a problem is essential for its complete resolution. Too often, we address the symptoms while ignoring the underlying issue, leading to recurring problems.

Dr. Ravichandran's stories highlighted that solutions to problems will never be "one size fits all." Every challenge is unique, and a customized solution is necessary. This concept is especially important for managers who must navigate various issues, from personnel challenges to strategic decisions. Understanding that each problem requires a tailored approach equips us with the mindset to be adaptable and innovative.

Sustainability of Actions: Internal and External Harmony

The sustainability of actions, both in life and in business, is a delicate balance between internal motivations and external actions. Dr. Ravichandran stressed the importance of synchronizing internal and external transformations, explaining that it is futile to project an image of success without the inner resolve and discipline to support it.

For future business leaders, this lesson applies directly to organizational strategies. We must not only focus on short-term gains but also on creating sustainable practices that ensure long-term success. Whether it is implementing environmentally responsible policies or fostering a healthy corporate culture, internal alignment is key.

Leadership: The Power of Strategy and Humility

Leadership, often viewed through the lens of

authority and control, was presented to us from a fresh perspective. According to Dr. Ravichandran, leadership is rooted in the power of strategy and understanding self-worth. Physical strength, monetary resources, or even hierarchical power means little without a sound strategy and a deep awareness of one's strengths and limitations.

Moreover, originality in thinking is a rare and invaluable commodity. In a world where mimicry is rampant, Dr. Ravichandran encouraged us to cultivate original thought processes, underscoring that true leaders are those who bring innovative and creative solutions to the table.

Importantly, he reminded us that no matter how successful we may become, there is always someone stronger or smarter than us. This realization should not dishearten us but rather inspire humility. It is humility that keeps leaders grounded and allows them to continue growing and learning, traits that are essential for sustained success.

Conflict Management: Ethics and Stepping Outside Comfort Zones

In any organization, conflicts are inevitable. However, Dr. Ravichandran emphasized that the way we handle these conflicts speaks volumes about our integrity as leaders. Unethical approaches might offer short-term gains, but they inevitably catch up with us, tarnishing reputations and undermining long-term success. Being responsible and finding the right motivation to resolve conflicts ethically is paramount for managers.

Additionally, we were encouraged to step outside our comfort zones. By exploring various options and not confining ourselves to familiar territory, we are more likely to find innovative solutions and grow both personally and professionally.

As students, we often enter a B-School expecting to learn from cutting-edge research and the latest business models. What we did not anticipate was the depth of insight we would gain from the stories of ancient India. Dr. Ravichandran's course was like wandering through a dense forest, filled with diverse flora and fauna. Each story was a new discovery, rich with lessons that expanded our perspectives beyond what we could have imagined.

The beauty of these lessons lies in their timelessness. Despite the rapid pace of technological advancements and the changing business landscape, the core principles of management

remain unchanged. Compassion, strategy, humility, and ethical decision-making are as relevant today as they were centuries ago.

We extend our deepest gratitude to Dr. Ravichandran for giving us the invaluable opportunity to learn from these timeless stories. His unique method of teaching not only enriched our knowledge but also instilled in us the values necessary to navigate the complex world of business with integrity and insight.

As we move forward in our careers, we will carry these lessons with us—knowing that success is not defined by titles or wealth, but by the positive impact we create in the lives of others. To quote Dr. Ravichandran:

“Compassion guides leaders to work towards something useful for others. Humility is so important in every person’s life but especially those who are exceptionally successful.”

These words, much like the stories we learned, will remain etched in our minds as we strive to become the thoughtful, compassionate, and strategic leaders of tomorrow.

EXTRA CURRICULAR EVENTS

Music Event

Students posing for a fun picture with Mayur Tilwani and his band

As part of the concluding orientation festivities for the juniors, the much-anticipated band performance led by the talented singer and performer Mayur Tilwani was organized as a lively and fun activity on Jul 4, 2024. The event, held in the packed auditorium, was one of the most high-spirited and memorable moments of the entire orientation week. The excitement was palpable as Mayur and his band took the stage, instantly captivating the audience with his infectious energy and stage presence.



From the first beat, everyone in the auditorium was on their feet, grooving to the rhythm of their music. The band’s performance ranged from high-energy tracks that had the crowd dancing without a care to soulful melodies that allowed the audience to connect emotionally with the music. The atmosphere was electric, with laughter, cheers, and spontaneous bursts of dance filling the air. It was a night of pure enjoyment, with students completely immersing themselves in the music and letting go of any initial shyness or hesitation.

One of the most cherished parts of the evening came when Mayur sang songs about friendship. As soon as the familiar chords began, a wave of nostalgia and emotion swept through the room. Without any prompting, the students huddled together in groups, wrapping their arms around each other’s shoulders, swaying to the melodies that spoke of camaraderie and unity. It was in these moments that the true essence of friendship

was felt, and the unspoken understanding that they were no longer strangers but companions on a journey that would last the next two years.

The significance of this moment was not lost on anyone. With the orientation and pre-foundation programs drawing to a close, it was clear that these once unfamiliar faces had now become friends. The people in that auditorium, who had only recently met, had already begun forming the connections that would carry them through the challenging and rewarding MBA journey ahead. The experience was not just about the music; it was about the relationships being built in those shared moments of joy and togetherness.

As Mayur's final notes rang through the auditorium, students knew they were stepping into a new chapter, one where they would not be alone. Whether in the classroom, the mess hall, the hostel, or late-night study sessions, these friendships would be the backbone of their experiences, supporting each other through thick and thin. It was a night that signaled the beginning of countless shared adventures, and everyone left the auditorium with a sense of excitement and reassurance, knowing they had found their tribe for the journey ahead.

Talent Hunt

Students showcasing their talents

On the evening of June 25, 2024, the senior batch of the School of Management organized an exciting Talent Hunt event for the juniors, giving them a platform to showcase their talents. It was an evening filled with diverse performances, creativity, and shared moments that brought the two batches together in an atmosphere of mutual appreciation.

To begin with dance, a vibrant group dance by the girls from the junior batch. Their coordinated movements and infectious energy had the audience clapping along, setting a lively tone for the night. Rasika Chavan took the stage for a solo dance performance. Her dynamic routine, filled with intricate steps and expressive movements, left the crowd cheering in awe. Her passion for dance was evident in every move, making it one of the standout performances of the evening.

Switching gears from dance to music, the event featured a series of captivating singing acts. Shaptarishi Sen Gupta, from the senior batch, wowed everyone with his melodious voice. His performance was smooth and uplifting, drawing everyone into the rhythm of the song. Not long after, Karan Vaghela from the junior batch took the stage for a soulful rendition. His voice resonated with raw emotion, leaving the audience in a reflective and mesmerized state. Both singers demonstrated impressive vocal range and control, proving that the night was just as much about emotion as it was about fun.

One of the most memorable performances of the evening was a duet by Manvi Jain and Vedant Kansara.



Manvi played the guitar with skill and precision, while Vedant from the senior batch sang in harmony with her. The blend of Manvi's delicate strumming and Vedant's vocals created a captivating atmosphere, as the audience swayed along with the music.

The evening was not just about music and dance—it also highlighted the juniors' creative writing abilities. Pooja Modi and Priya Jogi, both from the junior batch, each recited a poem they had written themselves. Their solo acts were full of heartfelt words, resonating deeply with the audience. Their poetry brought a sense of personal reflection to the event, showcasing the talent and depth within the junior class.

Sakshi Soni then performed a beautiful guitar solo, playing the instrument with such finesse that the audience was entranced by the delicate melodies. Her performance was gentle yet powerful, proving that sometimes, the softest notes leave the most lasting impressions.

As the night ended, the sense of shared experience and the joy of witnessing these unique performances lingered. Laughter, applause, and appreciation filled the air, with everyone cherishing the moments created during the evening. The Talent Hunt was not just about showcasing skills—it was about creating a space where both juniors and seniors could connect through their passions, talents, and creativity. Everyone left with smiles on their faces, a feeling of connection, and memories that would stay with them for the rest of their time at SoM.

International Yoga Day

Students practicing mindful meditation on International Yoga Day

On the morning of June 21, 2024, students gathered at the new sports complex at 6:30 AM to celebrate International Yoga Day. The early hours of the day saw a serene atmosphere, with everyone wearing their SoM t-shirts, creating a unified and enthusiastic energy. This event marked a moment of mindfulness and reflection, encouraging participants to focus on both their physical and mental well-being.



The yoga session was designed to foster holistic wellness, with a variety of asanas that catered to every participant's level of experience. The instructors led students through sequences that included foundational postures along with other poses focusing on strength, flexibility, and relaxation. Some advanced postures helped build balance and concentration, while seated postures and meditation techniques fostered inner peace and mindfulness.

The collective experience of practicing yoga together instilled a sense of clarity among students. The calming influence of yoga provided a peaceful escape, allowing students to reconnect with their inner selves and establish a strong foundation for managing the pressures of their upcoming academic journey.

The energy at the sports complex was palpable, with students stretching their limits, both physically and mentally. As the session concluded with deep breathing exercises and meditation, there was a collective sense of rejuvenation. For many, this event set the perfect tone for the academic year ahead. It was a reminder that success requires not just intellectual strength but also a focus on personal well-being and balance.

This celebration of International Yoga Day was more than just a physical activity; it was an invitation to adopt mindfulness and a healthier lifestyle, essential tools for the challenging yet rewarding journey that lay ahead for the students.

Sports League

On the evening of June 21, 2024, following the morning's mindful yoga session, the atmosphere at the School of Management shifted to one of high energy and excitement as the senior batch organized a fun-filled sports event for the incoming juniors. This event, held at the campus's new sports complex, was designed not only for physical activity but also as a much-needed ice-breaking session to help juniors get comfortable with each other and connect with their seniors.



The junior batch after an exciting ice-breaking sports event organized by the seniors

The event kicked off with a relaxed gathering. The seniors introduced themselves and shared snippets of their journey at SoM, offering insights into life on campus, academic challenges, and tips on managing the rigors of the MBA program. This casual interaction was not only a great opportunity for juniors to learn from the experiences of their seniors, but also served as an excellent icebreaker, breaking down the barriers between the two batches.

After the introductory session, the sports events began, starting with a high-energy relay race for the boys. The relay race was all about fostering teamwork and camaraderie from the get-go. It was not about who won or lost, but the thrill of the race, the laughs shared, and the bonds formed in the heat of friendly competition.

Next up, the girls took to the field next for their round of tug of war. The excitement was at its peak as both sides fiercely competed, with the rope's tension almost matching the determination of each team. Laughter, cheers, and the occasional playful banter filled the air, ensuring that everyone, whether participant or spectator, had an unforgettable time.

Not to be outdone, the boys took to the field next for their round of tug of war, which quickly became the center of everyone's attention. They dug their heels into the ground, pulling with all their might, each team determined to claim victory. The rope swayed back and forth, with roars of support from the audience adding to the tension. It was not just about strength; teamwork, strategy, and coordination made the difference.

What made the event truly special was the informal, light-hearted atmosphere. In between rounds of games, juniors had the chance to speak to seniors. Many of whom also shared stories about their own first-year experiences, giving juniors a glimpse of what was to come while reassuring them that they were not alone in the journey.

As the evening wrapped up, the camaraderie was palpable. The juniors left the sports ground with new friends, a deeper sense of belonging, and memories that would mark the beginning of their SoM journey. The seniors had successfully pulled off an event that was not just fun but also meaningful, creating an environment where everyone felt connected and excited for the days ahead. It was a perfect end to a day filled with activity, a blend of fun, fitness, and friendship that laid the foundation for a vibrant and supportive SoM community.

The secret of business is to know something that nobody else knows.

-Aristotle, Greek philosopher

Small opportunities are often the beginning of great achievements.

-Demosthenes, Greek statesman and orator of ancient Athens

Alone we can do so little, together we can do so much.

-Helen Keller, American author, activist and educator

The strength of the team is each individual member. The strength of each member is the team.

-Phil Jackson, Former NBA basketball player and coach

CORE ACTIVITIES AT SOM

PRATIBIMB - THE ANNUAL FEST 2024

1ST - 3RD FEBRUARY 2024

DAY - 1

INTRODUCTION AND INAUGURATION

The School of Management (SOM) at PDEU kicked off its much-anticipated annual fest, Pratibimb, with an electrifying inauguration session that set the tone for a thrilling three-day celebration. Held amidst an enthusiastic gathering of students, faculty, and alumni, the event was marked by speeches highlighting the spirit of innovation, leadership, and camaraderie that Pratibimb embodies.

Pratibimb is more than just a fest—it is a reflection of the vibrant culture at SOM, where academic rigor meets creativity and fun. Over the next three days, the campus was packed with engaging events that cater to a wide array of interests. From exciting fun games to the lively Zypher alumni meet, the atmosphere promised to be dynamic and buzzing with energy.

As the festival unfolded, Pratibimb again reinforced its reputation as a platform where students not only showcased their talents but also strengthened bonds within the SOM and PDEU community. This fest, with its wide variety of events and opportunities, continues to reflect the diverse energy of its participants. With such an exciting lineup, the inauguration set the stage for three days of fun, learning, and unforgettable memories.

Inaugurating three days of fun, games, and challenges!



CHARCHA 2.0: A YOUTH PARLIAMENT EXPERIENCE

Imagine a vibrant gathering where young minds come together to discuss, debate, and explore solutions to pressing national issues. That's precisely what "Charcha 2.0" aimed to achieve. This unique event, modeled after a Joint Session of the Lok Sabha and Rajya Sabha, was designed to simulate parliamentary procedures, fostering critical thinking, communication, and problem-solving among students.

Charcha 2.0 encouraged participants to step into the shoes of major political leaders like Narendra Modi, Ashwini Vaishnaw, and S. Jaishankar, presenting their arguments and proposals with a profound understanding of their roles. The central agendas of this youth parliament were particularly thought-provoking: the deliberation on potential electoral reforms with a focus on the "One Nation, One Election" concept, and the discussion on the Chief Election Commissioner and Other Election Commissioners (Appointment, Conditions of Service, and Term of Office) Bill, 2023.

The event showcased the students' ability to engage deeply with national issues and offered a platform for diverse perspectives to emerge. In the end, the judges were impressed by the level of engagement and declared the winners: Parag Shewarmani claimed the first position, Yash Pandya secured second, and Divyansh Jain earned third.

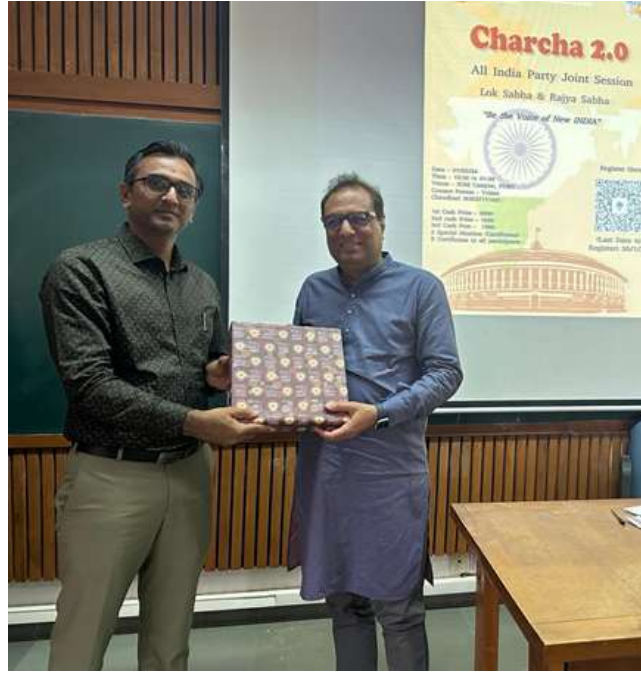
Charcha 2.0 wasn't just a simulation—it was a powerful demonstration of youth leadership and their potential to shape the future of India.



Students are diving into the action and making this event unforgettable!



Students are actively engaged in the ongoing event.



Celebrating success: Judge receiving their prizes for a job well done!

TUMBBAD

The Tumbbad-Event at Pratibimb 2024 was nothing short of a thrilling adventure! This event tested not just physical agility, but also strategy, teamwork, and a bit of luck. With a theme inspired by the iconic film “Tumbbad,” the event was designed to immerse participants in challenges that pushed their limits across three intense rounds.

The first round, Greed Chase, saw teams divided into the Monster Team and Chaser Team, as they raced against the clock to collect as much money as possible. The energy was palpable as the teams scrambled, strategized, and fought to outsmart their opponents.

Next up was Dog and the Bone, a classic yet highly competitive game where participants had to grab an object from the center of a circle before their opponent. It was fast-paced and full of tension, as players tried to outmaneuver each other with lightning speed and quick reflexes.

Finally, the event concluded with Seek Saga, where teams were tasked with completing a series of challenges within a strict time limit. This round required a blend of speed, focus, and team coordination, leaving no room for mistakes.

Held at the SOM Lawn, the event saw teams of six battling it out for the top spot. Team Badmash Company emerged victorious, walking away with a ₹2000 cash prize and certificates. The runners-up, Team Evergreen Cartel, secured ₹1500 and certificates for their efforts. The competition was fierce, but the camaraderie and excitement in the air made it an unforgettable experience for everyone involved.

The Tumbbad-Event perfectly encapsulated the spirit of Pratibimb 2024—challenging, exhilarating, and full of surprises. It was a day where participants not only competed for prizes but also embraced the thrill of competition and teamwork.



Honoring achievement: Students are awarded prizes by faculty for their outstanding performance!



Recognizing excellence: Faculty presents prizes to students for their hard work!



Participants are fully involved in the current event activities.

FLIP IT TILL YOU MAKE IT

How about skilling in something as seemingly simple as flipping a water bottle. It is definitely easier said than done. Moreover, imagine the classic thrill of tic-tac-toe combined with this. On the first day at SoM's annual fest Pratibimb, there was an enthralling activity, with a delightful fusion of skill and strategy, which tested the hand-eye coordination of participants through the flipping of water bottle to eventually make it stand still and play a move in tic-tac-toe. Participants in groups of four braced themselves for securing victory in this fascinating game. Two teams would simultaneously start flipping the bottles in order to play tic-tac-toe. The game entailed three out of the four team members to flip water bottles while one member would be waiting for his/her turn to play tic-tac-toe. This turn will be given to that member as soon as someone from his team flips the bottle right. Eventually, all the teams would want maximum turns in tic-tac-toe to win that game and this emerges from those three members' ability of flipping the bottle as desired. The outstanding achievers of this game were teams whose members were Shubham Singh, Jyot Patel, Miranka Nath and Harsh Purohit. The members of the other victorious team were Rakshit Jain, Volsee Chaudhary, Rudhresh Soni and Raj Tripathi.



Students are taking part in the exciting ongoing event.



Applauding victory: Students are rewarded with prizes from faculty for their efforts!

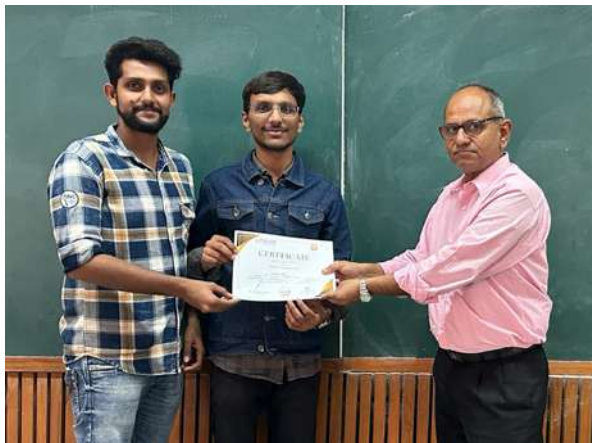


Commemorating triumph: Students receive awards from faculty for their impressive accomplishments!

MATTER MIND

“Matter Mind” was an exciting and engaging quiz game organized at *Pratibimb*, where participants tested their knowledge across a wide range of topics. The game was a unique blend of fun and intellect, featuring questions that spanned from jingles and Bollywood to finance and famous personalities. Designed to be fast-paced and challenging, the quiz offered brain teasers and activities that kept participants on their toes.

Laughter filled the air as teams competed in this mind-bending battle of wits, racing against time to be crowned the winners. It was a game where quick thinking and creativity were key, making it a memorable highlight of the fest.



Celebrating accomplishments: Faculty awards prizes to students for their remarkable achievements!



Saluting achievement: Students collect their prizes from faculty for a job well done!



Cheering for success: Faculty hands out prizes to students for their exceptional work!

MGT- Managers Got Talent : Showcase of Creativity and Lifelong Memories at Pratibimb Annual Fest

One of the most unforgettable events at this year's Pratibimb Annual Fest was "MGT - Managers Got Talent," held in a packed auditorium. The event highlighted the incredible talent of SOM students, and the excitement was palpable as the audience cheered on their friends and classmates. A panel of experts from the entertainment industry served as judges, adding to the prestige of the competition.

The stage came alive with a captivating variety of performances, ranging from soulful singing and energetic dance to impressive instrumental music. Each act not only displayed the students' creativity but also the strong bonds they had formed during their time at SOM. For many, this event wasn't just about showcasing talent—it was about celebrating moments spent with friends, singing together, and creating memories they would cherish for a lifetime.

In the end, the judges were thrilled to announce the winners: Kishan Desai for his moving poetry, Volsee Chaudhari for her mesmerizing dance, and Jasmeet Singh for his outstanding singing. The event left a lasting impression, not only because of the talents on display but because it encapsulated the joy and togetherness that students will carry with them long after their time at SOM.



Students are impressing everyone with their musical talent on various instruments!



The sounds of creativity fill the room as students play their instruments!



Students are captivating the audience with their beautiful voices!



The stage is alive as students showcase their vocal talents!



Students are mesmerizing the crowd with their dynamic dance moves!



Students take the stage, showcasing their skills in instrumental performances!



The stage comes alive as students express themselves through dance!



Students are showcasing their rhythm and grace in captivating performances!



Dancing with passion, students bring energy to the stage!



Marking success: Students are celebrated with prizes from faculty for their dedication!



Rewarding excellence: Faculty recognizes students with prizes for their stellar efforts!

1ST - 3RD FEBRUARY 2024**DAY - 2**

TREASURE HUNT

The second day of Pratibimb'24 kicked off with exciting riddles that triggered the participants to broaden their thinking and imagination. 'Treasure Hunt' witnessed amazing minds involved in the adventure of solving intricacies of complex riddles, sending them on a thrilling adventure across the college campus- deciphering clues and uncovering hidden treasures. There were three rounds in the activity in which around 15 teams participated. The first round involved solving riddles in which teams were given hints regarding various objects at SoM's locations and they were required to click a picture of the same upon reaching there. This being an elimination round led to 9 teams reaching the round 2. In this round, hints for places across PDEU were included for the teams to decode. Teams were required to reach these places at the earliest in order to qualify for the final round. The third and the final round required the participants to solve the riddle and reach SoM main gate and convey the decoded word to the security guard there. The glorious winner of this spectacular activity was team 'Alphas' whose members were Satyamegh Thakkar, Manvesh Parekh, Poorvesh Sanghavi, Jeet Ajabiya and Mihir Patel with the runner-up being team 'Evergreen' with members Shubham Singh, Jyot Patel, Kanish Vaghela, Anushma Lekhi and Arya Jadeja.



The ongoing event has students enthusiastically participating.



Students are joining in on the fun at the ongoing event

IDENTICON

The IDENTICON event at Pratibimb 2024 was an exhilarating challenge that truly tested participants' brand knowledge. Organized by the Core Committee, it pushed teams to identify iconic logos, recall famous taglines, and dive deep into the fascinating stories of co-founders behind some of the most renowned brands. The quiz celebrated everything from the subtle brilliance of Apple's bite to the swoosh of Nike, offering participants an immersive experience into the world of branding.

The competition was fierce, with teams battling it out for the top prizes. After an intense contest, Team Rumblerockers, consisting of Aayush, Ashmita, and Saptarshi, emerged victorious, claiming the first prize of ₹4000. The runner-up title was secured by Team Brandastic Four, featuring Ameya, Spriha, Jay, and Bilal, who took home ₹2500.

With the perfect blend of fun, learning, and competition, IDENTICON was a huge success, highlighting the creativity and strategic thinking required in the world of brands.



Spotlighting success: Faculty presents awards to students for their exceptional achievements!



Proudly awarding success: Students receive prizes from faculty for their impressive contributions!



Celebrating winners: Faculty honors students with prizes for their hard-earned victories!

RISE FROM THE ASHES

Rise from the Ashes at Pratibimb 2024 was an intense and thought-provoking event, designed to challenge participants' business acumen. This unique competition tasked teams with analyzing the reasons behind a company's failure and crafting strategies to turn the situation around. With only 15 minutes to research the company allotted on the spot, participants had to think on their feet, combining sharp analytical skills with creative problem-solving.

The event brought out the best in teams as they raced against the clock to devise comprehensive recovery plans. Teams of 2-3 members took on the challenge, presenting their solutions to a panel of judges whose decision was final and binding.

The event culminated in a highly competitive battle, where Darshan and Manish emerged as the winners, impressing the judges with their strategic insights. The runner-up team of Megh, Aayush, and Ashmita also delivered a strong performance, earning praise for their innovative approach.

With a special prize for the winners, Rise from the Ashes was a dynamic and exhilarating experience, blending competition, learning, and teamwork—perfectly reflecting the spirit of Pratibimb 2024.



Currently, students are immersed in the event's activities.



Recognizing talent: Students are given prizes from faculty for their outstanding achievements!



Cheers to success: Faculty rewards students with prizes for their remarkable performance!



Celebrating success: Faculty felicitated with a memento



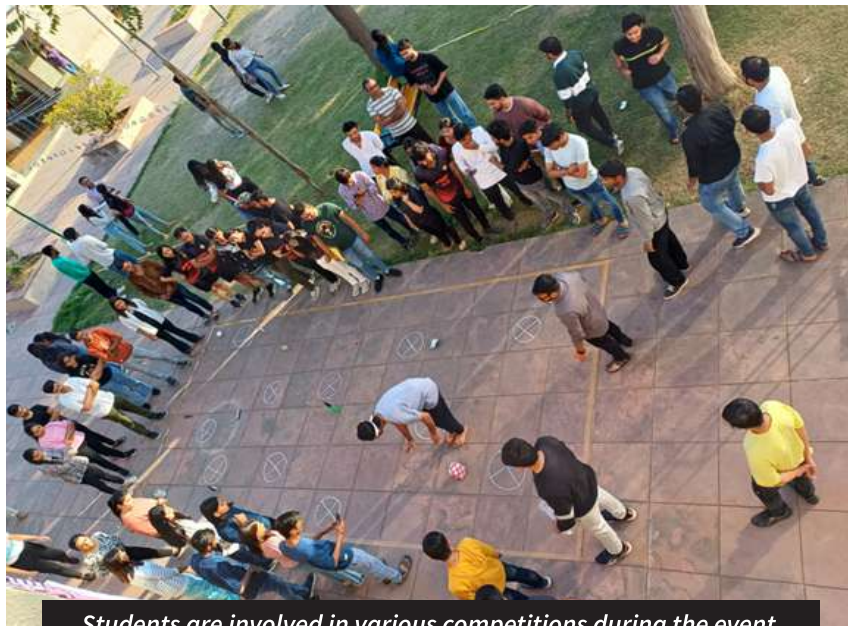
Acknowledging hard work: Students receive their well-deserved prizes from faculty!



Honoring achievement: Students are awarded prizes by faculty for their outstanding performance!

HUM 6 SAATH HAI

Hum 6 sath hai is yet another exciting activity filled with the fun of collaboration and teamwork that took place during SoM's Pratibimb. This activity covered three rounds wherein teams of 6 members each participated in pairs of 2 for each round. The first out of all the interesting rounds required one member to blindfold himself/herself while the other member would guide him the way to pick up objects placed on the ground. The task required the blindfolded member to not go out of the restricted area



Students are involved in various competitions during the event.

and pick up as many objects as possible within the given time frame. Upon completion, next two members from the same team of 6 would proceed for round 2 wherein they were asked to pass a small ball to each other without dropping it down through the use of exampads that were to each of them. Participants were required to cover a given distance in this fashion and collect as many balls as possible. Finally the last 2 members of the team proceeded for the last round of the activity filled with another session of thrill and coordination. Members were required to first blow a balloon, balance the same between each others' back and cover a distance in the same manner. Collection of maximum number of balloons was desired. All of these enthralling activities collectively decided the score of every team. The glorious winners of this exciting activity was a team whose members were Urvish, Rutvik, Harshit, Raj and Vivek.

The members of the runner up team were Maithily, Raghav, Divyansh, Isha, Urja and Komal.



Engaged students are contributing to the lively atmosphere of the ongoing event.



Recognizing excellence: Faculty presents prizes to students for their hard work!



Applauding victory: Students are rewarded with prizes from faculty for their efforts!

In real life, of course, it is the hare who wins. Every time. Look around you. And in any case it is my contention that Aesop was writing for the tortoise market. Hares have no time to read. They are too busy winning the game.

- Anita Brookner, In Hotel Du Lac, February 1995

Opportunities don't happen. You create them.

- Chris Grosser, Entrepreneur

It's not about ideas. It's about making ideas happen.

- Scott Branson, Entrepreneur and Author

1ST - 3RD FEBRUARY 2024

DAY - 3

Zephyr 24- The Annual Alumni Meet - A Night of Memories and Milestones

There's something uniquely heartwarming about witnessing the annual alumni meet, lovingly called "Zephyr," from the eyes of a current student. Every year, this event marks an extraordinary moment on our college calendar, a night when time seems to stand still, allowing us to bridge the gap between the past, present, and future. This year's meet was no different—it was a celebration of shared histories, triumphs, and the enduring connection between the college and its alumni.

As the evening began, the air was thick with anticipation. Alumni from across the decades streamed into the campus, some returning after just a few years and others after decades. It was fascinating to observe how these alumni, who had once walked these corridors and sat in the same lecture halls, were now distinguished professionals, entrepreneurs, educators, and leaders in their respective fields. Watching them greet each other with warmth and familiarity, I could almost imagine the halls buzzing with memories of their own college days.



Students are enchanting everyone with their stunning vocal performances!



Dancing with passion, students bring energy to the stage!

The formal proceedings commenced with a gracious welcome from our the teachers at SOM. The speeches were as heartfelt as they were inspiring. Distinguished alumni shared their journeys, from the challenges they faced in their early careers to the moments of success that followed. There was a recurring theme in each of their stories: how their time at our college had not only equipped them with knowledge but had also instilled in them a sense of resilience, curiosity, and community. As a student sitting in the audience, I couldn't help but feel a sense of pride in being part of this institution that had shaped so many remarkable individuals.

But what made Zephyr truly special was the way it blurred the lines between generations. It wasn't just about formal speeches or official welcomes; it was about the organic, heartfelt interactions that took place between alumni and students. Many of us had the privilege of engaging with these alumni one-on-one, listening to their stories, gaining valuable insights into our respective fields, and receiving advice that felt both practical and motivational. These conversations served as a reminder that while we may currently be at the start of our journeys, the path ahead is filled with endless possibilities.

Beyond the inspiring exchanges, the evening unfolded with a vibrant cultural program. Our fellow students put together a series of performances that ranged from musical renditions to dance numbers, celebrating the spirit of the college and adding a joyful rhythm to the night. The energy in the room was palpable, as both students and alumni clapped, cheered, and shared in the excitement.



Harmonies shine as students take the stage to sing!

As the evening drew to a close, the grand dinner served as the perfect finale. Alumni and students alike gathered around tables, continuing their conversations over plates of delicious food. There was something inherently symbolic about this part of the evening - a meal shared not just for nourishment, but as a moment of connection. Laughter filled the air, and cameras flashed as groups posed for photos, trying to capture the essence of an evening that felt almost timeless.

For us students, Zephyr wasn't just an event; it was a meaningful experience that left us feeling inspired, encouraged, and connected to something bigger than ourselves. It reminded us that while our time at college may be fleeting, the bonds we form here and the experiences we gain will carry us forward for years to come. And one day, we too will return as alumni, perhaps at a future Zephyr, with our own stories to share, adding another chapter to this ongoing narrative of success, friendship, and the lasting spirit of spirit of SOM.

Many companies get trapped by the paradox of hitting numbers 'now' versus improving sales for future quarters or years ahead.

- Tiffani Bova, Salesforce Global Customer Growth and Innovation Evangelist

Remember, hope is a good thing, maybe the best of things, and no good thing ever dies.

- Stephen King, writer

It is good to love many things, for therein lies the true strength, and whosoever loves much performs much, and can accomplish much, and what is done in love is well done.

- Vincent Van Gogh, painter

GAME OF STOCKS

The first two days of SoM's Pratibimb witnessed yet another action-packed and fast paced game. The 'Game of Stocks', an online simulation game, tested the trading skills of participants along with their ability to deduce the effect of news and events on stock prices. The game required the participants to indulge in real time trading over the exchange in a simulated environment with virtual token money. This provided the participants with an opportunity to gain valuable insights of trading without the risk of losing actual money. All the participants were given virtual money of Rs. 10 lakhs at the beginning and the ones who ended up making the highest profits were declared as winners. A ranking system was followed for both the days based on the profits made by the participants. The final overall ranks were decided after the completion of the two trading days. The competition was conducted on the 'Stock Gro' platform wherein all those interested were required to register and confirm their participation before the commencement of the game. The top 5 performers were given certificates. The first, second and third position holders received cash prizes of Rs.2500, Rs.1500 and Rs.1000 respectively. The ultimate champions of this game were Bilal as the winner, followed by Priyanshu Kumar Mishra as the first runner-up and Stock Phoenix as the second runner-up. Overall, it was all about predicting, competing and conquering with nothing to lose and experience to gain.



Students are embracing the opportunity to participate in the ongoing event



Saluting achievement: Students collect their prizes from faculty for a job well done!

ENERGY CUP

The much-anticipated Energy Cup 2024, held at the School of Management, PDEU, was a thrilling three-day event that displayed athleticism, team spirit, and camaraderie across a range of sports. The event was thoughtfully structured, with both physical and mental competitions strategically divided to ensure athletes had enough rest between matches, allowing them to be fully prepared and energized for each contest.

In Cricket, Team Mastek emerged as the champions, showcasing their precision and teamwork, while Monte Carlo secured the runner-up position after a close contest. The Football field saw the School of Management displaying their dominance by claiming the title, with TCS taking second place after a spirited battle.

The Volleyball (Boys) tournament was a spectacular show of agility, with the School of Management team securing the trophy, followed by TCS. In the Volleyball (Girls) category, TCS proved their mettle by winning the championship, while the School of Management team put up a commendable fight as the runners-up.

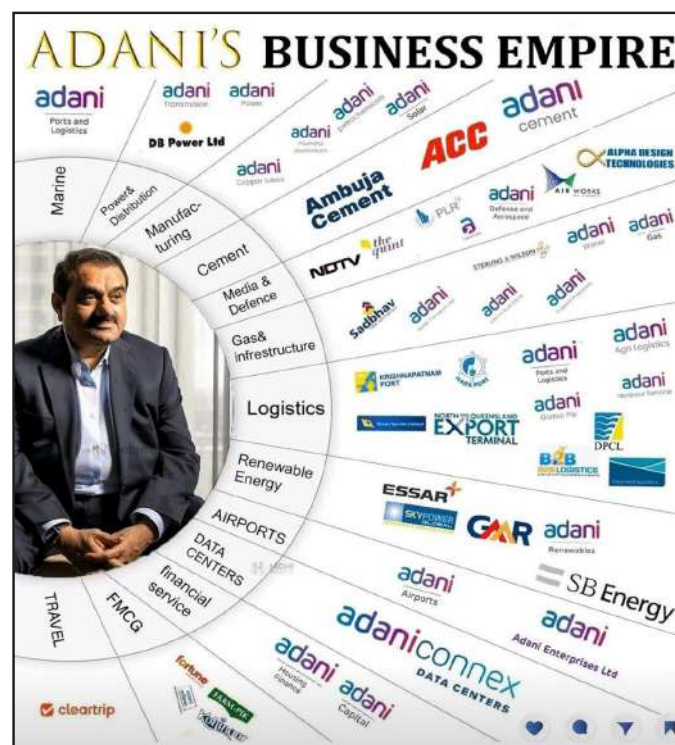
On the Basketball (Girls) court, the School of Management clinched another victory, outpacing their TCS counterparts. Meanwhile, the test of strength in the Tug of War (Boys) event saw Mastek pulling their way to the top, with the School of Management finishing as the runner-up.

In the fast-paced Badminton (Boys) matches, TCS triumphed as the winners, with the School of Management placing second. The Badminton (Girls) event saw a reversal of fortunes, with the School of Management reigning supreme and TCS finishing in second place.

The intellectual sport of chess was dominated by the School of Management, as they outwitted their opponents to claim victory, leaving TCS in the runner-up spot. Lastly, the Table Tennis matches saw TCS winning in a thrilling contest, while the School of Management team stood as the runners-up.

Overall, Energy Cup 2024 highlighted the exceptional sportsmanship, determination, and unity of all participants. It was a celebration of not only athletic prowess but also the importance of teamwork and perseverance, making the event a true success for all involved.

BUSINESS NUGGETS



POSTER COMPETITION -An initiative by ACADEMIC COMMITTEE - Shaping India's Future: The Voice of Youth in 'Viksit Bharat @ 2047'

As India journeys toward its centennial of independence in 2047, a new campaign—'Viksit Bharat @ 2047 - Voice of Youth' - aims to involve the country's brightest minds in shaping its future. Launched last year Prime Minister Narendra Modi on December 11, 2023, this initiative invites students from Higher Education Institutions (HEIs) to share their insights and aspirations. This marks a pivotal step in making India a developed nation by 2047, with the youth playing a crucial role in realizing this vision.

In support of this campaign, the Academic Committee was thrilled to organize an exciting Poster Competition designed to spark creativity, innovation, and forward-thinking. Participants took the opportunity to explore diverse themes, translating their hopes into visual expressions on A3-sized posters, and incorporating digital tools to enhance their designs. The competition revolved around five key themes:

- 1. Empowered Indians:** Students portrayed an inclusive future, highlighting the significance of quality education, improved healthcare, and the advancement of women. Some posters focused on Nari Shakti, showing women at the forefront of social and economic progress, while others celebrated sports, culture, and societal care.
- 2. Thriving and Sustainable Economy:** Several entries emphasized the need for sustainable growth, focusing on agriculture, industrial development, and green energy. The importance of building resilient infrastructure and cities that balance economic progress with environmental sustainability was common in many posters.
- 3. Innovation, Science & Technology:** Posters under this theme showcased the role of startups, technological advancements, and R&D in propelling India into a future of innovation. Digitalization and entrepreneurship were key focal points, with students visualizing India as a global tech leader by 2047.
- 4. Good Governance and Security:** The importance of transparent governance and robust security measures were brought to life in posters depicting a nation thriving under integrity, safety, and good leadership. Students highlighted governance reforms that could shape a more secure and stable India.
- 5. India in the World:** Many posters depicted India as a key player on the global stage, envisioning stronger diplomatic ties, economic leadership, and cultural influence. Students reflected on India's potential role in addressing global challenges such as climate change and geopolitical stability.

The presentations, held the day after the submission deadline, gave participants a chance to articulate the message behind their posters in two-minute speeches. The vibrant ideas shared by students showcased their diverse perspectives on India's journey towards becoming a developed nation.

The Jury members were Prof. Sudhir Yadav & Dr. Satish Pandey. In the end, the top three posters were awarded are Vishvajeet, Muskan & Shaptarshi Sengupta for their creativity, originality, and vision, leaving a lasting impression on everyone. This competition not only nurtured the artistic abilities of students but also instilled a deep sense of responsibility towards building a prosperous and empowered India by 2047.

NURTURING INTELLECTUAL CAPITAL



The current event features students actively taking part in activities.



Students are enjoying their participation in the ongoing event!



Students are showcasing their talents at the ongoing event.



Celebrating accomplishments: Faculty awards prizes to students for their remarkable achievements!



Rewarding excellence: Faculty recognizes students with prizes for their stellar efforts!



Cheers to success: Faculty rewards students with prizes for their remarkable performance!

SHAAM - E- MASTANI:

A Night of Music, Fun, and Pajamas!

The atmosphere was electric as students gathered for a night to remember at SHAAM - E- MASTANI, organized by the Culture Committee. With pajamas as the quirky dress code, the event promised a laid-back, yet exhilarating evening filled with music, friendly competition, and plenty of laughs.

The night kicked off with a musical trivia challenge, testing everyone's knowledge of melodies, song lyrics, and iconic tunes. Groups competed fiercely yet in high spirits, bonding over their shared love for music.

As the evening progressed, the energy rose with electrifying DJ performances that had everyone on their feet, grooving to the beats. From retro hits to the latest chart-toppers, the team knew how to keep the crowd moving, making it a night to remember.

The highlight of the event was the friendly competition, where students not only showcased their musical knowledge but also participated in dance-offs and other engaging activities. Prizes for the best dancers, most spirited participants, and trivia champions added an extra layer of excitement.

SHAAM - E- MASTANI was more than just an event—it was an evening of melodies, memories, and community spirit. From the relaxed pajama vibes to the infectious enthusiasm of the participants, this event truly embodied the joy of music and camaraderie.



Harmonies shine as students take the stage to sing!



Students are embracing the opportunity to participate in the ongoing event



Students are excitedly participating in the event's activities



Students are joining in on the fun at the ongoing event



Recognizing talent: Students are gifted prizes from faculty for their out-standing achievements



Commemorating triumph: Students receive awards from faculty for their impressive accomplishments!

PRESENTATION ON “AI IN THE ENERGY SECTOR” - AN INITIATIVE BY ENERGY CLUB

On January 29th, 2024, the Energy Club hosted an insightful presentation event centered around the theme “AI in the Energy Sector,” where 10 dynamic teams of two showcased their innovative perspectives. The event aimed to explore the intersection of artificial intelligence and energy, bringing to light the transformative potential of AI technologies in optimizing efficiency, sustainability, and innovation in the energy industry.

The participants had been rigorously preparing for weeks, crafting informative and creative PowerPoint presentations that delved into cutting-edge AI solutions. Each team offered a unique take on the following focus areas:

1. **Cutting-edge AI Technologies in Energy:** Teams highlighted the latest AI advancements being used to monitor and predict energy consumption patterns, optimize power grids, and reduce energy waste. From machine learning algorithms that enhance demand forecasting to AI-driven systems improving energy storage solutions, the ideas were as diverse as they were forward-thinking.
2. **Efficiency and Sustainability through AI:** Many presentations explored how AI can significantly reduce carbon footprints, improve energy efficiency, and promote sustainable practices. The creative use of AI in renewable energy projects, such as solar and wind power, was a common theme, with teams proposing innovative AI tools to better harness and distribute renewable resources.
3. **Challenges and Implementation Solutions:** While AI offers tremendous promise, several teams addressed the challenges of integrating AI into the traditional energy landscape. Presenters discussed data privacy concerns, the high costs of AI implementation, and the need for regulatory frameworks to support this tech-driven evolution, offering thoughtful solutions to overcome these barriers.
4. **Real-world Success Stories:** Teams showcased real-world examples of AI in action, from smart grids in the U.S. to AI-enabled energy storage systems in Europe. These success stories demonstrated the tangible benefits AI has already brought to the energy sector, inspiring others to think of new applications for this game-changing technology.
5. **Future Trends Shaping the Energy Landscape:** The presentations closed with a forward-looking view, as teams predicted the trends that will define the next decade of energy innovation. Many envisioned a future where AI-driven automation and predictive analytics would become the norm, making energy management smarter, more efficient, and accessible to all.

After each 15-minute presentation, teams engaged in a lively 5-minute Q&A session with the audience, defending their ideas and expanding on the potential of AI to revolutionize energy.

The event culminated with awards for the top three presentations, recognizing the teams for their creativity, research, and vision. Beyond the competition, however, the true reward was the rich discussion and exchange of ideas that left everyone inspired to explore the future of energy through the lens of AI.

This event was a testament to how AI can be leveraged to create a more sustainable and efficient energy sector, and it was clear that the future of energy is bright with the promise of innovation.

GAME ARENA - An initiative by MARCOM CLUB

MarComm'25 successfully hosted "Game Arena" on March 6th, 2024, marking the final event for the seniors. The day was filled with exciting gaming challenges, from fast-paced competitions to mind-bending puzzles, catering to all gaming enthusiasts. The event saw a great turnout, with laughter, teamwork, and friendly rivalry creating a memorable atmosphere. The winners are Jay, Harsh, Zeel and Rudresh. It was a fitting farewell for the seniors, leaving everyone with unforgettable memories of fun and camaraderie.

FIELD VISIT TO SOPAL - Solar PV Module Assembly Line: A Glimpse into the Future of Renewable Energy

Our enriching visit to SOPAL, the cutting-edge Solar PV Module Assembly Line, was an enlightening experience, showcasing the forefront of renewable energy technology. SOPAL is synonymous with innovation in the solar industry, offering us a valuable opportunity to witness firsthand how solar photovoltaic modules are assembled. The visit not only deepened our understanding of the intricate processes involved but also sparked curiosity to explore further advancements in this ever-evolving field.

One of the highlights of the visit was learning about the 45 MW production line at PDEU, established through the renowned Ecoprogetti production system. This facility is designed to skill and train students from PDEU and other universities across Gujarat. With a capacity to produce 15 solar modules per hour in two 8-hour shifts, the center is equipped with state-of-the-art technology. It includes a laser cutting unit specifically for half-cut cells and an advanced bussing system with centralized soldering for half-cut or twin-peak panels. The production line also integrates a laminator, simulator, and Electroluminescence tester, which ensures precision and efficiency.

The visit gave us a comprehensive overview of solar PV technology and its applications. For beginners in the solar sector, this experience provided a foundational understanding of how photovoltaic panels are produced and the crucial role they play in sustainable energy solutions. Overall, it was an enriching learning experience, opening doors to explore new possibilities in the dynamic world of renewable energy.

There is no elevator to success – each one of us has to take the stairs.

- Zig Ziglar, Author

What we fear of doing most is usually what we most need to do.

- Tim Ferriss, Entrepreneur and Author

Innovation distinguishes between a leader and a follower. .

- Steve Jobs, Former CEO of Apple

ALUMNI SECTION

ARTICLE AUTHOR MR. MANISH VAID

HARD TO PORT: INDIA DEFIES WASHINGTON'S PRESSURE TO DEAL WITH IRAN

Political instability following President Raisi's death introduces uncertainty, yet there are strong indications that the Chabahar Port deal will continue to be a priority for Delhi and Tehran – despite scrutiny from the West

By Manish Vaid, junior fellow, Observer Research Foundation, with research interests in strategic energy insights and green transitions

The sudden demise of Iranian President Ebrahim Raisi in a helicopter crash has not only created a power vacuum within Iran but also raised questions about the future of its foreign policy, especially in relation to the strategic Chabahar Port deal with India. This unexpected event comes at a critical juncture for Iran, which is embroiled in regional conflicts and struggling with severe economic challenges.

The transition of power, with the first vice-president Mohammad Mokhber stepping in temporarily, will significantly influence Iran's international engagement, particularly in relation to its pivotal partnership with India.

Chabahar Port, located in the Gulf of Oman, is a crucial element of India-Iran relations. It offers Delhi a strategic foothold in the region, providing a direct route to Afghanistan and Central Asia while bypassing Pakistan. The port not only serves as a gateway for India's humanitarian assistance to Afghanistan, but also facilitates significant trade and commerce.



India's 10-year deal to operate Iran's Chabahar port aims to boost trade routes to Afghanistan and Central Asia, potentially rivaling Pakistan's Gwadar port. © Iran China Chamber Of Commerce

NURTURING INTELLECTUAL CAPITAL

Furthermore, Chabahar Port is strategically positioned to integrate with the International North South Transport Corridor (INSTC), which spans from Russia to India. The INSTC is a collaborative effort involving India, Russia, Iran, and ten other Central Asian nations. This multimodal corridor seamlessly combines rail and sea transport, offering an alternative to China's Belt and Road Initiative (BRI) and the China-Pakistan Economic Corridor (CPEC). India's economic interests in Chabahar Port revolve around enhancing trade, connectivity, and strategic positioning in the region.

So far, Chabahar Port has facilitated the trans-shipment of 2.5 million tons of wheat and 2,000 tons of pulses from India to Afghanistan. Additionally, in 2021, India provided Iran with 40,000 liters of an eco-friendly pesticide, Malathion, via the port to combat a locust infestation. The recent ten-year contract between India Ports Global Ltd (IGPL) and the Ports & Maritime Organisation of Iran (PMO) underscores the project's importance to both nations.



Chabahar Port in Iran is critical to India's economic and geopolitical strategy for Central Asia and beyond. © RT

Under the contract, IPGL is set to invest around \$120 million for port operations and equipment. The collaboration in Chabahar is expected to continue beyond this period. India has also proposed a rupee credit line equivalent to \$250 million for joint projects aimed at enhancing the port's infrastructure.

The political instability following Raisi's death introduces uncertainty, but there are strong indications that the Chabahar Port deal will continue to be a priority for Iran.



Read more How Iran's tragedy became food for the EU's political sharks

Supreme Leader Ayatollah Ali Khamenei, who retains ultimate control over Iran's state and foreign policy, remains in power, suggesting that foundational aspects of its foreign policy will persist despite the turmoil. The upcoming presidential election, expected to occur within 50 days, will be a decisive factor in shaping the continuity or change in Iran's approach to its bilateral agreements.

India's substantial investment in Chabahar Port, however, could be at risk. The United States has consistently warned of potential sanctions against countries engaging in business with Iran, which could complicate India's efforts to secure necessary technologies and investment. These sanctions could also deter international companies from participating in the Chabahar project and hinder its development, as mentioned by US State Department spokesman, Vedant Patel.

Responding to the warning, Indian Minister of External Affairs Subrahmanyam Jaishankar exposed Washington's "narrow view" of the deal. "[The US] have not done so in the past. So, if you look at the US' own attitude towards the port in Chabahar, the US has been appreciative of the fact that Chabahar has a larger relevance," he noted.

However, it's notable that on November 8, 2018, India successfully secured a waiver from the US for the Chabahar project, with the justification being the need for access to Afghanistan.

Additionally, the fluctuating value of Iran's rupee reserves, which has already impacted trade in commodities like rice, tea, and pharmaceuticals, might worsen due to political instability. A weakened Iranian economy would likely reduce its purchasing power, directly affecting Indian exports and bilateral trade volume. Therefore, Iran may not be able to afford as many imported goods from India, leading to a decrease in trade.

Read more Is the US falling out of love with India?

In May 2018, during the Trump administration, the US withdrew from the Joint Comprehensive Plan of Action (JCPOA). As a result, Indian imports of Iranian crude oil virtually ceased from nearly 12% of India's total crude oil requirements. However, Chabahar Port and the railway line connecting it with Afghanistan remained exempt from US sanctions, allowing India to maintain its strategic investment and regional connectivity.



Chabahar Port is central to India's strategy to counterbalance China's influence in the region, particularly through the development of Pakistan's Gwadar Port. This is located just 72km east of Chabahar, and is a key component of the BRI. It serves as a terminal for the CPEC, and is a 3,000km Beijing-backed infrastructure project in Pakistan, connecting China's Xinjiang province to the Persian Gulf.

Any disruption to the development of Chabahar could weaken India's strategic position and provide China with a stronger foothold in the region. India's commitment to the port, as evidenced by the recent long-term agreement, highlights its strategic patience and vision for regional connectivity. However, the perceived risks associated with Iran's political instability might also deter Indian businesses from further investment, potentially stalling key projects, in addition to US sanctions. These risks could be associated with Iran's political instability, regional conflicts, and economic uncertainties.

The US response to Iran's new leadership will play a significant role in determining the future of the Chabahar Port agreement. Historically, Washington has maintained a stringent stance on Iran due to concerns over nuclear proliferation and regional security. However, the death of Raisi might present an opportunity for the US to reassess its approach, particularly if the new Iranian leadership shows a willingness to engage in dialogue.

Read more Will India join the US-China tug-of-war?

If Washington enforces sanctions rigorously, it could severely impact India's involvement in Chabahar Port, hindering its broader regional strategy. However, recognizing the port's role in supporting Afghanistan's economy, the greater regional trade benefits, and countering Chinese influence, the US might adopt a more nuanced approach, balancing its policy objectives with strategic considerations.

The sudden change in Iran's presidency could significantly impact stability of the Middle East, with potential repercussions for the operational security and economic viability of Chabahar Port. Its proximity to the volatile Strait of Hormuz, through which a substantial portion of the world's oil transits, adds to its vulnerability in times of regional instability.

India must navigate this new geopolitical landscape with caution, ensuring that its strategic interests are protected. This involves closely monitoring Iran's internal political dynamics, engaging diplomatically to reinforce the bilateral partnership, and adapting to evolving circumstances to maintain the momentum of the Chabahar project.

Despite Iran's political turmoil, the bedrock of its foreign policy, especially its ties with India over Chabahar Port, is expected to remain unshaken. The strategic motives behind the Chabahar deal go beyond individual leadership, and are rooted in the wider geopolitical and economic interests of both countries. Regardless of Iran's upcoming election results, Chabahar Port's lasting strategic importance suggests that the bilateral agreement with India will persist as a crucial part of Tehran's foreign policy.

India is likely to strategically re-engage with the US to maintain the Chabahar Port's waiver, emphasizing the broader regional advantages and extensive implications for the region's prosperity. As noted by S. Jaishankar, this forward-thinking strategy would not only serve India's interests but also promote a broader vision of regional growth and cooperation, surpassing narrow interests.



The statements, views and opinions expressed in this column are solely those of the author and do not necessarily represent those of RT.

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ARTICLE AUTHOR MR. SHALIN DHAR

HARNESSING THE POWER OF MACHINE LEARNING IN RENEWABLE ENERGY

- Shalin Dhar, Consultant (PGP 21-23 E&I)

Machine learning (ML) has been advancing a lot of different areas of concern areas including renewable energy. Since ML allows systems to learn and, in this way, enhance their effectiveness in the future, it can help address challenges related to energy generation and grid management. In the current newsletter we will give a brief overview of the machine learning concept, how it is used, and where it leads in the cases of use in renewable energy systems.

What is Machine Learning?

Machine learning (ML) is one of the subsets of Artificial Intelligence (AI). It is a technology which enables systems to learn from the available data and enhance their functioning without any additional programming. It utilizes data to determine the outcome, basing the decisions on patterns and gradually improving its predictions.

“Machine learning allows systems to naturally learn and improve themselves by using experiences to predict outcomes without being explicitly programmed.”

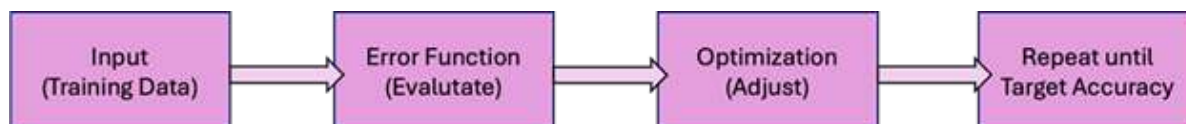
A Brief History of Machine Learning

- 1949: Donald Hebb proposes a model of brain cell interaction in The Organization of Behavior.
- 1952: Arthur Samuel of IBM develops a checkers program that can learn from experience, coining the term “machine learning.”
- 1970s: Machine learning branches off from AI to focus on data-driven models.
- 2000s: Businesses begin to leverage ML for big data, with Google leading the charge.
- 2010-2020: ML becomes central to advancements in sectors like healthcare, finance, and energy.

How Does Machine Learning Work?

The machine learning process involves a few critical steps:

1. Input: Systems use examples, direct experience, or instructions to identify patterns in data.
2. Error Function: The accuracy of the model is evaluated using an error function, comparing its predictions to actual outcomes.
3. Optimization: By adjusting its internal parameters (weights), the model aims to minimize errors and improve its accuracy.
4. Repeat: This process is repeated until the model achieves the desired accuracy.



Machine Learning Applications in Renewable Energy

In renewable energy, the main issue of intermittent energy production can be addressed through Machine Learning. It improves energy forecasts and optimizes power plant layouts. Here are some key applications:

- **FORECASTING:** ML algorithms forecast sunlight and airflow for solar and wind power, improving energy production predictions.
- **ENERGY STORAGE:** ML enhances the efficiency of energy storage systems by predicting demand and optimizing usage.
- **GRID MANAGEMENT:** ML models detect anomalies in the electric grid and predict failures, leading to reduced downtime.
- **POWER PLANT OPTIMIZATION:** Machine learning helps optimize the geographical location of power plants to maximize energy output.

Real-world applications include NVIDIA's collaboration with renewable energy companies to develop smart meters, which help fine-tune energy management.

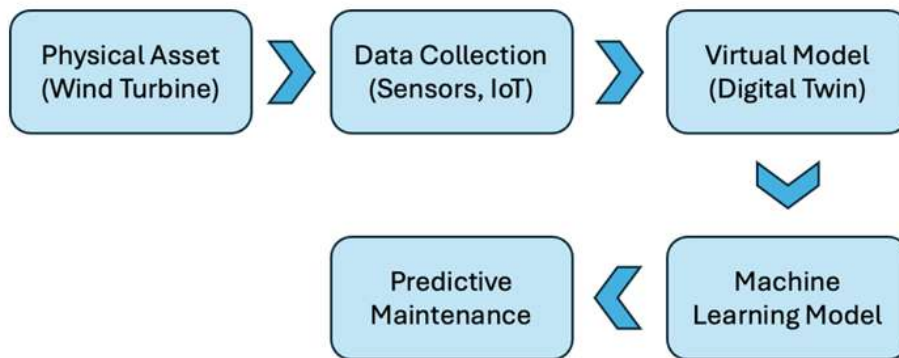
Use Case	Description	Technology/Method
Forecasting Solar & Wind Energy	Predict sunlight and airflow for solar and wind plants	Time-Series Analysis, Supervised Learning
Energy Storage Optimization	Improve battery storage management	Predictive Maintenance, Optimization Models
Grid Management	Detect anomalies and predict failures	Anomaly Detection Algorithms
Wind Farm layout Optimization	Optimize the placement of wind turbines to avoid wake effects	Deep Learning, Reinforcement Learning
Digital Twin	Virtual replicas of energy assets for real-time simulation	Physics-Informed ML, Digital Twins

Digital Twins in Renewable Energy

A digital twin is a virtual model of an existing object which makes it possible to conduct various experiments and operations using simulations. Therefore, collaborating with NVIDIA, Siemens Gamesa Renewable Energy is implementing this technology to build a digital twin platform for wind farms.

"A digital twin is a virtual replica of a physical object, allowing for simulations and testing in a virtual environment."

Having access to physics-informed machine learning, Siemens Gamesa can carry out high-fidelity simulations to design optimal layouts of wind farms, with a 30% better accuracy. Such a capability eliminates the oversizing of energy storage and makes it possible for enterprises to work collaboratively through shared digital twin technologies.



Wake Effect in Wind Farms

The wake effect phenomenon is the effectiveness in energy concentration behind the turbine, thus affecting the energy generated from the downstream turbines. For this particular purpose Vestas has incorporated the machine learning together with Microsoft Azure, which is redirecting the turbine rotors to suppress that by optimizing energy capture. This change allows recovering energy and preventing losses by as much as 10%.

Smart Electric Meters

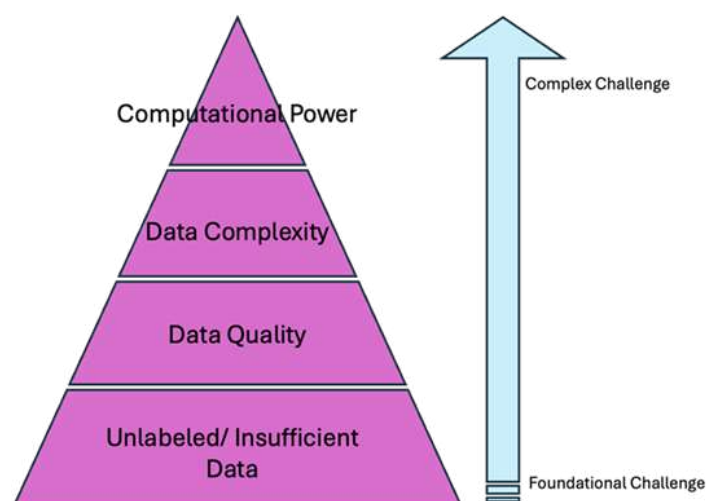
Platforms such as NVIDIA Jetson Edge AI have also revolutionized energy monitoring by smart electric meters. These appliances measure energy flow thousands of times per second enabling effective management of renewable energy output from solar panels to homes and electric vehicles. This increased accuracy ensures that supply is not too far behind demand.

Challenges in Machine Learning

Despite its potential, machine learning faces several challenges, especially in renewable energy:

- **DATA QUALITY:** Incomplete, unclean, or noisy data can lead to inaccurate predictions.
- **COMPLEXITY:** ML requires complex data analysis, mathematical models, and high computational power, making it resource-intensive.
- **SLOW PROCESSES:** Training machine learning models can be time-consuming and requires significant computing resources.

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ENABLING FIRST MILE CONNECTIVITY IN COAL BEARING AREAS

*By Abhinav Sengupta, Associate Director – Fuels & Resources,
Strategy & Operations, PwC India*

Introduction

“The true measure of a mine’s capacity is not in the minerals it produces, but in the volume it successfully dispatches. Therefore, establishing a robust and efficient evacuation system is critically important.

Enhancing first mile connectivity in coal-bearing regions is a pivotal step toward improving the efficiency and sustainability of coal transportation. This initial phase of the supply chain, where coal is transported from mines to the nearest railway siding or loading point, lays the groundwork for the entire logistics process, significantly influencing both cost and time efficiency. In many coal-bearing areas, inadequate first mile connectivity leads to considerable logistical challenges. Issues such as poor infrastructure, insufficient road networks, and limited railway access result in delays, increased transportation costs, and elevated carbon emissions. Addressing these challenges necessitates a comprehensive approach involving infrastructure development, technological integration, and robust policy support. As of 2024, the Indian coal sector has undertaken a significant number of first mile connectivity (FMC) projects to enhance coal transportation efficiency.

- Before August 2019, Coal India Limited (CIL) had established 20 First Mile Connectivity (FMC) projects of 151 MTPA capacity.
- Since, August 2019, CIL has identified additional 72 First Mile Connectivity (FMC) projects of 837.5 MTPA Capacity. Out of these 72 projects, 15 projects of 200.5 MTPA have been commissioned.
- Thus, as on July 2024, total 35 FMC projects have been commissioned and are functional.

Furthermore, The Ministry of Coal (MoC) plans to complete 67 First Mile Connectivity (FMC) projects by 2027, with a combined capacity of 885 MTPA (CIL - 59, SCCL - 5 & NLCIL - 3) in three phases to achieve capacity of ~1 billion tonne mechanized handling of coal. These projects will include contributions from Coal India, SCCL, and NLCIL. FMC projects focuses on the transportation and handling of coal from loading points to intermodal container depots (ICDs), and the ministry’s plans also aim to enhance the mechanization of coal transportation and loading systems. Infrastructure development is essential, as constructing and upgrading roads, bridges, and rail links can alleviate transportation bottlenecks, facilitating smoother and faster coal movement. This not only bolsters regional economic development by enhancing market and resource access but also optimizes the logistical flow. Technological integration is equally crucial. The deployment of advanced tracking systems, automated loading and unloading mechanisms, and efficient fleet management solutions can streamline operations and minimize turnaround times. Furthermore, data analytics can aid in demand forecasting, route optimization, and effective inventory management.

Defining First Mile Connectivity

First Mile Connectivity (CIL) in coal-bearing areas refers to the initial stage of the coal supply chain where coal is transported from the mining site to the nearest railway siding, loading point, or processing facility. This phase is crucial as it sets the foundation for the entire logistics process, impacting both the cost and time efficiency of coal delivery. In essence, first mile connectivity involves the infrastructure and processes required to move coal from the point of extraction to the first major transportation hub. To summarize FMC refers to the transportation of coal from pitheads to dispatch points from where it would be transported to consumers. Under FMC, coal producers adopt alternate transport methods such as mechanized conveyor

systems and computerized loading on to railway rakes to replace road transport. This includes:

- **Road Networks:** Building and maintaining roads that connect mines to railways or loading points.
- **Rail Links:** Establishing railway sidings close to mining areas to facilitate direct loading of coal onto trains.
- **Conveyor Systems:** Using conveyor belts to transport coal over short distances from mines to loading points.
- **Loading Facilities:** Setting up efficient loading and unloading mechanisms to reduce turnaround times and improve handling efficiency.

Effective first mile connectivity is essential for minimizing transportation costs, reducing delays, and ensuring a steady supply of coal to power plants and other end-users. It also plays a significant role in reducing the environmental impact of coal transportation by optimizing routes and improving fuel efficiency.

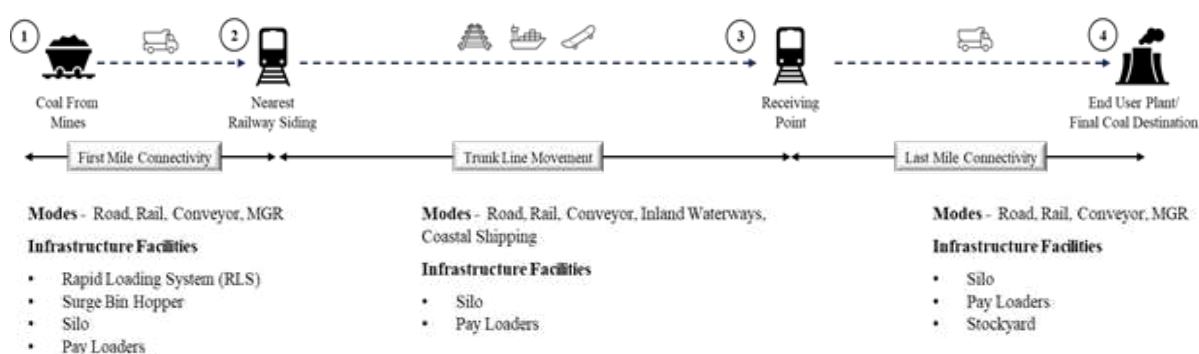


Figure 1 – Schematic Coal Evacuation Modes

Need of Capacity Augmentation of FMC Projects for Coal Sector in India

Coal is India's most economically viable energy resource, with substantial reserves estimated at ~ 360 billion tonnes as of April 1, 2022. It is poised to remain a predominant energy source in the foreseeable future. In the Indian energy sector, coal is indispensable, contributing approximately 73% to the national energy mix and generating around 75% of the country's electricity. Capacity augmentation of First Mile Connectivity (FMC) projects in India's coal sector is crucial for several reasons:

- **Increased Coal Demand:** Coal demand in India is yet to peak. With India's escalating energy needs, the demand for coal has surged. Expanding FMC capacity ensures efficient transportation of coal from mines to power plants and other industries.
- **Environmental Benefits:** Improved FMC projects reduce dependency on road transportation, thereby decreasing traffic congestion, road accidents, and air pollution. This transition to more sustainable transportation methods helps mitigate environmental impacts.
- **Operational Efficiency:** Mechanized and automated FMC systems, such as conveyor belts and rapid loading systems, streamline the coal transportation process, minimizing manual intervention and reducing operational delays.
- **Cost Reduction:** Efficient FMC systems lower transportation costs by reducing the need for multiple handling and minimizing losses during transit.
- **Regulatory Compliance:** Enhanced FMC projects facilitate adherence to regulatory requirements related to environmental sustainability and safety standards.
- **Economic Growth:** By ensuring a steady and reliable supply of coal, FMC projects support the continuous operation of power plants and industries, thereby contributing to economic growth and stability.

In summary, the capacity augmentation of FMC projects is crucial for meeting India's energy demands, improving environmental sustainability, and enhancing the overall efficiency and cost-effectiveness of coal transportation.

Present challenges in capacity augmentation of FMC Projects

Despite the numerous challenges in establishing efficient and seamless First Mile Connectivity (FMC) in the Indian coal sector, the Government and Coal India Limited (CIL) are diligently working to enhance FMC projects, aiming to improve both the efficiency and sustainability of coal transportation.

No	Challenges in India	Description
1	Infrastructure Development	Building necessary infrastructure, such as conveyor belts, railway sidings, and mechanized loading systems, requires significant investment and time.
2	Environmental Concern	Ensuring environmental sustainability is crucial, including minimizing air pollution, reducing road congestion, and mitigating other environmental impacts.
3	Land Acquisition Delays	Acquiring land for new infrastructure can be a lengthy and contentious process, often facing legal and social hurdles.
4	Technological Integration	Implementing advanced technologies for mechanized coal handling and transportation requires expertise and can be challenging to integrate with existing systems.
5	Financial Constraints	The high capital cost of FMC projects can strain financial resources and will require a suitable business model to attract investments.
6	Regulatory Approvals	Navigating the regulatory landscape to obtain labyrinth of necessary approvals for these projects can be complex and time-consuming.

Table 1 – List of Challenges in Capacity Augmentation of FMC Projects

Role of Technology in Addressing Capacity Augmentation in FMC Projects

Technology can play a pivotal role in addressing the challenges of capacity augmentation in First Mile Connectivity (FMC) projects for the coal sector in India. By leveraging these technologies, the coal sector can overcome many of the challenges associated with capacity augmentation in FMC projects, leading to more efficient, sustainable, and cost-effective operations.

No	Technology Intervention	Description
1	Automated Material Handling	Implementing automated conveyor belts, coal handling plants (CHPs), and rapid loading systems can significantly enhance efficiency and reduce manual labor. These systems can handle large volumes of coal quickly and safely.
2	Environmental Monitoring Systems	Advanced environmental monitoring technologies can help in tracking and mitigating the environmental impact of FMC projects. This includes air quality monitoring systems and dust suppression technologies.
3	Geospatial Technologies	Using Geographic Information Systems (GIS) and remote sensing can streamline land acquisition processes by providing accurate land use data and helping in planning the optimal routes for new infrastructure.
4	Digital Twin Technology	Creating digital twins of FMC projects can help in simulating and optimizing the entire coal transportation process. This can lead to better decision-making and more efficient project management.
5	Blockchain for Transparency	Blockchain technology can be used to ensure transparency and traceability in the coal supply chain, from mining to transportation. This can help in reducing fraud and improving accountability.
6	Renewable Energy Integration	Integrating renewable energy sources, such as solar power, into FMC projects can reduce the carbon footprint and make the projects more sustainable.
7	Alternative Fuels Integration	Use of Alternative Fuels such as Biofuels, LNG, Battery Operated Trucks, Hydrogen Fueled Engines can reduce the carbon footprint further in FMC projects.

Table 2 - Role of Technology in Addressing Capacity Augmentation in FMC Projects

WAY FORWARD

In summary, enabling first mile connectivity in coal-bearing areas is a strategic imperative that demands collaborative efforts from various stakeholders. By prioritizing infrastructure development, embracing technological advancements, and fostering supportive policies, we can establish a more efficient, cost-effective, and environmentally sustainable coal transportation system. To enhance First Mile Connectivity (FMC) in India's coal sector, the following key recommendations are proposed:

- 1. Implement Conveyor Belt Systems:** Implementing conveyor belt systems in the coal sector can significantly enhance transportation efficiency and environmental sustainability. By replacing road transport with mechanized conveyor belts, we can reduce environmental pollution and operational inefficiencies. These conveyor systems, when covered, also address the issue of dust pollution, a major concern in coal transport. Covered conveyor systems ensure that coal dust, which can harm both the environment and human health, is contained. This dual approach not only improves the logistical efficiency of coal transport but also contributes to a cleaner, safer working environment, aligning with broader environmental protection goals.
- 2. Developing Coal Handling Plants (CHPs):** Implementing CHPs is crucial for optimizing coal transport. By ensuring that coal is properly crushed and sized before transport, we can improve handling efficiency and reduce transportation costs. Implementing computer-assisted rapid loading systems further enhances this process, allowing for quicker and more precise loading of coal onto transport vehicles. These advanced systems minimize delays and streamline operations, ensuring that coal moves from mines to its destination more efficiently. Together, these measures significantly boost the overall efficiency of coal handling operations, making the entire supply chain more effective and reliable.
- 3. Enhancing Railway Infrastructure:** Enhancing infrastructure is vital for seamless coal transport in India. Improving rail connectivity ensures efficient movement of coal from mines to loading points, reducing bottlenecks and transit times. Upgrading rail infrastructure can handle larger volumes, streamline logistics, and lower transportation costs. Additionally, constructing silos for coal storage offers a more efficient and organized method for quick loading. These silos not only facilitate faster transfer of coal onto transport vehicles but also help in maintaining coal quality by protecting it from the elements. Together, these infrastructure improvements significantly enhance the efficiency and reliability of coal transportation.
- 4. Adopting Advanced Technologies:** Adopting advanced technologies is essential for modernizing coal transport. Utilizing automation and artificial intelligence (AI) can optimize routes and accurately forecast demand, significantly improving efficiency, and reducing operational costs. Automation streamlines processes, while AI provides data-driven insights for better decision-making. Additionally, implementing asset tracking systems allows for real-time monitoring of coal transport, ensuring transparency and accountability throughout the supply chain. These technologies enable precise tracking of

coal shipments, reducing delays and enhancing overall reliability. By integrating automation, AI, and asset tracking, the coal sector can achieve a more efficient, responsive, and technologically advanced transportation system.

- 5. Building Robust Environmental & Safety Measures:** Implementing robust environmental and safety measures is critical in the coal sector. Utilizing dust suppression techniques can significantly minimize environmental impact by containing coal dust, which can harm both ecosystems and human health. Methods such as water sprays, chemical suppressants, and covered transport systems effectively reduce airborne dust. Additionally, strict adherence to safety protocols is essential to protect workers and the environment. This includes regular safety training, proper use of personal protective equipment (PPE), and adherence to regulatory standards. Together, these measures ensure a safer, healthier working environment and contribute to sustainable and responsible coal transport practices.
- 6. Reinforcing Policy & Regulatory Support:** Policy and regulatory support is crucial for advancing First Mile Connectivity (FMC) in the coal sector. Establishing a single window clearance system can expedite approvals and clearances, significantly reducing bureaucratic delays and facilitating quicker project implementation. This streamlined approach ensures that necessary permits and regulatory compliances are obtained efficiently. Additionally, providing financial incentives and funding support for FMC projects can attract investment and encourage innovation. These incentives can help offset initial costs and promote the adoption of advanced technologies and sustainable practices. Together, these policy measures create a conducive environment for improving coal transport infrastructure, enhancing efficiency and sustainability.
- 7. Encouraging PPP in First Mile Connectivity:** Stakeholder collaboration is essential for the successful development of First Mile Connectivity (FMC) infrastructure in the coal sector. Encouraging public-private partnerships can leverage the strengths and resources of both sectors, leading to more innovative and efficient solutions. These collaborations can accelerate project timelines, reduce costs, and enhance overall effectiveness. Additionally, involving local communities in the planning and implementation phases ensures that development is sustainable and addresses local needs and concerns. Community engagement fosters trust, promotes social responsibility, and encourages local support for projects. Together, these collaborative efforts create a more inclusive, efficient, and sustainable approach to enhancing coal transport infrastructure. Implementing these recommendations can significantly enhance the efficiency, sustainability, and safety of coal transportation in India.

References:

1. <https://coal.nic.in/sites/default/files/2024-07/PIB2035021.pdf>
2. <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1948513#:~:text=A%20total%20of%2067%20First,1BT%20mechanized%20handling%20of%20coal.>
Smart Coal Logistics Plan – by SBI Capital

RECENT ALUMNI MOVEMENTS

Name	New Position	Organization	Batch	Month
Sarjeevan Sainbhi	Senior General Manager	Reliance Industries Ltd.	2011 - 12	April 24
Aakash Panchal	Co-founder	Jainam Tours	2016 - 18	April 24
Shreya Sharma	Clint Success Manager	STEMpedia	2019 - 21	April 24
Aniruddha Neogi	DGM – Sales	GreenLine	2006 - 08	April 24
Amit Doda	Digital Transformation Consultant	Cornerstone Building Brands	2014 - 16	April 24
Ragunath P	Director	Harvest Design and Contracts	2009 - 11	April 24
Richa Gautam	Digital Manufacturing Project Manager	Fertiglobe	2009 - 11	April 24
Jeel Bhatt	Executive - Project Management Team	INTAS ANIMAL HEALTH	2021-23	April 24
Sai Swaroop Saripalli	Manager- Internal Audit	ADNOC group	2009 - 11	April 24
Raj Vadukul	Associate Manager	EY	2015 - 17	April 24
Akshay Dave	Senior Business Analyst	EZMS	2017 - 19	April 24
Hitesh Yadav	Business Consultant	EY	2019 - 21	April 24
Shraddah Nair	Founder	Right Clique Media	2016 - 18	April 24
Ankur Pandita	Deputy General Manager	Nayara Energy	2006 - 08	April 24
Hiteshkumar Agja	Senior Manager	Bharat Petroleum Corporation	2010 - 12	May 24
Harshil Shah	Head Retail and Genaral Manager	CBRE india	2016 - 18	May 24
Rahul Singh	Cheif Manager	Union Bank	2010 - 12	May 24
Siddharth Dixit	Senior System Business Analyst	Carelon Global Solutions	2017 - 19	May 24
Sharvil Kotadia	Senior Manager	JLL - Logistics & Industrial Ahmedabad	2016 - 18	May 24
Jayrudra Rahevar	Manager - Store Performance Turnaround	Starbucks India	2019 - 21	May 24
Jay Oza	Commercial Operations Advisor	Shell	2014 - 16	May 24
Chinmay Antani	Senior Businnes Analyst	Kraft Heinz	2017 - 19	May 24
Varun Dave	District Sales Executive	Expeditors	2019 - 21	May 24
Krishma Vajir	Marketing Developement Manager	Tunes Interiors	2019 - 21	May 24
Jagrut Mistry	Senior Payroll Specialist	Accenture in India	2015 - 17	May 24
Harshil Sarwala	Capital Projects Consultant	Accenture	2017 - 19	May 24
Anubhav Nautiyal	Assistant Vice President	Axis Bank	2013 - 15	May 24
Abhinav Sengupta	Associate Director	PWC India	2012 - 14	May 24
Shripal Doshi	General Manager	Reliance Industries Ltd.	2007 - 09	May 24

RECENT ALUMNI MOVEMENTS

Name	New Position	Organization	Batch	Month
Keshav Madan	Business and Strategy Development Manager	EQUITANE	2009 - 11	May 24
Nipun Jalan	Head of Product Operations	Renaissance Smart Tech Pvt. Ltd.	2016 - 18	May 24
Maulik Shah	Manager-International Academic Partnerships	NAMTECH	2013 - 15	May 24
Mudit Manoj Kansal	Territory Sales Manager	Maruti Suzuki India Limited	2015 - 17	May 24
Aarya Dashpute	Senior Manager	Protiviti India Member	2013 - 15	May 24
Ketan Shrivastav	Assistant Manager	Deloitte	2019 - 21	June 24
Chirag Mehta	Deputy Manager- CEO Office- Ports	Adani Ports	2016 - 18	June 24
Rahul Prasad	Key Account Manager - Energy	ERM	2015 - 17	June 24
Shrinath Vasudev	Senior Manager - Marketing and BD	Think Gas	2015 - 17	June 24
Dehran Ankur	Manager	Think Gas	2017 - 19	June 24
Durgesh Gangwar	Senior Enterprise Technology Engineer	BP	2012 - 14	June 24
Rajneesh Modi	Director	ViitorCloud Technologies	2008 - 10	June 24
Adhish Sharma	Senior manager	Protiviti Middle East Member firm	2011 - 13	July 24
Satyam Jaishwal	Consultant	Value Creed	2021 - 23	July 24
Bhavin Bagde	Portfolio Relationship Manager	Kotak Mahindra Bank	2019 - 21	July 24

Success usually comes to those who are too busy to be looking for it.

- Henry David Thoreau, American naturalist and essayist

Failure is simply the opportunity to begin again, this time more intelligently.

- Henry Ford, Founder of Ford Motor Company

For me, success is not a public thing. It's a private thing. It's when you have fewer and fewer regrets.

- Toni Morrison, writer

FACULTY FOYER

Dr. Narayan Baser has attended and presented papers in following conferences

Name of Event - AICTE-sponsored Int. Conf. on Emerging Technologies & Circular Economy by Apeejay School of Management, Dwarka, Delhi

Duration - May 26-27 '2023

Title of paper - A study on Entrepreneurial Intentions of Impact Entrepreneurs in Gujarat

Remarks - Received a Best Paper Award

Name of the event - 4th International Conference the Role of Innovation, Entrepreneurship and Management for Sustainable Development by OP Jindal University India

Duration - November 3-4 '2023

Title of paper - Workplace Spirituality, Organizational Commitment, and Work Engagement: A Way for Sustainable Work

Remarks - NIL

Name of the event - 27th Nirma International Conference on Management (NICOM-2024) by Nirma University Ahmedabad

Duration - January 4-6 '2024

Title of paper - Company-specific determinants of adopting internal carbon pricing as carbon management strategy

Remarks - NIL

Dr, Narayan Baser has Fetched a grant of INR 70000 to pay the Fees for All 45 students of MBA – Finance of PDEU for NISM V A Certification Course –Mutual Fund Distributors

Link- <https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.pdpu.ac.in&c=E,1>,

Dr. Narayan Baser was invited to chair the technical sessions for following conferences

Name of the event - 27th Nirma International Conference on Management

Duration - January 4-6 '2024

Venue - Nirma University, Ahmedabad

Name of the event - 16th International Conference on Future of Work

Duration - March 1 '2024

Venue - VMPIM, Ganpat University, Kherva

Name of the event - 4th International Multi-Disciplinary Conference on Human and Technology interaction

Duration - March 3 '2024

Venue - Faculty of Social Sciences & Humanities, Ganpat University, Kherva

Name of the event - International Conference on "Advances in Theory, Research & Practices in Management."

Duration - March 23 '2024

Venue - Faculty of Management, GLS University, Ahmedabad

DR. PRAMOD PALIWAL

1. Dr. Pramod Paliwal has been nominated as the Top Renewable Energy Voice on social networking platform LinkedIn. Such nominations are an accolade to professionals/experts whose opinions matter in particular area of expertise-in this case Renewable Energy.
2. Dr. Paliwal was invited on the jury of CHARGE ENERGY BRAND AWARDS, Lisbon, Portugal (14-15 October 2024) organized by CHARGE-Powering Energy Brands of Iceland. He shall be adjudging entries from reputed global energy brands competing in various categories such as World's Top Green Brand; World's Top Challenger Brand; World's Top Renewable Energy Brand; World's Best Energy Communications Executive etc.
3. Dr. Paliwal attended and presented his research paper at IEOM Society International Sydney, Australia Conference 2024 (24th to 26th September 2024). He discussed the research agenda on understanding whether and how the motives of optimising economic- life-cycle of products and minimising waste also shapes certain content consumption, with also an aim to study, among others, how content feedback analytics may help in understanding sustainability motive shaping content consumption. The conference helped him to find some multidisciplinary collaborative interests towards the work.



DR KAUSHAL KISHORE

PANEL DISCUSSION ON THE CLIMATE CHANGE

Dr Kaushal Kishore shared his views on the theme 'Climate Change' during an event organised for the alumni of Department of Culture and Education, USA in August 2024. Dr Kishore was selected at the All-India Level to attend the 'International Visitors Leadership Programme (IVLP-2015) on the U.S.A Foreign Policy and Energy Security' sponsored by the Department of State, U.S.A and became a lifetime alumnus of the Department of the Culture and Education, USA Government.



PAPER PUBLICATIONS (SCOPUS INDEXED JOURNAL):

1. Kishore, K. (2024) 'Opportunities and challenges ahead of start-ups in emerging markets in the era of sharing economy and globalisation', Int. J. Business and Globalisation, Vol. 38, No. 2, pp.207-217.
2. M Bhamra, K Kishore & Sanjay Pal (2024) 'A Review of SMEs Clusters and the Need for Cluster Branding in India, International Journal of Entrepreneurship and Small Business (IJESB), Volume 51, Issue 1, pp. 19-38,

VIPUL V PATEL

PUBLICATION OF PAPERS

1. Chin, A.G., Patel, V.V., Baxi, C. and Harris, M.A (2024) "Assessing continue to use intention of contactless mobile payment systems of first-time users", International Journal of Business Information Systems, ABDC "C" category journal, Ahead-of-print
2. Patel, Vipul; Pandit Richa, and Sama, Ramzan (2023), "Understanding the impact of fashion app emotional attachment on consumer responses: the role of e-servicescape, customer experience and perceived value of online shopping <https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.emerald.com%2finsight%2fcontent%2fdoi%2f10.1108%2fJFMM-05-2023-0113%2ffull%2fhtml&c=E,1,488gjqV7UIU3T-TI8eNHt18ifiy91SLwUp3lHHszoqrj1ev_igLKFB48TN6TJ8j8md3V8HtRewlUJ61x3RLGfWxZfZTyE07bT8tsR0iYtW6zho8KMsE,&typo=1>>" Journal of Fashion Marketing and Management: An International Journal, https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fdoi.org%2f10.1108%2fJFMM-05-2023-0113&c=E,1,Y4rM1QXYm5ghgnWruZ7ODL9Mece2RoOg4aXB1K62b1FAxwSEYsRiD0ggk0lbE4QfCFgedHd-2WoOFsAp4cdhlpYaqnrEBRNQ3_hEQn5oS2RG8ZWUieop&typo=1. ABDC "B" category journal.

CONFERENCE PARTICIPATION

Patel, Vipul (2024), "Whom consumer prefer to mimic – virtual influencers or human influencers? Mediating role of source credibility" paper presented at the 10th International Communication Management Conference (ICMC2024) organized by MICA, Ahmedabad during January 18-20, 2024

EXPERT LECTURES

1. Delivered session on "PLS-SEM using "SEMinR" package of R" organized by International Research Symposium in Service Management (IRSSM) on September 12, 2024.
2. Delivered sessions on "Basics of Structure Equation Modeling using AMOS," in Faculty Development Programme on Quantitative Research Methodology organized by LJ University, Ahmedabad, on July 12-13, 2024.
3. Delivered plenary session in International Conference on the theme "Redefining Traditional Management through Artificial Intelligence and its Business Applications" during February 23-24, 2024 at IIIM, Charusat University.
4. Delivered sessions on "Mediation and Moderation using R" in FDP Research-O-Pedia 4.0 organized by Karnavati University on July 28, 2023.
5. Delivered sessions on "Analytical Tools in Research" in FDP organized by Karnavati University on July 1, 2023.

MEET OUR TEAM

PGP'25 TEAM MIRROR



Aayush



Ashmita



Kanisha



Krutarth



Isha



Devanshi



Shravan



Vedant



Ruchi



Bhaumik

PGP'26 TEAM MIRROR



Disha



Harsh



Honey



Pooja

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