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Message from the Dean, IFMR GSB

It is a cliché but true that change is the only constant. While it is true at all times, it is truer in some periods than in others. For nearly three decades, since the early 1980s, the world marched to the beat of globalization, market-based economics, free trade, growing mobility of capital and labour across borders, advances in computing and communications and the spread of democracy as Communism failed and the Berlin Wall fell. The heyday of Western management and business education coincided with this phase. The terrorist attacks on US soil of 11th September 2001 were the first disturbance to this post-WWII global order. Two wars and financial profligacy (excesses?) brought on the financial and economic crisis of 2008. The New World Order epoch ended, or it seems so.

Both workers and managers now anticipate new technology with nervousness. As inequality rises, the State is making a comeback, causing market economics to retreat.

There is a backlash to importing labour, from Asia to America. The perception that political leaders nurse authoritarian tendencies has grown stronger. Debate and argument have replaced discussion. Thesis and anti-thesis abound, but, sans discussion, don’t produce synthesis needed for progress. Ten years after The Great Recession of 2008, the world is at a crossroads, both politically and economically. And, so is business and management education, which is increasingly called upon to address our common global conditions—growing income inequality, technological obsolescence, labour dislocation and retreat from free trade and open borders.

India is now the world’s fifth largest economy, but, in per capita terms, it is still largely an aspiring nation. It is a relatively young nation. Its leaders must create employment and facilitate the livelihood of hundreds of millions.
It does not enjoy the luxury of a benign climate conditions, the kind the West enjoyed on its economic ascent and the benign post-war global economic and trade environment that many East Asian countries gained from. India must achieve economic transformation within the context of a noisy, fractious democracy. It is in this context that the IFMR Graduate School of Business (IFMR GSB) is re-imagining and re-inventing business education. Since 1970, IFMR flourished in applied research and executive education. IFMR launched its flagship 2-year full-time Post-Graduate Diploma in Management in the year 2000. From the batch of 2017-19, IFMR Business School offers a two-year post-graduate Masters 0in Business Administration (MBA) degree under the auspices of the KREA University.

KREA University’s liberal arts education will provide a strong liberal arts and ethical foundation to build a host of functional and behavioural competencies. Signalling this important shift to the world, IFMR Business School has decided to rebrand itself. Henceforth, it will be IFMR Graduate School of Business (IFMR GSB) at KREA University. IFMR GSB aims to provide top-quality management education that prepares students to be ethically grounded, be highly skilled in integrated reasoning and be effective leaders of enterprises. Our goal is to produce managers with professional competence combined with ethical values and social purpose.

Managerial skills include, but are not limited to, thinking strategically, grasping the big picture, articulating oneself effectively in both oral and written communication, negotiating judiciously and leading others to give wholesomely of their energies and talent. IFMR GSB is poised to re-shape business education in India—and beyond by realigning Business education to meet the demands of a growing, globalizing India, IFMR GSB seeks to prepare students to face the challenges of managing and leading enterprises that will power a vibrant 21st-century economy that begins the restoration of India’s old glory.

IFMR Graduate School of Business offers an unparalleled educational opportunity that, at once, is comprehensive and interwoven, brings together faculty and students with diverse talents and backgrounds, and fosters learning that serves employability and lifelong learning. In sum, the traditional functional competence of the IFMR Graduate School of Business combined with the liberal arts orientation of Krea University combine to equip students of the 21st century with the right blend and balance of skills, attributes and character needed to succeed in the world and to make a difference to it too.

Dr. V. Anantha Nageswaran
Dean – IFMR Graduate School of Business, KREA University
Message from AlCom Chairperson

Dear All,

Greetings! As the new Chairperson of Alcom at IFMR GSB, I am excited to connect with each one of you. Our alumni platform can be a powerful one when we explore how you and IFMR GSB together can create value for all the stakeholders. Our Dean, in his communication, has explained the restructuring activities at IFMR and how a fresh perspective of “interwoven learning” would enable our students develop a multi-disciplinary frame of reference when they analyse the challenges and opportunities in business, management and economy. We also have constituted an advisory board comprising of illustrious industry veterans and academics. This is an exciting time, to reinvent ourselves and position ourselves on a new trajectory. We need your involvement in every possible way.

We are revamping our MBA curriculum, and some of you have volunteered to provide your views and thoughts – appreciate your time on this. Going with global standards, we intend to reduce classroom hours and provide more free-format learning hours to students – with Capstone simulations, live projects and guided self-learning. The courses in the area of Quantitative Finance will be redesigned soon. The admission process is getting refined too.

Do connect with us more frequently, share thoughts and ideas, and we promise to involve you and engage with you more in coming days. In addition, if there is any way IFMR GSB can support you in your professional pursuits, please let us know. We would also like to see more chapter-level activities in different cities. You may want to follow IFMR GSB’s official LinkedIn page (https://www.linkedin.com/school/ifmr-graduate-school-of-business-krea-university/) - it provides regular updates about your alma mater.

Wishing each one of you all the very best in your professional and personal lives in 2019 and beyond!

Regards,

Arindam Das, PhD

Chairperson - AlCom and External Relations

LinkedIn: https://www.linkedin.com/in/arindamdas/
The Newly-formed IFMR GSB Advisory Board

Dr. Ajit Ranade
Group Executive President and Chief Economist, Aditya Birla Group

Dr. Chandru Rajam
Founder and CEO, RichFeedback

Dr. Indira Parikh
President, Antardisha (Directions from Within)

Prof. Ravi Kumar
Emeritus Professor, Marshall School of Business, Univ. of Southern California

Prof. Rishikesha Krishnan
Professor of Strategy, IIM, Bangalore; Former Director, IIM, Indore

Prof. V.G. Narayanan
Thomas D. Casserly, Jr. Professor of Business Administration, Harvard Business School, Harvard University

Prof. Rangarajan (Raghu) K. Sundaram
Dean, Stern School of Business, New York University
Guest Lectures by Alumni

Mr. Abhinav Arasu

We had a Guest Lecture on 25th January, 2018 on the topic "Capital Markets" by Mr. Abhinav Arasu of batch 15. He is a gold medallist and is currently working in Northern Arc with the Risk team. During the session, he shared his varied insights on the markets and also the methods that he uses and considers useful to analyse the trends in the Capital Markets.

He wrapped up the session with the trading mantra "Cut your losses short and let your winners run". It was an insightful and interesting session.

Mr. Ananth Palaniappan

We were lucky to have Mr. Ananth Palaniappan visit our campus on 13th February, 2018. He delivered an interesting session on DISC (Decisive, Interactive, Stability and Cautious) Profiling for Career Growth. Mr. Ananth is an alumnus of Batch 6. He joined Deloitte as a Consultant in 2007. Presently, he is the Founder and Principal Consultant of Hash Management Services LLP. He has over a decade of experience and is working on projects in several sectors like FMCG Engineering/Fabrication, Consumer durables, Auto ancillaries and Footwear. Some of his clients are Apollo, Brakes India Pvt. Ltd, VKC, Paragon, Venus, International Labour Organisation.
Guest Lectures by Alumni

Mr. Nakul Verma

We were delighted to have Mr. Nakul Verma on 22nd September, 2018. He delivered an interesting and interactive session on Valuation of Young Growth Companies. He also addressed students’ queries on business valuation and future career prospects in the financial sector. Mr. Nakul is an alumnus of Batch 14. Currently, he is working as an Analyst at McKinsey & Company.

He has previously worked with GENPACT as a Business Analyst and CRISIL as a Credit Analyst.

Mr. Paras Malhotra:

Mr. Paras Malhotra visited our campus on 17th November, 2018 to deliver a guest lecture. It was an interactive session on “Business Analysis- Requirement gathering, elicitation and engineering”. Mr. Paras is an alumnus of Batch 10. With more than 6.5 years of work experience in End-End trade life cycle in Capital Markets, Treasury, Investment banking and Wealth Management.

He is currently working as an Assistant Vice President (Product Management) in IHS Markit.
Panel Discussion with Alumni

We all live in a highly digitized world where everything from physical meetings to bank transactions have been digitised. After the cash transactions were digitised, it is no wonder that our currency notes are getting replaced by digital currency. With the pace at which technology is growing and the reach it has in this digital world, crypto-currency came up as one of the inventions that amazed people. It is imperative that we understand the latest buzzword and stay relevant.

It is in this regard that AlCom, the Alumni Committee of IFMR conducted a Panel Discussion on 21st January 2018 on “The future of Crypto-Currency and its impact on the Central Bank”.

The panellists were Mr. Ravi Jain (Consultant - PKC Advisory), Mr. Sandeep Garg (Assistant VP of Regional CMS sales - IndusInd Bank), Mr. Jinesh Gulecha (Area Sales Manager - CRISIL Ltd) and Mr. Meher Shiva Tadepalli (Solution Advisor - Deloitte) and was moderated by Dr. Jyoti Prasad Mukhopadhyay, (Assistant Professor, Economics Area), Chairperson, Alumni Committee, IFMR

The discussion was a highly rewarding experience for the student community of IFMR with the panellists starting with the basic underlying principle of how a crypto-currency works and how it gets its value from. The discussion was then on multiple fronts, with the panellists enlisting insightful info on how the world has changed over the invention, much to the amazement of the audience. The panellists then addressed the queries of the student audience with the highest level of details possible, making them get cleared on their doubts and queries.
Interview with Alumni

Mr. Paras Malhotra

- Can you run through how your career has been since leaving IFMR?
  I was placed in Infosys right after completing my MBA from IFMR. Initially my posting was in Chandigarh as a Business Analyst. I also worked in Bangalore and London before quitting the company for my current role in IHS Markit.

- How was your life back when you were at IFMR?
  Life was most certainly interesting back then. I owe a lot to IFMR and enjoyed a lot while doing my MBA. Despite being a medical aspirant, circumstances forced me to do B.Sc. in Chemistry after which my interest in the financial markets led me to joining IFMR. During my MBA, my academics were good while my extra-curriculars were also pretty good. I was involved in organizing IFMR’s first National level Entrepreneurship Event while being the representative of Abhyudaya.

- Can you tell us about how your internship and projects went?
  I actually got selected to do an internship at Washington Centre in the United States but I was unable to go due to scheduling issues. Instead, I did my summer internship in the Bombay Stock Exchange (BSE). I worked on a Deloitte project on the Japanese automobile industry and also worked with Prof. Lakshmi on her project with the University of California.

- Fintech is an industry that is on the up. How important is it?
  The Fintech world is very important for everyone and MBA graduates are no different. For me personally, I work more with finance in IHS Markit than I did with Infosys. It is vital that I know both finance and technology to a good level in order for me to be good at my job.

- Is it difficult for freshers to enter the field since they have a glaring lack of experience at a lower level?
  No, it most certainly is not. In my team, almost 75% are comprised of fresh MBA graduates. There is no correct or wrong time to enter the Fintech world. However, the sooner you do it, the better.
Interview with Alumni

Mr. Paras Malhotra

- Can you elaborate a little on derivatives and how it impacts your job at IHS Markit?

   It is important for people in the financial sector to be aware of what derivatives are and how they work. In IHS Markit, we do regulatory reporting using OTC derivative. We look at some of the major risks involved with it, especially counter party risk. Most investment banks are our clients and we acts as a bridge between them and the regulators, helping our clients stay within the latest regulations.

- How did you start working with derivatives?

   Derivatives was something that always excited me. I was slightly choosy in Infosys. I was with the Deutsche Bank project, working with OTC derivatives on a small scale. I got better with experience and worked hard on it and the company actually became dependent on me.

- To finish up, can you give out some suggestions to the current students at IFMR? You have, after all, trodden the same path that we are walking on now!

   Concentrate on your academics and your concepts. Don’t just limit yourself to something specific. Knowing a little bit of everything will come in handy. Even if you are into finance, it doesn’t hurt to know the basics of marketing. Also, enjoy your life and the happiness in it. Always look at the positives in your life and work hard. Success will come naturally.
Interview with Alumni

Mr. Nakul Verma

- **How do you feel coming back to IFMR?**
  
  *It feels great coming back to IFMR. It is always nice interacting with juniors and with new folks.*

- **Any changes in the campus which you have liked the most?**
  
  *I like the fact that now there are many more facilities available for the students. I am happy to see that the students are encouraged to participate in various extracurricular activities. Glad to know that the college is gradually expanding and is now a part of Krea University. The growth from now on is only going to be vertical.*

- **What do you feel should be added to the curriculum from your industrial experience?**
  
  *I think it would be helpful for the students to work on financial databases. I believe that a part of your career in Finance will always include working with at least one of the financial databases. So, I really think one should have a strong knowledge of these databases. From my experience, I think that if I had known this earlier, I would have done much better during the inception of my career. Another thing which I would like to suggest is to have a thorough knowledge of PowerPoint and have good presentation skills.*

- **What suggestions do you want to give to the students?**
  
  *I believe networking with people is something students should work on. A great way to connect and network with people is by participating in various inter-college competitions. I think it is a two-way process where you not only get an opportunity to learn but also to build connections.*

- **What is the difference between doing valuation as an Individual and for the company?**
  
  *As part of McKinsey, we look at valuation differently; we focus more on cash flows and growth. As a strategy firm, we believe in increasing the operational efficiency. Our entire focus is on revenue creation, margin, and how they combine with return on invested capital in order to create value. The main difference is how to focus on the operating matrix.*
Interview with Alumni

Mr. Nakul Verma

- **How difficult it is to get into the role, after working in a different industry?**
  
  *If you can show the recruiter that you are passionate about the role and the work it offers, it will not be that difficult. It is important to have something to back your words. It is difficult but achievable. It is more about constantly knocking on the door till the time you are in.*

- **How did you learn valuation?**
  
  *I have learned from watching videos and from the books on Corporate Finance and valuation by Mr. Aswath Damodaran.*

- **What is the most used method of Valuation? Is it DCF or Multiple?**
  
  *I believe a Multiple at the end of the day is driven by fundamentals. If you can link the fundamentals with Multiple, you can use Multiple in your valuation. It differs from place to place. Intrinsically, they are all the same as they are all value drivers where there are certain minor differences. Multiple is a quick way whereas DCF involves a lot of work and is time-consuming.*
Rohit Walimbe (Batch 2009-2011)

Introduction to the author:

Mr. Rohit Walimbe has over seven years of industrial work experience as a data scientist and machine learning specialist. He has expertise in machine learning, deep learning, predictive analytics, text mining, network theory, time series analysis, big data analytics and algorithmic and quantitative trading. He has experience of leading teams for developing mathematical / data science / analytics solutions in domains like Banking, Finance, Manufacturing, Retail.

He holds a Bachelor’s Degree in Electrical Engineering from the College of Engineering, Pune, and a Postgraduate Diploma in Management in Financial Engineering from the Institute of Financial Management and Research, Chennai. Rohit is currently working as Senior Data Scientist at Cummins Inc, Pune.

Driving Machine Learning Capability in an Organization

Driving a change in organizations is tough. Whenever any organization thinks about the change, it has to percolate through all the levels and across the departments. The Machine Learning (ML) has changed the way we look at traditional businesses. While many organizations have already adopted the machine learning for cost saving and revenue generation, there are still many organizations which have recently started. From my experience in data science field, here are some thoughts on driving a machine learning capability in organizations.

Accepting that the ML and Artificial Intelligence is next big thing. Here are some predictions made about the future. Well, we all know what followed after.

1876: "The Americans have need of the telephone, but we do not. We have plenty of messenger boys." — William Preece, British Post Office.

1946: "Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night." — Darryl Zanuck, 20th Century Fox.
The first point I would suggest is, the sooner we accept that ML is next big thing, better we prepare ourselves for changes. Many large organizations have now understood the importance of ML. But the drive for this change has to be initiated at top management level. Now a days we have started listening in the news about ML taking our jobs. I feel that the fear and negativity associated with these things needs to be acted upon by arranging awareness sessions, helping employees to re-skill and also make use of their immense domain knowledge to drive this ML change.

Whoever has the data, is the king:

ML algorithms are mainly driven by data. It is of utmost importance to have more and more correct data to run these algorithms effectively. The challenge in many industries like manufacturing and unlike finance, is that data is scattered and not stored in proper format most of the times. Collecting more data, enhancing the data storage, storing the data in a proper format and easy access to data will be the key to future. Installing sensors wherever possible and working on internet of things will eventually help companies to save costs in future and can create opportunities for revenue generations. Creating the system of better computational power would also be required implement the data science projects successfully. Now a days with advances in cloud technology, storing the data and building computational power is not at all costly.

Setting up team of data scientists, domain experts and data engineers:

From my experience, a team of data scientists alone would never be able to successfully research, create prototype and implement any large project. Any project should consist of a domain expert, business stakeholders, data engineers, and data scientists. The key to successful project implementation is close co-ordination and accountability of all the stake holders including business stakeholders. The data science group should have enough support from top management as well. Though there is initial investment needed to do all these things, the payoff in the future would be much higher. The data science group should always keep asking question to themselves that “what value they are bringing or will bring to organization” before starting the new project or while working on the project. On other side, top management should be patient enough to realize the benefits and value of data science projects given that not all the benefits could be quantifiable immediately.
Educating the senior leaders driving analytics

One of the key issues is managers treating data scientists more like software engineers and developers than scientists. While developers are evaluated on lines and quality of code written, the data scientist needs to be evaluated on converting a business problem into a data science problem, demonstrating the solution by proof of concept or prototype and presenting the mathematical results in a business language to business leaders/clients. The managers also need to understand that the work is more of R&D than software engineering. Enough time and room should be given to data scientists to come up with solutions rather than setting up unreasonable deadlines.

With fast-paced developments in machine learning field like deep learning, increasing availability of data and computational power, the applications of machine learning will increase at a rapid pace. While ML is already proving a powerful tool, the importance of ML will increase more in the future. We have to make sure that organizations adopt to ML change not just rapidly but systematically as well as prudently.
Introduction to the author:

Mr. Srikant Rajan, is an alumnus of Batch 9 of IFMR. He has varied experience of over 10 years in Strategic Development, Complete Business Management, Project Management and Marketing. He is entrepreneurial and proficient in managing stakeholders. He is an Ed-Tech specialist with hands on experience in content design and technology.

He has worked in various sectors of hi-technology such as aerospace, defense and petrochemicals and in education in organizations such as IIMB, SP Jain School of Global Management (SPJ) and Reliance Engineers.

Data is the new gold, but do we need that much gold?

Data scientist, big data and analytics. These words pretty such sum up the Holy Grail of contemporary business management. They conjure up images of a scientifically operating processes, governed entirely by unbiased objective decision making thereby reducing the perceived fallibility that is often associated with subjective decision making.
There is no doubt that data helps in making decisions which reduce the error in judgement by providing an objective reference. However, the key word here is reference and not the final authority. Data driven process management comes with its own set of challenges, to which organizations are just coming to terms as our ability to gather and analyze data goes up exponentially.

Consider marketing and sales. It would be hard to find a business that today does not undertake digital marketing. From a marketing perspective, data helps plan and execute better. However, from an end user perspective there are now concerns about the extent of penetration that websites and other devices have now into our daily lives and the level of details mathematics is now able to decipher.

The flash discounts on e-commerce sites, restaurants, and movie halls are leading you to purchase stuff you don’t really need. Now face it, did you really need the new shirt? But you bought it anyway as it was at a 50% discount. The irony is that all this purchase of unnecessary stuff is actually being fuelled by your actions. The seemingly innocuous comment on your friend’s photograph, the article you shared so eagerly on you page, all this was being seen, recorded and analyzed (and you thought Facebook was free!).

Wrong. When the service is free, the product is you. And by you, I mean the whole of you, mind, body, heart and soul. Here is another interesting video. (Incidentally I found this video on Facebook, ironies abound huh!)

The loan rate you get in the bank, the amount of credit you are eligible for, the ticket price on movies and flights are all decided by complex algorithms. There is virtually no escaping them. Every time you look at anything online, our sage of google records it (It is highly improbable that some regular website is not indexed by Google!). If you are logged on to Facebook when you do this, then Facebook also records it. (Do just look at the privacy policy of Facebook once!). Every click, visit, comment is recorded to build a virtual information bucket about you which is available for sale to anyone.

Remember the time you wanted to see a movie and lo and behold a discount coupon suddenly landed in your inbox, is that fortuitous? Well no, the discount coupons you so gleefully grabbed was just a carrot, the stick was to follow behind it.

The stick was your life, well to be more specific your private and personal life. And by personal, I mean highly personal. The current computational systems can infer personal stuff you never intended anyone to know about you by going through your digital footprints. For instance, they infer your sexual orientation, personality traits, and political preferences. They are scarily accurate in these predictions as well.
Let’s consider some examples. A cruise liner wants to sell its vacation package and has decided that a young single woman with a pay of X is an ideal candidate to purchase its package. Now where to find someone like this? Enter Facebook, which will sell a list of 100s of such people. Not only that, it will also tell you the people with such X characteristics tend to do Y things. The cruise liner is now on an organismic sales blitzkrieg. So, knowing that that offering a free night’s stay at some resort will increase the propensity to purchase by Z%, it happily adds that.

Suddenly, now a restaurant’s antenna perks up. If cruise liner can sell vacation packages, it sure can sell more burgers. Enter now, the small, unobtrusive advertisement offering a sizable discount only to you! You see it, click on it and have that burger. Next thing you know is you are having discounted fries, as well, then a desert, then another burger, until finally you realize that your cholesterol is way above the safe limit.

On the positive side, such data helps to market better. What’s the point of taking out an advertisement for a Mercedes car in the newspaper which is seen by all and sundry, why not I just initial a campaign online which will allow me to target only people who can actually afford to buy one?

On the not so positive side, mathematics is not entirely unbiased. An algorithm that ranks people preferences is essentially suffering from the maker’s curse, its success parameters are decided by the person who builds it. Here is a report by White House which effectively summarizes this:

“Big data techniques can be used to detect bias and prevent discrimination. It also demonstrates the risks involved, particularly how technologies can deliberately or inadvertently perpetuate, exacerbate, or mask discrimination”

Let that settle in your mind a bit while we move on to a different topic. So far, we have seen is

Sell! Sell! Sell!

*Is that all data can help you do?*

No, it can help you hire, it can help you fire, it can help you penalize and it can help you police. Courts are now using algorithms to determine the kind of punishment to be given, police are using data to “predictive police” areas of perceived risks. And now there is talk about smart electric meters being misused to sniff power consumption, device causality and probably personal usage patterns. In short, someone with technical skills can find out what you are watching on TV in the confines of your home, by reading your power and data consumption patterns.
The ability of data to provide objectivity to hitherto subjective assessments, is fuelling such actions and therein lies the trouble.

In Washington DC some 250 teachers were fired following a low performance rating. In another case a man was denied employment because a third-party test predicted he was a “high risk” of a developing a personality disorder.

Asking student to rate teachers and then making a decision on teachers’ performance solely on that basis is like asking 4-year olds which ice-cream flavour they like. The mass firing of public-school teachers in DC on the basis of low ratings lead to a strike by students themselves!

If you decide not to hire a person because of a perceived risk of a disorder then it is discrimination! And it is formula-based discrimination, which is inherently biased. Does anyone know when they are going to fall sick, or if a truck is going to hit them while crossing the road? If there is an X% chance of you falling sick after eating will you starve to death? In addition, activities such as predictive policing, sentence awarding also put certain communities and groups systematically at risk.

To be fair such biases existed before data and algorithms came in. However, they were person dependent, random and not determined by a formula. When you have codified risk as a number, race or a region then you have legitimised biases. There will be random black holes where you will make huge errors. As it is now, we are being shown information based on data analysis of our usage patterns. A simple search on used cars in region x will show distinctively different search results depending on who is searching for it. We earlier had people censoring information and telling us what we could or should not see, now we have machines doing that. Machines and algorithms are now telling us what we should buy, how we should buy, where we should go, when and how we should go and what we should in general be getting (in every sense of the word!)

This is not a rallying call to dump all data models and rely only on gut feeling. However, we would be using data as a reference, and not as the final authority. Experience and wisdom are required to take decisions and numbers alone cannot and should not define the basis of taking complex decisions. Data can go wrong just like people. However, unlike people, data will never admit to being wrong as there is always a probability factor for it to hide.

PS: Interesting note on the value of your personal data. Turns out that it is less than a rupee.

Blogs, Achievements and Year Review by Alumni

**Travel blog by Mr. John Hansel**

**Introduction to Alumni:**

John Hansel is an alumnus from our PGDM batch 13. He works with Atos Syntel, helping lead Marketing and Operations team for a business unit. The business unit focuses on AI & Automation powered solutions. He is passionate about adventure travel, reading and animated movies. He writes on impact of technology trends, personal development and travel experiences. His blog posts can be found in LinkedIn [here](https://www.linkedin.com/).

Mr. Hansel learnt to solo sky-dive earlier this month. He underwent an intense 8-day training in Monya, Australia. By end of the training, he says he was able to exit a plane at 15,000 feet, navigate in free-fall at 200 kmph and finally land (in one piece)

He has Captured the training experience along with short video clips in below post.

[https://medium.com/@johnnyhansel/sometimes-you-get-up-to-fall-learning-to-sky-dive-a0b88059f289](https://medium.com/@johnnyhansel/sometimes-you-get-up-to-fall-learning-to-sky-dive-a0b88059f289)

**THE YEAR 2018 – MEHR SIVA**

**Mehr Shiva** is an experienced Consultant with a demonstrated history of working in the management consulting industry & Skilled in Analytics, Financial Risk Management, Financial Instrument Pricing, and Credit & Market Risk Model Validation. Strong consulting professional with a Master of Business Administration (M.B.A.) focused in Financial Engineering from Institute for Financial Management and Research.
To My Dear IFMR,

When I look back at my college life as an alumnus, what an exciting time those two years have been! The late-night studies, the Chennai beach walk, round the clock sessions, parties, feeling of pure happiness after turning in an assignment that took forever to finish and what not!

Some opportunities help you relish your past and knock your door unplanned. I didn’t let go the opportunity and was a part of the Panel Discussion on Cryptocurrency conducted by IFMR Alumni committee on January 2018. So, I started my year on a high note. Just after that, I took the role of Jury for InitiaTEUR an event conducted by the Entrepreneurship club during Abhyudaya 2018. An insightful experience!

Academically, I experienced success in publishing my first literature paper “Persistence of calendar anomalies: insights and perspectives from literature” in the American Journal of Business on April 2018. It’s one of my memorable achievements as a part of my PhD journey. Professionally, I was promoted this year to a senior consultant in September 2018. It was all because of you, who have given me the ability to look forward which something that used to scare me.

Thank you for the friends you provided me, the community you created for me which is helping me grow. Not just that. Thank you for the memories you have given me and the ones I will make because of you. If I had a chance to re-visit my very first day I arrived on your campus and stand next to a guy who is me, I would envy him, as he was about to begin the most exciting journey of his life.

Meher Shiva Tadepalli (PGDM B14)

THE YEAR 2018 – SHREYA ANAND

Shreya Anand is working as a Senior Manager, Research at Wealth Advisors (India) Pvt. Ltd.

Year 2018 is the most memorable year of my life! With patience, perseverance and dedication, I published my first book "Adhure Ehsaas". The book is a collection of my original Hindi poems which covers various topics like life, love, heart break etc.

I have been writing since my childhood and I have always dreamt of publishing my own book. My work is inspired from old Hindi songs and gazals. I believe life will keep inspiring me to write, to give

Words to emotions which are still unexpressed and untold. This book is just the beginning!

Shreya Anand (PGDM B14)
THE YEAR 2018 – JUHI SINGH

2018 has been a marvellous year, I can call it ‘a year full of accomplishments’.

2018 began when I was at Bangalore in Myntra as senior manager, Research & Insights. I had got one promotion for my last year’s work at Myntra, my 1st international paper had got published in ESOMAR client forum (2017) and we as a team had received an award too (Market research summit awards by World Marketing Congress: “Best in-house research team Award” for Myntra), but were looking at what next?

2018 gave me all that I asked for and more. At Myntra, I was working on some path breaking once in life time researches and analysis which led to ‘segmentation of entire digital India from fashion perspective’. This research led to thought leadership articles presented by CEO & CMO at India fashion forum. This research also led to many internationally and nationally acclaimed and awarded papers. I also got promoted to Deputy Director, research & insights for this & few other path breaking works.

Thus, 2018 was the year of papers and awards:

- Research adda by MRSI / Market research society of India: Lead presenter (2018)
- Europe conference by IleX – Greenbook events: Presenter (2018)
- National conference by MRSI / Market research society of India: Lead author (2018)
- Featured on Myntra’s LinkedIn page: Myntra in Spotlight (2018)
- MODI Awards by ET Now: Awarded as a part of team “Most innovative research & development center” for Myntra R&I team (2018)
- APAC conference by MRMW: Author (2018)

Couple of more awards bagged by Myntra research team owing to this path breaking research, where unfortunately I am not the author / recipient since I decided to move on, 2018 was also the year where we set out to fulfil our dreams by taking risks, it was year of massive city and house movements (I moved 5 houses in span of 6 months!). This was the year, when I also motivated my husband to finally start a tennis academy which has been his dream since ever. After being 10 years in corporate world, it wasn’t an easy decision but finally that dream came true for him and both of us at Nerul Gymkhana. Owing to this, we moved back to Mumbai and I joined Reliance Jio as Deputy General Manager, Marketing in new commerce team called Jio Prime.
However, coming from a super-fast culture of Myntra & other start-ups that I worked for, I personally found Jio too slow for my speed (what an irony!), thus decided to part ways. As you may be reading this, I am joining Marico as ‘Digital evangelist & transformation strategist’ in CEO’s office and I am excited to start this new journey in 2019.

To top it all, I received the most coveted research award in the country and I was recognised as ‘Most influential market research professional in country (with Top 20 professionals) by World Marketing Congress’

Another noteworthy, and major personal achievement in 2018 has been on health front. I was at the worst of my weight and health in the beginning of 2018. And took an oath to come back to shape at the beginning of new year. After major ups and downs, amidst city, house & job changes; still managed to lose 10 kg in effective 98 days! And am up for more. I have made fitness a part of my life. To end this amazing year, I took an 11 day wellness retreat at Ayurvedic village, with Ayurvedic therapies, yoga, detox & nature.

Hope the success, happiness, fitness continues & grows manifold in 2019! Wish you all a great year ahead!

Warm regards

Juhi Singh (PGDM B9)
Alumni Achievements

LARSEN LAMINGTON:
Certifications:
SAP Applications Associate - SAP S/4 HANA Sourcing and Procurement
SAP Activate Project Manager

HARI TRIPATHY:
Certifications:
SAP certified Associate - Design Thinking
CSCP - Certified Supply Chain Professional.

Mentor- Mentee Program

We have successfully started our Mentor- Mentee Program for the current students of Batch 18. It is a unique program through which the students would get an opportunity to interact with the alumni on a personal level. The Alumni will act as mentors and guide the students throughout the course by providing industry insights and will clear students’ doubt, if any. We would like to thank our Alumni for helping us in this initiative.

Student Testimonials

Name (Mentee): Avantika Divakar

Alumni Mentor: Ram Kartic
Mr Ram Kartic is an amicable person who has been a fantastic mentor to all the students whom he took under his wing. He has provided great career advice and several tips for campus placements.

I am extremely thankful for his constant guidance and the support offered.

Regards,
Avantika D (IFMR Batch 18)

Name (Mentee): Naresh Kumar

Alumni Mentor: Sohini Banerjee
Ms. Sohini had helped a lot by guiding me on selecting the right approach to my MBA career. She had provided insights to my equity research project during my summer internship and her own experience added value to my internship.

Regards,
Naresh Kumar (Batch 18)
Chairperson: Arindam Das

Batch - 18 Members
Girish Kumar
Moumita Seth
Riya Chandra
Vignesh Venkateswaran

Batch – 19 Members
Andrews Joseph
Girish Srinath R
Nidhi Sugandh
K Sai Dileep Reddy
Sowmya Ramakrishnan
Tirumalai Aditya

We also thank Umesh Kumar and Kumar Avinash of batch – 19 for their contribution to the newsletter.