

# INGENIUM



**INSIDE STORY;**

<b>Convocation</b>	1
<b>Guest Lectures</b>	2
<b>Business Tid-Bits</b>	2
<b>Vicarana'16 Speakers</b>	4-7
<b>Clubs Activities</b>	8-9
<b>Jai Hind &amp; Reliance Jio</b>	10
<b>Optimizing food SC through Analytics</b>	11



MDI Murshidabad the second campus of Management Development Institute held its first convocation on 24th August 2016. Hon'ble President of India Shri Pranab Mukherjee graced the occasion as Chief Guest, Hon'ble Governor of West Bengal Shri Kesari Nath Tripathi as Guest of Honour, Special Guest Hon'ble Union Minister of Food Processing Industries, Govt. of India Special Invitees such as Shri Abhijeet Mukherjee (M.P. Jangipur), Shri. Jakir Hossain (Minister of State -Labor), Shri Adhir Ranjan Choudhury (M.P. Baharampur Lok Sabha), Shri Abdur Razzak Mollah (Minister I/C of Food Processing Industries & Horticulture) and guests from Rashtrapati Bhavan in the

President entourage were invited by the Chairman of Management Development Institute Shri Malay Mukherjee. The ceremony was glorified by the august presence of academia from MDI Gurgaon and renowned industrialists. All the students of the 2014-16 batch were conferred their Diploma in Management for the PGPM Course. Congratulating the students Hon'ble President emphasized on improving the academic standards in the country. He said more and more Indian academic Institutions should be in the top 100 academic institutions across the world. The Governor of West Bengal Shri Keshari Nath Tripathi conferred Gold medals to 5(five) topper student in various specialized Area and the overall topper. Chairman MDI Governing body Shri Malay Mukherjee assured that the Institute will remain committed



to maintaining an environment which shall help students imbibe human, cultural and ethical values which will make them responsible and valuable human beings. He also announced that there will be joint admission & placement for MDI Murshidabad and MDI Gurgaon. Director Prof. Gurudas Gupta called upon the graduating students to utilize their knowledge to foster an inclusive and sustainable growth. In this occasion, he presented the annual report of MDI Murshidabad where he mentioned about the academic endeavors of the faculty members and overall development of the campus.



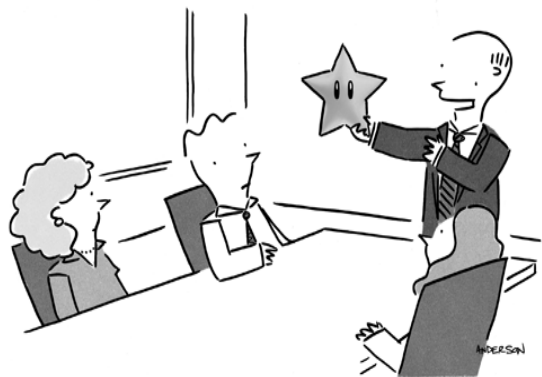
"Everything on your resume is true ... right?"

**Mr. Millan Kumar, AGM HR, NTPC FARAKKA** on 21st of September passed on the ultimate myth behind working in a PSU. The culture and working paradigm have shown a remarkable shift that offered job security for ad-infinitum. The role of HRM was uncovered in details that had a wide spectrum of responsibilities from planning-hiring-training the employees.

There were a couple of activities like case study analysis and personality development sessions which helped us understand and apply HRM in real world scenario.

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"This is a total game changer!"

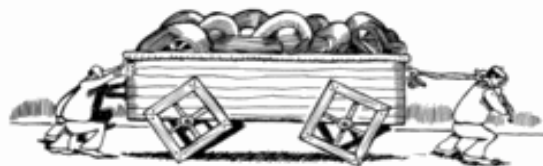
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## Guest Lecture

The lecture by **Mr. Rahul Bose , Leader Learning and Knowledge India South Asia (IBM)** , started on a note where the importance of HR in all levels of management was discussed and then he threw light on various topics of organizational behavior like Motivation, Personality, Attitude, Power, Conflicts, Leadership, etc .The lecture was an interactive session where students gave their insights and then he explained the topics by adding value to the student's views. He explained with his personal experiences and also examples from public sectors as well as private sectors. The session was closed with his quote which read "**Organizational Behavior** acts as a lever in an Organization. "



### The Collaboration Journey



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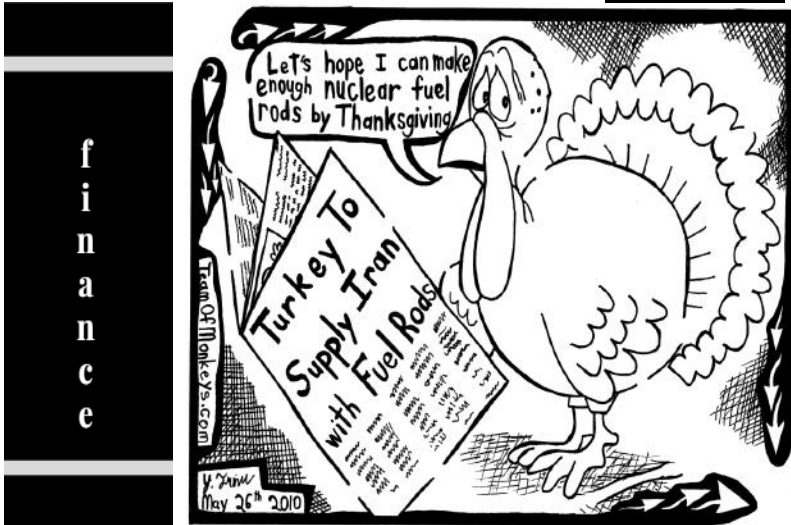
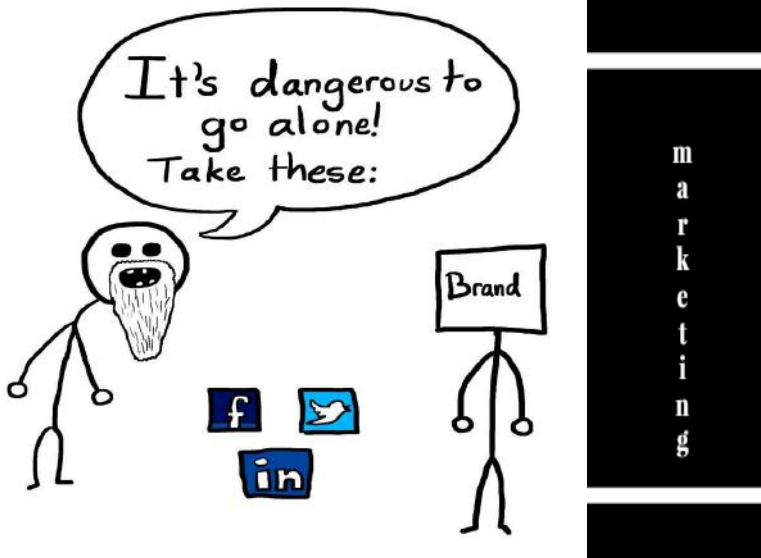
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### IOCL

With the rampant disruption of technology, many companies have adopted practices that upgrade the internal and external techniques of management. To give a gist of the best practices in supply chain management Shri Rajesh Nigam, DGM Sales & Distribution, Indian Oil Corporation Limited came in as a guest lecturer at Management Development Institute Murshidabad. It was an extensive learning experience for the students, especially the supply chain enthusiasts.

Stay ahead of the culture by creating the culture.

chugh



HER NON-THREATENING LEADERSHIP STRATEGY



# Management Development Institute Murshidabad

Presents

## Vicarana '16

**The New Reality : Confronting the Challenges**

Media Partner

**Business Standard**

On 27th (Saturday) & 28th (Sunday) August 2016



### SPEAKERS



Mr. Dinesh Pillai exhibited time management and qualities needed to be in business by stressing on points like “think big”, “break the glass ceiling”, “energy to last”, “face failure”, “never give up” and “intellect not decrease” and finally he asked us never to forget “maintaining work-life balance” in his topic – “Enhancing Business Turmoil”.

Guiding words like – “you are what your business is” heads towards bringing organization’s objective and that of employee’s closer

The best part of the session was a video, where a gorilla passes by unnoticed, demonstrating, how over focusing increases chances of missing out on other details

**-Dr. Dinesh Pillai, CEO Mahindra SSG**

**Mahindra**  
SSG

**L'ORÉAL**  
INDIA

Promising marketers like us were grateful to Mr. Narendra Khandelwal for his discourse on the topic-“Marketing Channels at FMCG” where he simplified the distribution structure of FMCG products. He also touched upon contemporary topics like, general and modern trading practices, digital marketing concept and its application in the real market scenario. His closing quote as he signed off was,

” That’s what innovation does, it makes life easier and better”.

**-Narendra Khandelwal, AGM at Lorea’l India**



An insight to “The journey of entrepreneurship” was elucidated by Mr. Deepak Khaitan where he emphasized on idea generation which revolved around the notion that “every idea is a good idea”. To cite one of the ideas he presented the inception of velvet pouch for all sorted consumer products.

We were moved by his inspiring words like “fire in the belly and ‘passion to excel”” which has left budding entrepreneur with immense courage and positive energy to take stride our career in entrepreneurship.

*-CS Deepak Kumar Khaitan, Ex Chairman ICSI, Former*



Mr. Mitez Sheth touched upon the most sensitive topic of loving what we dream and finally working towards making it a reality. For being a manager one must not stick to his/her comfort topics. Rather, he/she must have a good hold on a variety of concepts like finance, marketing, operations and human resource management. He finally emphasized on how one should involve oneself in corporate social responsibility towards sustainability of the organization.

*-Dr. Mitez Sheth, Global Head at Amicorp Group*

**CAMPUS  
TALK**

**Business Standard**  
Know More. No Less.

**Commercial Feature**

## **MDI Murshidabad announces Vicarana'16**

**M**DI Murshidabad announces Vicarana'16-The Crusade of Business Minds which will be organized on 27th & 28th of August 2016 themed - The New reality: Confronting the Challenge at Management Development Institute, Murshidabad an extension of India's Premier B-school Management Development Institute, Gurgaon which is located in the eastern part of the country.

Vicarana'16 the second business symposium and the flagship event of Management Development

Institute, Murshidabad. We will have a chance to witness industry veterans who will focus on current business issues and best practices that will help put today's rapidly changing business climate in perspective and provide practical tools, tips, and techniques to be used in the organization. They might enlighten us about how a scrupulous attitude can give a consistent performance in the business environment. This symposium is a center stage where the budding managers of tomorrow and the present Titans of the industry will

have an interactive session which will take this symposium to the next level, breaking the theoretical boundaries and entering into practicality. Apart from addressing the agenda, there will be lectures, presentation of new service practices in the industry which will kindle the managerial instinct. The symposium will witness a huge knowledge capital gain in the time frame, which is the gateway for an upcoming institute to mark its name in the premier league of institutions offering management education.



Mr. Vivek Slaria started with our childhood quest of asking questions. Question to justify and explain ourselves is a redundant question and “we listen what we want to listen” shifted our perception towards “leading self to lead an Organization” which formed the basis of his speech. He closed the session with certain questions like “in what unique way would you like to make the world a better place?”, “who will benefit from your work?” and finally he let us rethink about our answers by questioning “is it worth doing?”

His treasured advice on time management – “time is matter of balance.”

*-Vivek Slaria, CEO Greenlatte(Twelveweek.com)*

Most awaited answers to the queries of a management aspirant were addressed by Mr. Rishi Maheshwari through his topic “Organizational Mapping”. He started off on a note –‘experience always gives true wisdom’. Legendary questions like “WHY MBA” “PLANS POST MBA”, “PROBLEMS POST MBA” were openly discussed on the forum.

He exemplified how well can we direct ourselves in this two years of rigorous management course by highlighting one of Warren Buffet’s quotes- “Taking up job for the sake of building a resume, is like saving up sex for future”.

*-Rishi Maheshwari, COO at Zauba Corp*



The most recent digital transformation era has arrived and Mrs. Amrita Sen in her topic “Digital Transformation and Why Companies are Embracing it” discussed “Digital Darwinism”. She opened the floor for discussions like “cloud and web technology”, “where is the world heading to? -Is it heading towards complete digitization with limited workforce or will it still follow people oriented work environment”.

*-Amrita Sen, Senior Business Development Manager,*



Mr. Amulya Rout highlighted on the topic “financing urban infrastructure” by emphasizing on matters like urban local bodies, Mahanagar Nigam, Nagar Palika and Nagar panchayat. We were told about the infrastructural difference between India and Singapore where the latter had a very well segmented layout over former which was clumsy and less organized.

*-AmulyaDhan Rout, Freelancer at Corporate Banking, Visiting Faculty XIMB*



VICARANA'16



An in-depth knowledge about risk financing was covered by Mr. Debal Mitra where he covered concepts like characteristics of infrastructure projects and how financial risk can be mitigated. His underlying takeaway on risk was it is invariable and reduces over time. We were briefed about the cause of financial risk which is due to insufficient demand, inadequate revenue visibility and pricing uncertainty.

*-Debal Mitra,*

*Vice President - Srei Infrastructure Financial*



We were overwhelmed by Mr. Suparno Moitra's "Role of Human in Tomorrow's Organization" where he guided us about sensitive topics like "roles are important and not designations". His excellence in distinguishing a coach from a trainer as he states "trainers will train on specific skill set but a coach will make you grow" left us to rethink on our mission towards success. We were also given a hint about re-skilling of workforce within an organization which diversifies an organization.

*-Suparno Moitra, Secretary Bengal Chamber of Commerce*



"WORK LIKE THERE IS SOMEONE WORKING TWENTY-FOUR HOURS A DAY TO TAKE IT AWAY FROM YOU."

- MARK CUBAN

**“All WORK and no PLAY makes Jack a dull boy,  
All PLAY and no WORK makes Jack a mere toy”.**



**A PEEK INTO**

## Opcellence

Opcellence conducted an inter college case study competition in association with Infinite Water Solutions Private Limited (IWS), an engineering company incorporated under the laws of Singapore, headquartered in Mumbai, India, is a joint venture company of Eureka Forbes Limited & Pentair Global. It manufactures RO (Reverse Osmosis) Membrane. The case challenged analysing (by various quality tools) the ways to reduce the rejection of membrane. Students from various colleges enthusiastically participated where, team SOM Stunners (IIT Bombay) was the winner followed by DA Army (NITIE Bombay) and Evil Empire (SIBM Pune) respectively.

## Finartha

Finartha, the finance club conducted its ice breaking session for both the PGPM batches. The objective of the quiz-”FinQuest” was to provide opportunities to explore for finance enthusiasts. The event garnered active participation of the students.



**M** Markrone, the marketing club, conducted a case challenge in association with Baxi-the bike taxi, to analyse and recommend strategies to gain market exposure under existing challenges. Students across B-Schools actively participated in huge numbers.

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**CONGRATULATIONS**

- Team Disciples Of Balor - XIM Bhubaneswar, Winner
- Team Killa - SRCC Delhi, First Runner-Up
- Team K-Minds - IIM Kozhikode
- Team Vero - MISB Bocconi
- Team Vindex - NMIMS Bangalore



In Association  
With



DIWALI 2016 celebration started with offering pooja to Lordess Laxmi for blessing the MDIM family for a prosperous future. The most awaited diwali dhamaka session started with lighting diyas followed by bursting crackers of all might. And nothing could have been better than a scrumptious dinner to end the day on a delicious note.





## OPUS'16 innovation and agility

***Hr-udbhav, the HR club organized an event on human resource management. The event started on a note of knowing all the guest speakers present and all the four speakers talked about INNOVATION and AGILITY in their own area of interest and they created a broad overview how crucial is it in this era.***

### ***Mr. Arijit Bhattacharya***

Leading Visualinfocom, he is an “Innovator without PhD”. He visualised to become an employer when he was in class 10! His dream was to combine art and logic, which led to the birth of Visualinfocom. Visualinfocom is the R&D partner of companies like Google, MICROSOFT, Apple and has reached new height of success. His new and modern outlook towards business has helped him to achieve this success. He advises people to be SMART - S stands for Simple, M for Moderate, A for Accurate, R for Rational, and T for Transparent

### ***Mr. Subhasis Mukherjee***

Carrying forward the colloquy on the concept of 'innovation', Mr. Subhasis Mukherjee started with the dawn of civilization, which marked the start of innovation. Innovation, according to him, means 'adding value'. Giving many examples of the same, the most prodigious illustration, as he points out, is the clay refrigerator invented by M. R. Prajapati. He also pointed out the decade of 2011-2020 as a 'National Decade of Innovation'. Abjuring the old school belief of 'big from big', he stressed on 'more from less'. To conclude with, he averred that value addition is a continuous process.

### ***Mr. Abhijeet Chowdhary***

Talking about Financial Innovation he said both are different words with two different aspects but when they are put together it is reflected in financial statements of the company. Also Finance and law are like two eyes of company and every financial decision has an essence of law in it. Speaking about Mr. Ratan Tata he said that how his decision of investing in advertising had led to increase of his profits. And gave many examples like some treaty's between countries and gave us a clear picture that how financial innovation plays a crucial role in company's development.

### ***Mr. Shekar Banerjee***

Necessity is the mother of INNOVATION, speaking about how innovations in marketing are very important he talked about AGILITY, the speed to innovate is important as we are in an era where change is happening every second and even it is communicated in seconds. So doing it in time is very important. Continuous learning of various dynamics related to consumers is very important. BE PROACTIVE and BE SIMPLE. And SIMPLICITY STRAIGHT FORWARDNESS and TRANSPARENCY are factors which makes a company unique.

***All the four speakers in their own way told that how innovation and agility is important for a company to position itself in the market. To be Unique either do things differently or do the same things differently and that's how you stand***

## ***JAI HIND***



A true-blue celebration of the 70th Independence day was organized at MDI Murshidabad campus. The Director's speech was deeply emotive. Students' participation in cultural programs portrayed their sense of fidelity towards India.

## ***RELIANCE JIO : A subject well elaborated***

Reliance Jio was launched recently in the 42nd AGM of RIL by its illustrious Chairman and Son of Mr. Dhirubhai Ambani, Mr. Mukesh Ambani. Reliance Jio has its origin from Infotel Broadband where the scion of Mr. Dhirubhai has a 95 % stake. It was purchased by him in 2010 after the company had won rights to 4G Spectrum in over India for Rs 4800 crores. The scion said the mission of the company was laid on the Vision of Prime Minister Narendra Modi's Digital India Initiative which inspired him to do something for the sector and the country where hundreds of millions of people still find themselves without the internet in the far end of 2016. This shows that there is a vast, untapped market. It has potential for revenue worth, billions of dollars for any company to explore & exploit and the scion with his acute business intelligence realized this very soon. In India, if you have to make your mark, especially among the lower class people, it has to be bigger, better, cheaper and marketed with perfection, both in case of politicians or business products. Building on this, the grand launch of Reliance Jio was nothing short of a dream for millions of Indians who

could get the internet at almost dirt cheap rates and 1GB Net for 50Rs. To give you a heads up, Airtel charges 255 for 3G 1GB Internet and Vodafone 259 for 3G 1 GB Internet. Though Mr. Ambani's son may say it is a recent project based on the initiative of PM Modi but by no means, in reality, is it. The idea was floated much before Mr. Modi even became PM and thousands of crores have been invested in this. They have already laid over 2.5 lakh Kms of optical fiber cable in the country and set over 90,000 eco-friendly 4G Towers. Jio won spectrum in all 22 zones of India and hence can truly give net facilities in any part of the country compared to Airtel with spectrum in 15 zones and Voda with 8 zones. Jio has already spent 1.5 lakh crores which are almost equivalent to the amount spent by the incumbent service providers like Airtel, Voda, and Idea in their last 20 yrs of operations. All this gives an insight into the grand plans Mr. Ambani has for the company and the roles he thinks it will play in modernizing Indian telecom industry. The pricing has been very effective, keeping in mind the huge costs they have to recover in order to reach break even.

According to a study, the ARPU or average revenue per user of telecom in India is Rs 150 while the minimum plan of Jio starts with 199 for 0.3 GB of net, along with free voice call using the VoLTE Technology and a validity of 28 days which if seen in context gives them a profit of over a month for a year as  $2 \times 12$  is 24 and add with that some months which are 31, so Jio earns more per customer than rivals along with charging for 13 months in a year which when marketed looks like 12. It was launched on 5 September 2016, massive lines were seen at reliance stores from ordinary Indians who couldn't wait to lay eyes on the sim and use it for cheaper. Jio is a disruptive price maker that'll certainly give the other telecoms as seen by how Airtel and Voda have reduced rates of their net packs in order to prevent poaching of their customer. As a student of Business, all I can say is some interesting fight is on the cards among these mammoth players but there is no doubt that the end beneficiary will be customers like you and me who can and will get more or less.





## OPTIMIZATION OF FOOD SUPPLY CHAINS THROUGH ANALYTICS

### **BACKGROUND**

In recent years, the Internet of Everything has truly moved from vision to reality and has transformed our food supply chain in ways that most people don't even realize. Leading food brands, manufacturers, retailers and technology companies are working together and implementing IoE enabled technologies and processes as well as real-time data analytics to grow more food, better monitor food quality, prevent costly recalls due to spoilage, streamline food production, and even provide consumers complete transparency and traceability of every ingredient in their food. From the ground to the grocer and every step in between, the agri-food supply chain is becoming more digitized and connected. The Internet of Everything is transforming the way farmers, food manufacturers, consumer packaged goods (CPG) brands, and distributors produce, process and sell food. It's even changing the way consumers make their purchasing decisions and buy their food. The use of Internet of Everything (IoE) will include networked connectivity of people, processes, data and things. In today's business environment, it's not enough to simply have access to more data as context and data intelligence are key. For this reason, IoE also involves applying real-time, advanced analytics to those connected people, processes, data and things in order to gain intelligent insights that can be used to improve operations.

### **AIM OF THIS PAPER**

To understand food supply-chain network by analyzing the consumers and demand markets. Analyze risks involved in wastage within food-chain network, through analytics embedded in other end-to-end chains. The application of Supply-chain analytics is to reduce spoilage and optimize the distribution of food to factories and stores. Controlling costs by tracking efficiency and percent utilization of the food-chain network, selecting the best mode and carrier as well as, monitoring customs, health, safety, and environmental requirements across the supply chains. Evaluate the flexibility of supply chain topology to enable decision-making involved through supply chain activities.

### **METHODOLOGY**

Primary Research through survey with purposive sampling and Secondary Research approach is used to assess the current trend of food supply chains. Evaluating this data is the pivotal point to achieve required results. Cross-Checks from different sources are the only way to validate data acquired for this particular sector. Fact Finding Research design will help this paper to identify the pattern of growth potential and determine a viable solution. Trend Analysis is another aspect of fact-finding that will provide observation and analysis of trends in industry volume and brand share over time, i.e. market tracking. Environmental scanning entails information gathering and fact-finding designed to detect indications of environment changes in their initial stages of development. Use of statistical tools like IBM SPSS which incorporates hypothesis testing and network topology through scenario building, will link supply chain and analytics. The internet can be used for environmental scanning; however, there are other sources, such as periodic review of contemporary publications and reports. That is the backbone of this paper which will help draw out conclusion in the later phase. SWOT Analysis to assess the role of analytics in the entire supply chain model gives a clear picture, which can further help in a deeper investigation. Also, taking examples or case studies from various fields in food supply chains will help to analyze the need for analytics to integrate them.

### **CONCLUSION**

Optimization of food supply chains helps us analyze unique challenges which leads towards discovery of ways to improve customer interactions, add value and build long lasting relationships. How can supply chain activities like production, storage, distribution, and disposal of food products determine optimal product flows In order to maximize profit? By determining an effective strategy for financial resiliency, especially during spoilage or reverse logistics we can head towards a solution where it creates an efficient supply chain network and a customer-supply chain mix for a true omnichannel view of the business

NIRAJ K. MAHAPATRA

# PRAYAS

S R COMMITTEE

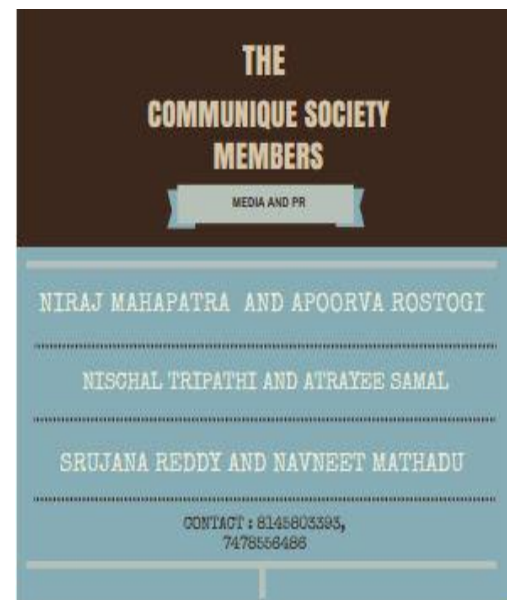
Murshidabad district being one of the least developed districts in West Bengal state is surrounded with innumerable social issues. Predominant social issues are poverty, illiteracy, high crude birth rate, lack of health and hygiene facilities. In such state of bleak social condition, it becomes inevitable for any organization to work towards upliftment of the society through certain philanthropic activities. The students at MDI Murshidabad have taken a crusade in eradicating such issues through the socially responsible (SR) committee named as 'Prayas'. It is primarily student driven. It has taken small measures till date by collaborating with local NGO in conducting various knowledge awareness campaigns in neighboring villages of Raghunathgang. It took initiative to design personality development module for the outsourced workers of the campus like mess people, security guards, gardeners, and house-keeping staff. Various personality development sessions were organized in the campus which aimed at providing them basic knowledge of English and soft skills. The committee has even organized blood donation camp, in which the students participated with great zeal and enthusiasm. It made posters depicting eco-friendly environment of the campus which will sensitize people towards conservation of bio-diversity by instilling a sense of responsibility towards saving electricity, keeping spick and span campus with emerald green serene environment. It also organized social awareness campaign in nearby villages which was aimed to aware villagers about new government schemes like BETI BACHAO BETI PADHAO, PRADHAN MANTRI KAUSHAL VIKAS YOJNA, PRADHAN MANTRI SU-RAKSHA BIMA YOJNA and many other social schemes. The committee also addressed the issue of child labor in the nearby villages as child labor is a major problem in this area so the members of the committee took the initiative to aware the villagers about this issue and encouraged them to send their children to school. Through our campaigns we have lit up the spirits of workers of the campus and villagers and will continue to do so in future.

KARAN SINGH



## Mission

The mission is to facilitate transformative experiences for students and the public, which cultivate compassionate, creative and collaborative communities through drama and dance.



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