

INGENIUM



In this VUCA (Volatile, Uncertain, Complex, Ambiguous) world, organisations face increasingly challenging situation in achieving their business objectives for long term sustenance. Business environment, socio-economic-political and customer expectation and cut throat competition keep the organisations under tremendous pressure to deliver goods and remain relevant. We are seeing constant development in cutting edge technologies, processes, business models and innovative practices on a continuous basis which leave organisations no choice but to adapt to the current demand and realign all aspects to conduct smooth business.

Of all the above Talent has become the key resource for any organisation to be effective. No matter how cutting edge technologies organisations adopt, world class processes and practices they put in, best of

products they showcase or best of businesses they are in, it is the people who drive them and execute them to make the best use of all other resources to make the organisation successful. An organisation may have the best technology, processes and infrastructures but it is the people who use them for results. Having the right kind of talent

So, what are the key talent challenges in an organisation. Right from hiring right talent, onboarding them, managing their performance, plan their career and develop them for suitable roles, the organisations have to go through complex situations necessitating proper processes and systems well executed by people. Sometimes it goes completely haywire if you do not get right people at the right time or if you get wrong people into the system who remain in the company for long.

First understanding the talent need for a company is extremely critical. The Leadership Archetypes needed for a company based on its culture, philosophy, business requirement, long term plans etc become the starting point in assessing the demand for talent. These are the recurring patterns of leadership behaviour that influence an individual's effectiveness within an organization. Leadership Archetypes reflect the various roles executives can play in organizations and it is a lack of fit between a leader's archetype and the context in which he or she operates is a main cause of team and organizational dysfunctionality and executive failure. Key leadership archetypes are The strategist - leadership as a game of chess, The change-catalyst - leadership as a turn-around activity, The transactor - leadership as deal making, Builder: leadership as an entrepreneurial activity, The innovator: leadership as creative idea generation, The processor - leadership as an exercise in efficiency. .

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Being Cool : Pg 18



The coach - leadership as a form of people development, The communicator: leadership as stage management. You need to decide which combination of leadership archetypes will be required for your organisation based on your long-term business plan. If you want to become an aggressive organisation the leadership archetypes will be different than those if you want to build a nurturing organisation. You will need to decide the mix of archetypes needed for your organisation.

Demand for talent – The talent demand will emerge from your long-term strategic planning process to give a broad idea about what kind talent requirement in terms of leadership archetypes.

Supply of talent – Once you know the demand of talent the company it is time to assess the talent supply. An organisation needs to have a strong Talent Review process to assess the talent supply on a continuous basis and match with the demand. Performance management system, 360-degree feedback mechanism, Assessment/development centre reports etc. will give a huge amount of data to analyse the talent inventory.

Capability development – The gaps between the talent demand and supply will necessitate you to have a strategy on developing the capability. It helps the organisations to exactly decide

what kind of talent need to be developed internally through job rotations, coaching & mentoring, special assignments and cross-functional responsibilities etc. In case it is not possible to develop a particular talent need internally for any reason then the organisation can decide to acquire the talent from external sources.

Managing talent is as much a scientific process as it is an art. The organisations' need is to build a strong framework around talent management process to make it an effective process. If done well it gives huge dividends to an organisation on a long-term sustainable basis. After all, it is the talent, which makes or breaks the organisation.



VP's

LIVE FROM
THE
INDUSTRY AT
YOUR
DOORSTEP

YOU CAN FIND
PRACTICALITY

HERE

AJAYA KUMAR SAHOO
VICE PRESIDENT
(GROUP HR)

RP-SANJIVGOENKA GROUP



Taking 'the chosen' one

In any progressive Organisation, designing and implementing Right Recruitment Strategy is essentially important and significant in order to create a defined customer experience and positive Organisation culture. Today, Organisations are more inclined towards attitude and behaviour than skill sets since the latter can still be developed later.

It appears challenging for HR to ensure new people settle down well with the right type of attitude and behavioural dynamics. Each employee is plotted on a 9-Box Grid (Performance V/S Potential) which forms the basis for all career .

Progression related decisions. Each employee is expected to improve his/her performance and capability year on year and hence the development plans are created to help the prospective employees achieve their business and personal goals.

Career Paths are defined for each individual and it provides visibility to an wherein the Organisation do they stand.. Management Coaching : Forward-looking Organisations are focussing more on Organisational culture and talent development which includes engaging and retaining top talents through comprehensive Management coaching and systematic Management .

Development Programme and talent development which includes engaging and retaining top talents through comprehensive Management coaching and systematic Management Development Programme .

Process of recruiting and talent management complying with above issues is incomplete if HR Professionals fail to fit the best talent of the industry into the right job at the right time.



Recounting days of yore

"I desired, I learned, I conquered"

"Life is often symbolized as a roller coaster, well MDI Murshidabad is no exception. The levels of zeal and enthusiasm reached its pinnacle and sometimes plummeted down in the campus of MDI Murshidabad, which has become quintessential and inalienable to my life. Students involved themselves in organizing events, undertaking placement activities and channelizing efforts towards establishing the institute and our entrepreneurial .Methodology exhibited in the classroom teaching has been a path finder. Be it our knowledge sharing sessions, group projects, working in several committees, industry visits, placements, sports, festival celebrations , we are completely hands on in every facet of 'Management Education'.

I am sure in time to come MDIM'll establish itself as Premier Business school in the country. I wish all the very best to all the stakeholders of my alma mater for bright future.

Ajay Kumar (PGP 2014-16)

Standing at the horizon of exploring new frontiers in education and empowering its students with multi-faceted business knowledge stands MDI Murshidabad. Having a technical background and prior work experience, I wanted to gain insights and understanding in the field of management education. Desire to settle for nothing but the best, MDI-M; backed by the illustrious history of its parent institute MDI-G; provided me with the perfect opportunity to acquire deep and unparalleled business knowledge and at the same time hone my leadership and management skills. Management lessons by distinguished faculty members, subject experts and industry veterans were a tremendous learning experience. Extra-curricular activities being held on the campus provided for a perfect gateway from the academic rigor.



One of the memorable and incredible experiences during my student tenure at MDI-M was conceptualizing and organizing "Vicarana" where I had the luxury of sharing space with renowned luminaries. With that, MDI-M engineers market relevant subject and research avenues as a part of the curriculum to its students thereby giving them a distinctive edge over their peers.

Wishing all the would be Mandevians "the very best !!!"

Shashank Wange (PGP 2014-16)

START OF A MANAGER

-Navneet Kaur Mathadu

A journey without a destination is nobody's choice. Likewise, education without 'Masters' remains incomplete. With a graduation in hand, an individual sets himself ready towards real world issues which are poles apart from a regular curriculum of a tome. Now that we students of PGPM 2016-18 batch have taken the first step towards the awaiting knowledge of the world outside books, we feel blessed to be a part of the 'Orientation Program' where we, the students of MDI Murshidabad, were given an insight to what our future as 'potential managers' holds for us.

The program began with a warm welcome speech and the lighting of the lamp followed by the Oath taking ceremony. As the students plump for a course in management, the institute left no stone unturned to furnish a gist of the corporate world by inviting several renowned industrialists from various acclaimed companies. The eminent industrialists delivered the talk on numerous issues and concepts in their respective areas of expertise. Just to name a few, Mr. T.B. Chatterjee of Bengal Chamber of Commerce and Industry gave a disquisition on 'Taxation' and apprised the students of the Good and Service Tax and Mr. Subroto Basu Chaudhury, Vice President-HR, South Asia, invigorated the students to work fervently towards their goals. Not just limiting to the Indian boundaries, Ms. Sita Basnet, Education Counsellor,



Stressing on the importance of a stress-free life, a Stress and Time Management program was held wherein the students were given tips towards a healthy life. Focusing on the tantamount sphere of life, the spiritual side of a person's life, the institute arranged for the illustrious personalities to rejuvenate the students while they strive to reach great heights. Father Arul Rozario, Principal of Don Bosco, Monigram, expounded the significance of hope in one's life and how working towards the upliftment of the deprived class is of a great significance. Ms. Khusboo Agarwal, from the esteemed Brahma Kumaris, accentuated the importance of maintaining a balanced composure and also delivered a strategy to strike a balance between the emotional intelli-

gence and the intelligence quotient.

Alongside, the students were taken on a campus round and were introduced to the Library resources, the clubs, and committees and were also encouraged to vigorously participate in the rigorous activities carried out by the clubs. Side by side, various group activities were also arranged to break the ice among the new group of students, wherein various activities were assigned to different groups to arouse the team spirit in them. The students were also introduced to the faculty and their area of specialization. The faculty not only introduced the subjects but also stressed the importance and contribution of every aspect of management.

After the enthralling set of events, the program finally ended with a vote of thanks and the musical evening which saw active participation of not only the students but also of the faculty members. Having embarked on a new journey of life, we, the students of MDI Murshidabad, now look forward to the effulgent future that will be provided to us by our very own institute, which will also strive to bring forward various opportunities for the students.





MEDICINE FOR MANAGEMENT

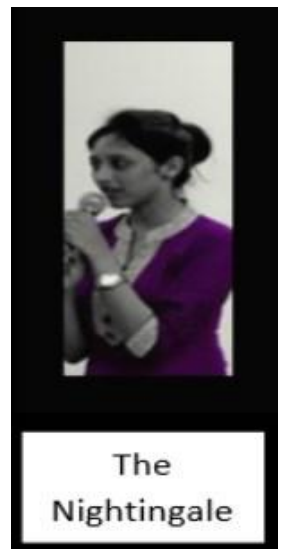
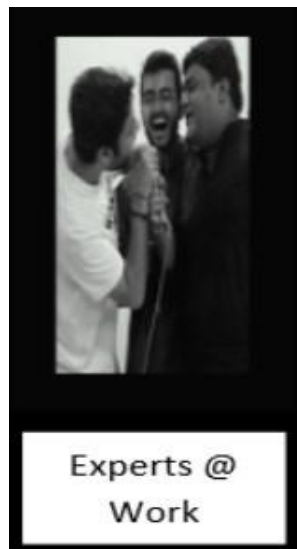
- 1 BUSINESS SENSE 
- 2 TIME MANAGEMENT 
- 3 ACTIVITY TRACKER 
- 4 ANXIETY MONITOR 
- 5 REST MONITOR
- 6 GLUTEN-FREE RECIPES 
- 7 FEEDBACK ANALYSIS
- 8 TRAINING 



Clock ticking and days rolling.....1st July, and comes the 3rd PGPM batch of MDI Murshidabad 2016-2018 with a batch size of 35 aspiring managers, with an aim to unearth and scheme their



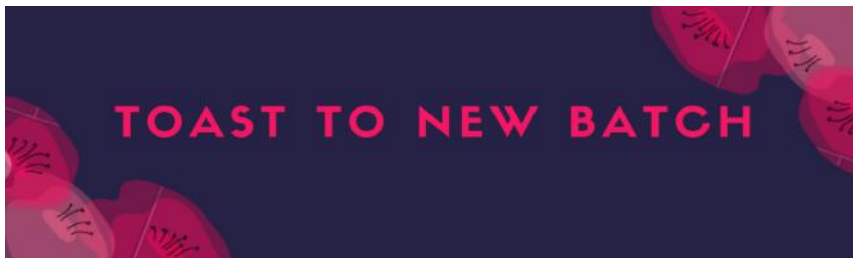
nascent thoughts into leaders who would bring forth change within range as small as near by locality to places and causes far way.



First week of July, our batch was a part of seven days comprehensive orientation programme where in we were enlightened by The Chairman addressing the entire batch with his words of advice. It is an amazing realization indeed to have discovered that a person with as high as a status of a director can be so cordial and convivial. Through out the orientation programme we were introduced to many industrious luminaries who religiously imparted their experiences and

suggestions to make our batch industry ready. Each word voiced was priceless. To name some we were overwhelmed to have shared space with to learn and practice its utterly important that a human body needs to restore from within and what could be better than attending a spiritual session? We were taught to take care of ourselves beyond what we have been already doing. Different meditating postures move and sounds that helps us reset our system as it

happens in a computer system-a complete factory reset. And... my word!!!! How can one overlook this perfectly engineered, rich institutional building that proffers support towards students' overall development? We have well managed library, smart class room culture, computer lab with commendable capacity, well equipped recreation zone and *cum multis aliis*. Days added and it's a feeling no less than déjà vu.



The orientation drew to a close with a musical evening with maestros of folk and local music mesmerizing the entire MDI M family with their flair. And some of our batch mates made our day with their entertaining talent. It was our 1st detoxing therapy which can never be forgotten.

And now we are all by ourselves .With those learning that we availed through our orientation- it's a self-learning experience from now on. 3 2 1.... & GO.

-Atrayee Samal

TRY
Our
Fresh
batch



Swift: How to Change Things When Change is Hard

by

Chip Heath and Dan Heath

Change is ubiquitous and inevitable in any organization. In this book, the discourse advocated by an author on change effort is spinning around a central tenet that if the way people behave can be changed then change initiative becomes easily achievable. In behavioral science, such perceptual error is known as Fundamental attribution error which behaves like a foe to the change. At times the change effort should be directed towards changing the situation rather than focusing on people issue. It is suggested in the book that the leader who is invariably regarded as a change agent guiding the steering force consisting of planner and doer to spin the wheel though change initiative can do overhauling by tweaking the situation surrounding the people. Besides that, the leader should win over their hearts and minds to strike the right chord in right time with compelling values of fairness and transparency. People built-in schizophrenia at times may resist the change or facilitate the change. In latest research advocated by psychologists Jonathan Heath, it is stated that rational side of the mind reigns whereas the emotional side perched atop the Rider reigns. When there is an imbalance between Rider and Elephant it results into schizophrenia. People suffering from such disease will not be enthused to agree with the change effort. Additionally, when the Rider welcomes the acceptability towards change it is never seen eternal since Elephant has not been cajoled to express delighted towards the change as preempted by the research studies. Consequently, the change effort undergoes through a decaying period when the change initiative is withdrawn. The withdrawal occurs when the change effort is fundamentally based on consequence model rather than identity

model. This is again the result of disproportionate percentage of Elephant and Rider in the mind. The consequence model is used to measure the effectiveness by rationalizing the change effort contribution towards yardsticks of the organizational performance which are inevitably involving financial metrics. However, if the change effort is directed to set up new identity of the organization and consequently people also identify themselves with their job it results into long term benefits with a high level of engagement. This kind of eventuality is oblivious when the consequence model is applied. Thus when the Rider is directed and Elephant is motivated it further requires the clearly defined path towards reformation. In such case, reformers have to prod through a rally of supporters. This will create a snowball effect from the small scale of supporters to a large scale of believers in change. These small scales of ally are the bright spots who can be easily identified and nudged by the reformers. Usually, the bright spots are easily accepted by a herd of people as they are envisaged to be a true role model and genuine representatives. After the prudent selection of bright spots by the reformers, they should articulate the change by creating a new language which can be used in coded form to easily enthruse the mass.

Thus the articulation of the change effort in the form of new language should embarrass clearly defined path by which Elephant side of the brain can be motivated. Subsequent to such overarching change effort thumping switch in the organization can be realized.

Analogous to it, there exists a model coined as Kotter model of change. What can rationally be concluded

here is Kotter has made emphasis on bringing change based on consequence model whereas this book has put thrust upon the identity model which can arouse the excitement among people to accept the change. Although in a very shuttle way the Kotter model has accommodated the identity model but the significance of it should have been clearly depicted.

The new dimension added to change effort is highly appreciated in this review. It is the people who are the reformer of the change. Therefore, their overwhelming support is highly valuable in any change initiative undertaken in an organization.



Dr. Niharika Gaan

Asst. Professor

HRM



ELIMINATING CORRUPTION FROM ORGANIZATIONS – ROLE OF BUSINESS SCHOOLS

Corruption is one of India's greatest challenges. It is a major obstacle for growth and sustainable development. It diverts resources from proper use, thwarts the promotion of necessary competition among various firms (leading to monopoly) and thus hurts all the people in the country. Corruption can tarnish the image of the nation and impede the progress towards becoming a developed nation. Transparency in all transactions by administrators, managers and leaders can reduce corruption to a large extent. The basic facts, figures, policies and mechanisms should be revealed by all organizations for anyone to scrutinize (especially public organizations). India rose to 76th (2015) from 85th (2014) on the perception of corruption index where one (1st) marks the country perceived as least corrupt. Though India has improved its perception, we have to travel a long way before India will be perceived as a corruption-free nation.

Transparency International (TI), originally founded in Germany in May 1993, is a global civil society organization leading the fight against corruption. It brings people together in a powerful worldwide coalition to end the devastating impact of corruption on men, women and children around the world. The mission of TI is to create change towards a world free of corruption. It publishes an annual Global Corruption Barometer and Corruption Perceptions Index, a comparative listing of corruption worldwide. The headquarters of TI is located in Berlin, Germany.

TI defines corruption as the 'misuse of entrusted power for private gain'.

Organizations should commit themselves for responsible and sustainable business practices. They can do this by promoting transparency in all transactions they undertake in addition to other good governance measures. Transparency is about shedding light on rules, plans, processes and actions. It is knowing why, how, what, and how much. Transparency ensures that public officials, civil servants, managers, board members and businesspeople act visibly and understandably, and report on their activities. It also means that the general public can hold them accountable.

It also means that the general public can hold them accountable. It is the surest way of guarding against corruption, and helps increase trust in the people and organizations on which the future of every citizen depends.

Business schools play an important role in shaping future business managers, entrepreneurs and leaders; and also in educating them on the importance of responsible citizenship. Through research, educational resources, learning know-how and educational infrastructure, business schools can increase knowledge and understanding of responsible organizational behavior and citizenship. Business leaders who are values-led and purpose driven have to redefine the role of business in society and shape them with the right values and culture to achieve service excellence. Rational leadership capability alone is no longer adequate and needs to be complemented with a new set of competencies associated with developing 'wise' responsible leaders who can steer organizations to sustainability and responsible growth while putting purpose along with profits. Higher order thinking and decision-making skill aligned with values and vision, and incorporating the best possible outcome for all stakeholders is expected from business leaders



Strategic Approaches which B-Schools can Adopt to Fight Corruption

In the current academic environment, corporate responsibility and sustainability have entered but not yet become embedded in the mainstream of business related education. The PRME (Principles of Responsible Management Education) were developed in 2007 by an international task force of sixty deans, university presidents and official representatives of leading business schools and academic institutions. The idea of developing a principle-based global engagement platform for academic institutions follows from a recommendation by all academic stakeholders of the UN Global Compact. The PRME emphasize a timely global call for business schools and universities world-wide to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new business challenges and opportunities.

BREAK FREE

Figure 1. Approaches which B-Schools can Adopt to Fight Corruption

The six strategic approaches

which B-schools can adopt to eliminate corruption in the organizations is shown in the figure 1. Each of the approaches which can be implemented by any B-school is elaborated.



A. Train budding managers to adopt Nishkama attitude

In order to encourage budding managers to fight against corruption, it is important to propose clearly the foundations of positive behaviour. It is not just to meet some ethical standards considering them as external constraints, but to realize that the construction of a better society is expected from managers and organizations. Budding managers, who are receiving training, mentoring and development in B-schools, should be encouraged to uphold human dignity, common good, justice, truth and honesty. Corporate culture shapes the internal environment of a service organization. It includes factors such as vision, mission, values, commitment to continuous improvement, customer orientation, ethical conduct etc. Thus to shape the employee behavior, Nishkama-Karma concept has to be made an integral part of service organization's culture. This will reinforce the efforts undertaken to shape the new employees in the initial days in the organization. Living the right values, right attitude and demonstrating the appropriate behaviours by all employees will spread a Nishkama-Karma culture across the organization and help the organization to sustain service excellence and achieve service leadership. The focus of employees with nishkama attitude will be to undertake selfless service and not on the personal gains.

The concept as per Gita advocates - "To action alone hast thou a right and never at all to its fruits; let not the fruits of action be thy motive; neither let there be in thee any attachment to inaction". Lord Krishna instructs that everyone has the right to perform actions in order to purify one's existence and advance in spiritual knowledge. But one should not cultivate one's mind to think that by the right to perform actions, one receives rewards. This mentality is destructive to advancement because then one will get attachment to the actions and then subsequently to the rewards.

Encourage students to imbibe ethical values

Rokeach defined values as enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence. 'Enduring beliefs' means that; values are generally stable, although they can change as people continue to make decisions that involve putting one value ahead of another. According to American Marketing Association (AMA) values represent the collective conception of what people find desirable, important and morally proper. Values serve as the criteria for evaluating the actions of others. Marketing practitioners must recognize that they not only serve their enterprises but also act as stewards of society in creating, facilitating and executing the efficient and effective transactions that are part of the greater economy. Marketers must embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system. Values for marketers which are intentionally aspirational include honesty, responsibility, fairness, respect, transparency and citizenship. The foundation of ethics in practice lies in values within. Values are the cause and ethics is the effect. Behaviour is the purest form of the expression of one's values, intent, priorities and feelings. Good behavior of employees emanates from the good value system present in them and the values nurtured by the leaders of the organization. Values like truth, goodness, beauty, Atithi Devo Bhava (guest is God), Vasudhaiva Kutumbakam (the cosmos is one family), tolerance, and simplicity are at the core of Indian culture. The concept of Vasudhaiva Kutumbakam (VK) is used in a theory presented by Marshall McLuhan as global village.



B. Curriculum Modification

B-schools can modify their curriculum in two ways;

(a) **Vertical approach** - Introduce compulsory courses in areas like - business ethics, leadership, corporate governance, corporate social responsibility, natural resource management, climate change, personality development etc. Such compulsory courses will sensitize students to learn and adopt ethical practices. Such courses will also contribute to make the MBA curriculum more holistic.

(b) **Horizontal approach** - Under this approach, the ethical principles and values have to be incorporated in the various existing foundation and specialization courses. All the faculties in the B-school have to be trained to incorporate and deliver ethical principles and values in their respective courses as a mandatory requirement. This approach will introduce, remind and reinforce the ethical values almost on a daily basis for the entire duration of two years starting from the first semester.



The oath is a voluntary pledge for graduating MBAs and current MBAs to “create value responsibly and ethically”. By formalizing a written oath and creating forums for individuals to personally commit to an ethical standard, the initiative hopes to accomplish three goals: (1) to make a difference in the lives of the individual students who take the oath, (2) to challenge other classmates to work towards a higher professional standard, whether they sign the oath or not, (3) to create a public conversation in the press about professionalizing and improving management.

C. Conducting Research on Ethics

B-schools need to undertake constant research to discover innovative ways of addressing the corruption challenge at various levels of organization. The research need to cover all categories of corruption like grand, petty and political. Conducting seminars and workshops from time to time will help to disseminate the research findings as well as in organizing brainstorming sessions among academicians and practitioners.

D. Partnership

B-schools have to collaborate with industry and various other governmental and non-governmental organizations. The collaboration can be for undertaking various joint initiatives involving students and faculty. The initiative can range from awareness creation about ethical practices to implementing and monitoring good governance systems in organizations. Such partnerships can facilitate the transfer of knowledge and expertise among the partnering organizations and there by accelerate the process of eliminating corruption. Partnership as a corruption fighting strategy is unique as it brings various stakeholders to one platform.

"It's not about ideas.
It's about
making ideas happen."
-Scott Branson

Penned by

Dr Ajith P, Associate Professor, Marketing

**ONE MIND MANY IDEAS**

Dr. Sarala Balachandran

Our country is the home of many geniuses; Dr Balachandran is one of them. She not only represents a great mind but also women empowerment. She began her higher studies by obtaining a PhD from CDRI and CIMAP, Lucknow in Organic chemistry. She carried out post-doctoral work at the Cambridge University, England with Sir Alan Battersby in the area of biosynthesis and synthesis of vitamin B12.

On returning, she joined Ranbaxy Research laboratories, where she carried out numerous projects under the chemical research division. Her work with big pharmaceuticals company carried on with the Primal Life sciences, followed by her role as a chief scientist in the Open Source Drug Discovery unit of Council of scientific and industrial research. She is also in collaboration with Glaxo Smith Kline.

She has an extensive experience in the field of research (drug discovery and development), which has earned her more than 40 publications and patents. The beauty of her work is reflected in the fact that, all the pharmaceutical and drug research was done way ahead of its time. The precious work of scientist like her has immensely shaped Pharmaceutical research field.

She is also actively involved in clinical research, a much-needed area to be explored. Clinical research requires much more focus in India because of the growing public health burden.

Her work was not just limited to OSDD. After leaving OSDD she soon joined again as a chief scientist at the Institute of Genomics and Integrative Biology.

We need multidisciplinary scientist like Dr Balachandran because research field can only grow when scientists and researchers start thinking on multiple levels which are only possible with varied field experience.

- Nischal Tripathi

BIO-TECH SECTOR NEWS

The Government of India has signed a cooperation agreement with the European Molecular Biology Organization (EMBO) to strengthen scientific interaction and collaborative research between India and Europe.

Foreign Direct Investment (FDI) up to 100 per cent is permitted through the automatic route for Greenfield and through the government route for Brownfield, for pharmaceuticals.

India currently has a marginal share in the global market for industrial enzymes. Hence, there is an opportunity in focused R&D and knowledge-based innovation in the field of industrial enzymes, which can innovatively replace polluting chemical processes into eco-friendly processes that also deliver environmental sustainability. Another interesting field of study is the area of bio-markers and companion diagnostics, which will enable to optimise the benefits of biotech drugs.



**SOMETIMES THE SMALLEST
STEP IN THE RIGHT
DIRECTION ENDS UP BEING
THE BIGGEST STEP OF
YOUR LIFE. TIP TOE IF YOU
MUST, BUT TAKE THE STEP!**



Days in UFLEX CHEMICALS

“The best preparation for tomorrow is doing your best today”

Hi friends, I am **Pratham Mittal**, I have done my internship at UFLEX CHEMICALS LIMITED, NOIDA in the field of OPERATIONS. I would like to share my experience about my internship at the company. I hope this may help you to get a practical insight of the organization.

Pristine Moments

Starting..... 6th April 2016, Wednesday was the day I cannot forget, when after a yearlong studies, I was re-entering the organization, not as an employee but as an intern. Though I was accustomed to the discipline to be followed, I was quite casual on the first day. I reached the company by 9:15 am that day, though I was assured by my friends to meet at the metro station however, due to traffic I was left behind. My friends scolded me over my lenient character and I also felt sorry for the same. But we were friends after all; we had a major problem of finding the Paying Guest too.

We all were standing near the reception, when a beautiful lady came and guided us to the HR General Manager's room. He was a handsome guy, fitted in a black suit. On seeing him I built imagery about me seated in his place, though it was just a dream.

We were in his room but were sweating like anything as the temperature outside was nearly 42 Celsius. He gently asked us to sit and offered glass of water. We introduced ourselves to the gentleman and in return he explained us about the safety norms, policies and the dos and don'ts at the plant. At that point I could not render much attention to the talk he was offering, but as he came to the point of my interest i.e. PPO, I immediately started listening to him. He motivated us to the work hard. That day I returned to my relative's house but finding Paying Guest was the major priority because the residence was far away from my work place.

The early awakening

Day 2As it was a burden to get up early, but I have to remember that I was an intern and was in the city to learn about my field of work i.e. Operations. God was grateful to me that day, when I found a very helpful man, who gave me a lift but also help me to find a shortcut to the office. The time required to reach the office was now only 45 minutes which was instead 1 ½ hours. That day I reached office at 7:45 am, which was quite before my friends' arrival. My friends too reached the office on time so we decided to request the HR to send us to the respective departments been assigned. But the HR told us that the mentors assigned to us are busy. Hence we were asked to sit in the waiting room. The day was extremely boring, being a hot day it also sent us to sleep, but the scolding by the lady HR kept us awake. So we decided to make best usage of the time and find the Paying Guest via the internet service provided to us. That day on our return we had a call from the Paying Guest wala, who was quite near the company and was economic too. Tremendous was on our fare but the zeal to shift to the new room was higher. I within hours shifted my residence from my relative to the place.

The rendezvous

Day 3 Finally we were allowed to meet our mentors, his name was Mr. Virendra Singh and designation was Assistant General Manager. He was an approximately 38-year old person, strict and disciplined towards his work. On seeing his aggression towards the workers in the plant I was afraid in the first instance, but he was a gentleman by heart. He was like a friend to me. He told me about the topic of my project “Revamping of pipeline & design for effective cooling & heating system of Polyol reactors in adhesive plant”. I did not get anything not a single word in the topic, so doing the project & completing it with effective results was a far dream. So it was no PPO !condition& I was demotivated. But I kept cool, as I was going to be a manager after 1 year. I planned the project keeping in my mind the main objective as increasing the efficiency of the plant under no cost increment.

I applied the concept **DMAIC** (Define, Measure, Analyze, Improve& Control). Took the project in the same precedence.



The Chemical Reaction that.....

Day 7 The project was very tough and needed knowledge about chemical engineering, from which I was too far away. In the plant I met two co-employees with whom I built a friendly relationship. They helped me to know the plant well and things started clicking into my mind. Plant study was my priority so I started drafting a rough plant layout, it helped me to get a better idea; hence flow of thoughts became easier.

My friends cum co-employees recommended me to know about chemical engineering; hence they shared their books with me.

That Realization of My Guiding Angel

Day 12..... That day did not to do measurements at the plant, but I did not know that it was going to be too tough. The Maintenance department was the key to my work. I needed one vernier caliper, one measuring tape and a co-worker as helper, but none was given to me, rather I was de-motivated by the department to stop the work and they assured me of the internship certificate but I had the zeal to learn, hence I requested them as many times till I did not get the help. In the end they got fed up but they were so impressed by my nature towards the work that they too become my friend and helped me as and when required.

The report card days

Day 25..... My calculations were coming approximately correct and a clear design of my project started coming up. My confidence level was also increasing

A treasure-worthy day

Day 35..... Today we all friends were given the stipend. The day was same as all others but after one month of exhaustive work today I felt very happy and wanted to enjoy the stipend, as I had made many friends in the organization so there was a demand from them to have a small party. Hence I gave up all my love for the money and threw a small pizza party.

Behind The Scene Score

Day 55 Although this was not too easy task, the presentation needed creative sense which I had got from one of my closest friend in my class but it needed practice. I rehearsed day and night in front of the mirror for correct delivery of the presentation

The Judgment Day

Day 50 The long hardship was now bearing fruits, as the project was now on the end stage. I needed to concentrate my attention towards the presentation to be delivered to the higher management

The Meeting

Day 57..... That day I had to take an appointment with the COO. The appointment was not as straight as I thought. It took nearly 3 hours to take the appointment.

The Eureka Moment

Day 58 The day of presentation

My heart was throbbing and I was quite nervous too but it was my presentation and I had planned the whole scenario, hence my second brain reboosted my confidence. I was quite clear about the work done hence no problem existed.

I was given a time frame of 10 minutes to pitch my thought. In the end it was my 10 minutes. I quite successfully pitched my thought and I did not know that it had taken 20 minutes extra. My answer was on the correct spot.

Finally I was praised by the CEO and other members who were sitting in the conference room.

I got the PPO !

“Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible”



THE MANTRA



In House Clubs and Committees



Markrone, the marketing team conducted a quiz session-'Brandify 2.0' on 20th of July. Objective behind the event was to introduce core marketing concepts like,

- Marketing
- Marketing plan
- Branding
- Positioning

A quiz was organized in which teams of four, sat through several rounds like, spotting Companies' brand, associated CEOs. There was case study conducted where in, contestants had to prepare an on spot analysis report to support their reasons for a company that, raised price of its product without prior official notice.

The Markrone members had prepared a video that was resourceful and entertaining at one fell swoop. The storyline concentrated on consumer behavior during purchase of a product. The concept of video asserts that, consumer has to realize the need for a product so that a purchase decision can be affixed from the available lots. The video was very well illustrated and enacted by the members themselves. Theme of video revolved around how an individual seeks for his spouse to finally get out of his solitary life.





← ATTRACTION NEAR BY →



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Kodak was really slow to make a transition into digital photography and by late 90s, even the sale of photographic films dropped so significantly that Kodak almost became bankrupt. In 2012 (January), the company filed for bankruptcy protection as per Chapter 11 of US bankruptcy law and was forced to sell several of its patents at a price of \$525 million to companies like HTC, Adobe Systems, Samsung, Microsoft, Amazon, Facebook, Google and Apple by 2013. This helped the company to emerge from bankruptcy on September 4, 2013.

← GRAPHIC ARTS →



In 1940s Rapatronic Photographic technique was developed by Dr. Harold Edgerton. The technique was used for capturing the growth of fireball of early nuclear explosion and the cameras had exposure time of 10 nanoseconds. Multiple cameras (4 to 10) were set with each rapatronic camera taking just one photograph at different intervals to capture the growth of fireball.



“Wherever there is light, one can photograph.”

PC-Nischal Tripathi
Karan Singh



OPCELLENCE– THE SUPPLY CHAIN & OPERATIONS CLUB

The Supply Chain and Operations club of MDI Murshidabad is the platform for students to harness their potential in the field of Operations Management. The name is derived from the objective we desire to achieve i.e. **Operational exCELLENCE**. Opcellence is a hub where innovative ideas are garnered and nurtured to execution. Brainstorming, Case discussions, Simulation games, publications, quizzes, etc. are some of the activities conducted round the

year to instill interest in the field of operations research and operations management.

We conduct intercollege online quiz competition **SigMa** and inter college case study competition “**OPmac**” which provides a platform to apply classroom knowledge to the real world. Apart from this we conduct intra campus quiz

TRiVIA..

Our first edition of magazine “**UtOPia**” is going to release soon.

We believe learning by practice more than theories. Simulation games are conducted in the campus using tools like forecasting, supply chain management, warehouse management, traveling salesman concept, etc. Live Projects in the field of operations are also undertaken to gain hands-on with the industries.



FINNARTHA– FINANCE CLUB

Finartha, the finance club of Management Development Institute Murshidabad formed with the ambitions of bridging the gap between the academic and professional worlds. As a student-run organization, the club brings together students with a shared interest in Finance to enjoy presentations from industry professionals, competitions, quizzes, finance-related discussions, casual and formal networking events as well as a variety of social events. It provides the platform for interactive discussions and orients oneself towards the world of business and commerce. The club plans to

get into media through social as well as print medium to update the students, academic professionals and industry veterans about its various activities. It thrives on providing the students with additional resources needed to develop themselves into strong candidates for the prospective job market. If one is zealous enough for the activities which go into finance and its substrates then ‘Finartha’ is the platform to quench that zeal.

The Club will be coming up with its Magazine ‘Finnix’





Just like any other responsible organisation, MDI Murshidabad too realises the importance of social responsibility or giving back to the society from which it has taken so much. Despite being a new campus which started its operations from 2014 MDIM nevertheless started a social responsibility committee to give back its fair share to the society. The new batch of 2016-2018 started its SR journey by making posters on 'green campus, clean campus' and saving electricity and pasted them throughout the campus to inculcate a sense of responsibility for the environment among all the people residing in the campus. The outcome so far has been good with people going an extra mile to save precious electricity, as it is widely known 'electricity saved is electricity generated'. By doing so the Mandavians protect the environment as generating extra electricity causes a lot of damage to the environment.

After this, the SR Committee of MDIM conducted a "Personality Development Program" for the employees working in MDIM such as working in a mess, cleaning the campus, etc. The SR Committee gave them a valuable session on how to interact with the people coming to the campus for guest lectures or attending sessions etc. A detailed presentation was given to them on how to behave with the esteemed guests visiting the campus like greeting them, guiding them through the campus, etc. The employees participated in the session with great enthusiasm and a request for conducting more of such sessions was made. The committee is now planning to conduct more of such sessions that will help in the upliftment of the employees. In addition to this, the Committee is also planning to conduct an awareness campaign for education. The SR Committee of MDI Murshidabad strives towards the upliftment and betterment of the society and will be initiating various campaigns for achieving the same.

Shrey Surin

A Trip To Hazarduari

As a quote goes "Travel is about the gorgeous feeling about the teetering unknown". We all were here for a new journey and this trip was a journey where we all came to know about the rich heritage of Murshidabad.

Hazarduari also known as bara kothi is located in kila nizammat and was built in 19th century by Duncan Macleod, under the reign of Nazim humayun Jah.

It was a splendid architecture with 1000 doors and had amazing paintings and sculptures in it. We discovered fascinating facts about the reign and the culture. One of the painting was of the meeting where they planned the construction of Hazarduari.

It was a trip where we came to know about the heritage of this place and always will remain a memorable trip as it was our first trip together (PGPM 16).

Srujana Reddy





Multipliers: How the Best Leaders Make Everyone Smarter

Liz Wiseman

With those who we interact we need to perform with an impact InMultipliers: *How the Best Leaders Make Everyone Smarter*, authors Liz Wiseman and Greg McKeown refer to those with the mindset represented by the first assumption as **Diminishers** and those with the mindset represented by the second assumption as **Multipliers**. It explains the difference between multipliers who work with the principle of sharing and multiplying knowledge and its applicability and diminishers who either knowingly or unknowingly keep on subtracting ideas and solution towards an issue.

Multipliers can be rephrased as *The Talent magnet; Liberator; Challenger; Debate Maker; Investor.*

Diminishers can be re-stated as *The Empire Builder; The Tyrant;The Know-It All;The Decision Maker;The Micro Manager*



Creativity, Inc.

Ed Catmull, Amy Wallace

“What does it mean to manage well?”

It is, at heart, a book about how to build a creative culture. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his founding Pixar with Steve Jobs and John. From Ed Catmull, co-founder (with Steve Jobs and John Lasseter) of Pixar Animation Studios, comes an incisive book about creativity in business—sure to appeal to readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. *Creativity, Inc.* is a book for managers who want to lead their employees to new heights, a manual for anyone who strives for originality, and the first-ever, all-access trip into the nerve center of Pixar Animation who want to lead their employees to new heights, a manual for anyone who strives for originality, and the first-ever, all-access trip into the nerve center into the meetings, postmortems, and “Braintrust” sessions .



BEING COOL



Our Mentor
Dr. Niharika Gaan



WITH BEST COMPLIMENTS
THE COMMUNIQUE SOCIETY
WAIT FOR OUR NEXT ISSUE





THE COMMUNIQUÉ SOCIETY

