

MEDIA, PR &  
BRANDING  
TEAM

SPECIAL  
POINTS OF  
INTEREST:

- Industrial trip to Darjeeling
- Lecture Series Omilia 1.0

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# INGENIUM

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## QUEEN OF THE HILLS



*"Flowers are everywhere. The days are cold and the sun almost seems to play hide and seek with us".*  
- Rabindranath Tagore, poet, Nobel laureate on Darjeeling.

## From Director's Desk

Dear All,

With each issue of the Ingenium, I can see the Sun rising gradually higher and higher into the horizon of intellect and knowledge for which we are all bonded together at MDI Murshidabad. Each achievement is a milestone in your career and I look forward to more insightful yet enjoyable contribution from your side. Similarly I would also expect my faculty colleagues to also pen their contribution to the distinct pool of connective knowledge. I wish each edition a progressive degree of success.

Ciao

## Cover Story: Darjeeling Trip

YOGESH GUPTA

One of the most memorable trips of my life was the latest one where I and my friends with two faculty members went out for a 5 day industrial visit. We started from Jangipur, Rampur Hat to Siliguri. First day when we went for Evergreen tea factory, we were excited to observe the nuances of the tea industry. The cool weather and hot cups of tea among lush green ambience of the Siliguri tea gardens were an added panacea. I don't have words to express those moments. Next day we visited Duncan Tea Estate and nursery and then we went out for place called Dudhia. Dudhia is a small hamlet on Mirik-Siliguri highway on the bank of river Balason. Next day at 7.00 am sharp we all left for Darjeeling. After a day of casual meandering around Darjeeling we headed back for Siliguri. Things We Learnt:

### Technology Trends in Tea Manufacturing

Tea plucked from the garden is sent to the factory for processing, which in most cases, is in or near the garden. This processing, earlier, used to depend solely on the natural weather conditions, but to become less dependent on the unpredictable weather conditions which affects productivity adversely, modern technology has been introduced in the tea industry.

The starting material in black tea processing is the young shoot, the terminal bud and the two adjacent leaves plucked from the tea plant. The flush is processed in four distinct stages, which are withering, rolling, fermentation and drying. Each stage involves characteristic changes in the physical and biochemical composition of the leaves and the cumulative effect of these changes are ultimately reflected in the quality of the finished product, namely the black tea. After the drying is over, the leaves are sorted, that is, divided into different grades and made ready for the market.

### Processing of Darjeeling Tea

Even today, Darjeeling tea is processed using the orthodox method of manufacturing and not by following the standard CTC (Curling, Tearing & Crushing) method which is typically followed in the plains. The process follows several delicate and intricate steps. Depending on the type of tea to be produced, all or few of such steps are followed. Darjeeling Black Tea goes through all the stages discussed below. Few gardens in Darjeeling today have started growing tea bushes using organic method.

**Plucking tea leaves from the gardens** is the first step and an art by itself. For Darjeeling tea, there needs to be only selective plucking of two leaves and the bud that makes a shoot. And one needs some 22,000 shoots to make one kilogram of tea leaves.

**Withering is the** next step which is a way of drying the tea leaves in the factory which is followed by Rolling, Fermenting which usually takes 25-26 days for delivery.

# OMILIA 1.0

- ABHISHEK GHOSH

On the 29<sup>th</sup> of November, 2014 MDI-Murshidabad launched its first official corporate interaction program "Omilia 1.0". The occasion was graced by the presence of three eminent figures of the Indian corporate world. The trio included Mr. P. K. Sahu, Senior GM (HRM & Safety) at Tata Steel Processing & Distribution Ltd, Mr. Subhashish Das, VP (Corporate HR & Personnel) at Berger Paints and Mr. Soumesh Dasgupta, President (Corporate Affairs & Admin) of India Power Corporation Ltd. Each of the three eminent guests shared with the group their intensive knowledge and experience.

Mr. Sahu of Tata Steel spoke on the steel servicing business in India, the mindset that leads to organizational effectiveness. He also discussed briefly about the "Star Manager" program at Tata Steel and about their social initiatives.

Mr. Subhashish Das in his part discussed about the Indian Paint industry and how Berger Paints had established itself as one of the pioneer paint makers in the country. Mr. Das described the Hr challenges in the paint industry and Berger Paint's retention process.

Mr. Soumesh Dasgupta, an icon in the Indian Personnel Manager's circle spoke on what the corporate world expects from b-School students. He advised that the students should pursue their first year of management education in a holistic manner instead of concentrating on any singular domain.



## BIOGRAPHICAL COLUMN: **RAY KURZWEIL** *PIONEERING THE FUTURE*

BY RIMIL GUHA

In this generation where idea and innovation are key, we take a look at one of the pioneers of future technology and a relentless inventor.

Described as "the restless genius" by *The Wall Street Journal*, and "the ultimate thinking machine" by *Forbes. Inc.* He has also been called as the "rightful heir to Thomas Edison". He is considered one of the world's leading inventors, thinkers, and futurists. He is currently the Director of engineering at Google. He is involved in fields such as optical character recognition (OCR), text-to-speech synthesis, speech recognition technology, and electronic keyboard instruments. He has written books on health, artificial intelligence (AI), trans-humanism, the technological singularity, and futurism. Kurzweil is a public advocate for the futurist and trans-humanist movements.

Ray Kurzweil grew up in Queens neighborhood of New York City. He was born to Jewish parents who had escaped Austria during the second world war. He obtained a B.S. in computer science and literature in 1970 at MIT. In 1968, during his sophomore year at MIT, Kurzweil started a company that used a computer program to match high school students with colleges. The program, called the Select College Consulting Program, was designed by him and compared thousands of different criteria about each college with questionnaire answers submitted by each student applicant. Around this time, he sold the company to Harcourt, Brace & World for \$100,000 (roughly \$670,000 in 2013 dollars) plus royalties.

Kurzweil was the principal inventor of the first CCD flatbed scanner, the first Omni-font optical character recognition, the first print-to-speech reading machine for the blind, the first commercial text-to-speech synthesizer, the Kurzweil K250 music synthesizer capable of simulating the sound of the grand piano and other orchestral instruments, and the first commercially marketed large-vocabulary speech recognition.

Kurzweil received the 1999 National Medal of Technology and Innovation, America's highest honor in technology. He was the recipient of the \$500,000 Lemelson-MIT Prize for 2001, the world's largest for innovation. And in 2002 he was inducted into the National Inventors Hall of Fame, established by the U.S. Patent Office. Kurzweil has authored several books. Kurzweil speaks widely to audiences public and private and regularly delivers keynote speeches at industry conferences like DEMO, SXSW and TED.

*"Inventing is a lot like surfing: you have to anticipate and catch the wave at just the right moment."*

## INDIAN PSBs – CHANGING GOVERNANCE

TAVISHI RANJAN

The dawn of 1955 brought the Indian Banking Business into life. With the nationalization of Imperial Bank of India, the Indian Government roared and forayed into developing the nationalised banks. Reserve Bank of India completed a 60% stake and the newly nationalised bank came into existence, the State Bank of India. With timely rounds of nationalisation in '60, '69 and '80, today the number stands at 27. Public Sector Banks (PSBs), as they came to be known, became the financial power houses of Indian financial system taking the plunge of driving India towards a consolidated future.

Though the next 50 years from the inception, there have been the usual profits and losses associated with PSBs, the ever looming question have again come into the picture. On the side lines of budget being declared this year, the hunt for capital over the next few years took prominence as it will be a major impact for the economy to work. A recent forecast by a committee overlooking governance of State owned banks pegs the requirement anywhere between 2-6 lakh crores by 2018 which whole will depend on the extent of growth of the loans given to corporate, individuals and farmers and also on the NPAs which will have to be written off eventually. As to why the banks need this much capital can be boiled down to three reasons. Firstly, it's in the government's own interest to have capital handy with the banks to fund the loans and for the growth of existing loans being on the wake of an economic revival brought in by the market sentiments and NDA Government. PSBs will also need capital to write off the bad loans which have plagued them from

the start contrary to their private counterparts which enjoy much more strong internal controls and less pressure. Finally, the banks will also need funds to bring in new norms and structural reforms. Attracting private capital to public sector banks will definitely need strong changes in governance and legislation.

Government can take multitude of steps starting with the repealing of existing legislation in PSBs. A radical move in this direction will be to create a separate Independent Bank Holding Company which will hold the government's equity stake in the PSBs. Also reduction of stake is a welcome move to bring in the private investments albeit the attractions in this regard will have to be made by the government. Restructuring can be brought about in the banks, for example, merging the subsidiaries into the parent bank which can pave the way for further consolidation. Another step can be to make boards enjoy complete autonomy from the government interference. There are several constraints that the public sector has to go through as opposed to the private despite being in the same environment and framework. Dual regulation by Finance Ministry and RBI, short tenures of top executives, control exercised by Central Vigilance Commission, political interference from appointees in bank boards other than the usual sorry state of governance in public sector impedes any new move and mars the ability to take new decisions. This all has to be changed. The ultimate move

seems to be divestment and structural change which as the need of the hour suggests has to be brought through.

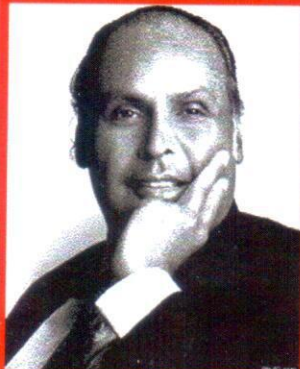
Arun Jaitley actually faced an easy choice and was in a better position to take decisions than most of his predecessors given the strong majority NDA enjoys in Parliament. He also had much better situations to bring in the needed privatization on account of better performing economy which was soon reflected in the budget. The government currently holds 58.6% stake in SBI and 58.87% in PNB & have started talks on the banks' public offers. It is being speculated now that PSBs will soon hit the markets to meet their capital requirements and government is devising new strategies on how to dilute stake in the state run banks. In his budget speech, FM had said that in order to meet the capital requirements of PSBs, the government proposes to raise capital by sale of shares largely through the retail route and will also push for consolidation in PSBs and is exploring various proposals in this regard. SBI is being hoped to be able to merge some of its associates this fiscal. Bank of India has given a proposal to use its real estate for raising additional capital. The finance ministry has also started discussions with the power ministry and National Highways Authority of India (NHAI) to set up sector-specific asset reconstruction companies (ARCs).

*The Modi Government has indeed started on a great note and all steps suggest better days for the state run banks. At least, it seems to be. What, all future holds for our coveted nationalised banks is yet to be seen and will truly decide the fate of Indian Banking Business.*

## RAGS TO RICHES: Who made it ultimately

AJAY KUMAR

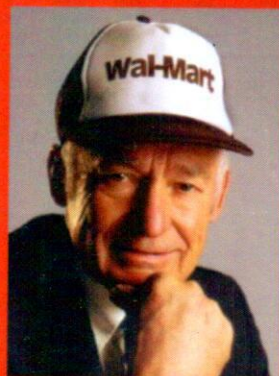
### The polyester prince who sold bhajia at village fairs



The founder of Reliance Industries was one of the three sons of HirachandBhai, a school teacher, and Jamanaben. He also had two sisters. An anecdote from his childhood is that he once bought a tin of groundnut oil on credit from a local wholesaler and sold the oil in retail on the roadside. He earned a few rupees as profit from this transaction. Apparently, during weekends when his school was closed, he used to set up bhajia stalls at village fairs to make ends meet at home.

He was 17, he went to Aden (now Yemen) in search of opportunity, and worked as a dispatch clerk for A. Besse. That was in 1949. A couple of years later, the company became a distributor for Shell products and Dhirubhai was promoted to manage the company's oil-filling station at the port of Aden. It was here that he dreamed of setting up and owning a refinery, which he later realized with his petrochemicals venture. After returning to India, he started his first textile mill in Ahmednagar. Though his businesses were a huge success, there were also issues regarding Ambani's control over stock exchange. His detractors accused him of illegal or unethical transactions and acts but an investigation by the RBI did not find any evidence of it. By 2007, the combined fortune of the Ambani family stood at \$60 billion, making Ambani's the second richest family in the world.

### Before he founded World's biggest retail chain, he milked cows and sold magazines in Oklahoma



Walton's family lived on a farm in Oklahoma during the Great Depression. He had numerous chores to help make financial ends meet for his family as was common at the time. In order to make ends meet, he helped his family out by milking the cow and driving the milk out to customers. He also delivered newspapers and sold magazine subscriptions. During his college, he worked various odd jobs, including waiting tables in exchange for meals. After graduation, he joined the US Army during the World War II. After the war, he left the military and started managing a variety store at the age of 26. He took a loan to buy his first store, and thanks to simple innovations in business, he soon bought his second store. Within three years, his sales volume grew to \$225,000. The first Walmart opened on July 2, 1962 in Rogers, Arkansas. The rest is history. *Forbes* ranked Sam Walton as the richest person in the United States from 1982 to 1988.

At the time of his death in 1992, he had 1,960 Walmart stores, employed 380,000 people and clocked annual sales of about \$50 billion. He expanded the chain, and then went on to found Wal-Mart and Sam's Club. He died in 1992, leaving the company to his wife and children.

# Management Speaking Classes

By Siddhartha Arora

Crash Course in Management Speak	
Says:	Means:
We want you to be the executive champion of this project	I want to be able to blame you for my mistakes.
I'll never lie to you	The truth will change frequently.
Value-added.	Expensive.
We have to put on our marketing hats.	We have to put ethics aside.
We have to leverage our resources	You're working weekends.
I appreciate your contribution.	F%^\$ you.
You have to show some flexibility	You have to do it whether you want to or not
You obviously put a lot of work into this.	This is awful.
Help me to understand.	I don't know what you're talking about, and I don't think you do either
We have an opportunity	You have a problem.
You just don't understand our business.	We don't understand our business.
You need to see the big picture.	My boss thinks it's a good idea.
We're going to follow a strict methodology here.	We're going to do it my way.
Individual contributor	Employee who does real work.
We need to syndicate this decision	We need to spread the blame if it backfires

## MANAGEMENT ANECDOTES by Murshy

- Do it. Don't think it.**

To achieve a goal, seek reliability in people. Never rely on trust alone because it is a virtue not easily spotted in people. Make your subordinates feel important by entrusting challenges on them that will make them feel that way.



- Laziness and cutting corners never really works**

The Jamaicans have a saying that "long road brings sweat but short road brings blood..." Throughout the history of man's recorded testimony to his meaningful accomplishment is the reference to honest work.

## Shocking fact about RAPE

Puneet Goyal

It's almost two years when a very brutal event shocked everyone in India!! Yes, it is the **Nirbhaya** Gang rape in Delhi. Since, then we are hearing about rapes everyday in newspaper, news, etc. Since then we have asked our mothers, sisters & female friends to be extra cautious in public places and never go out after dark.....

But anyone has gone with statistic about the RAPE....and a deeper analysis will reveal a shocking that women are more safe in public places rather than in proximity to close one. As, per the data provided by Delhi police for January –October 2014 a total of 1704 case has been registered for rape out of which 1321 involve culprits knowing to the victim.

Almost 80% cases involved relation like father, brother, male friends & neighbours.....isn't it SHOCKING. These are the cases which are registered by police think what might be the numbers of unregistered cases. The vulnerability of women is undoubtedly worse than these figures reveal. For one thing, rape is under reported, out of fear & shame, especially if it is incestuous rape or by close friend. Also, data provided by National Crime record Bureau shows that 90% cases in India are by family & friends and in those include 15% girls aged between 12 to 15 years.

So, one of the positive implication of the figures released by Delhi Police & by national data is that women are safer in public at least physically (I know most of the men have eyes on women around them which can't be stopped by any law). This flies in the face of assertions by social &

political conservatives that the way women dress in public, their behaviour (e.g. drinking in bars) and being late at night is responsible for sexual assault. It signifies that public places are susceptible to many forms of harassment. These includes 43 by fathers, 36 by uncles & cousins, 27 by brothers, 642 by male friends, etc.

To bring a solution to this there is very little a government or police can do in this to control. The real solution is all of us, men and women, within our families and neighbourhood must play a vital role. Women should be extra cautious if there are any symbols of assault. They should be very bold enough to raise their voice and should report outrages against them to help part the veils of silence in this matter .

*"Women are more susceptible to sexual attack from those they trust"*

## IN THE DAYS TO COME

- The Cultural committee of the College to organize a Saraswati Puja. On 25th January the event would be graced by the presence of SDO & members from the NTPC Family.
- On 26th January we would be celebrating Republic Day in our campus. Flag hoisting ceremony followed by a speech from our Director would make the occasion more special.



65th anniversary of the Indian Constitution

## Funny Fledglings

DR.NIHARIKA GAAN  
(Chairperson, Student Welfare)

Saw four fledglings with coat white  
Waiting for mother to bring them bite.  
Their sparkling eyes with innocent look  
Attention of passersby can hook.  
Cuddling to each other feeling no seclusion  
Frank fearless carefree in union.  
Their mother came, took them under wing  
In happiness unbound they started tweeting.  
Mother bird distributed the food she brought  
Gladly received with beak to beak contact.  
Then she flew away to seek food for her  
The funny fledglings lay together silent ever.

## A Wintery Ride

SHASHANK WANGE

One more day, one more night  
Each passing day going out of sight  
The winter winds blowing cold and dry  
Shivering the buds that strive to try  
Sun has hid with his golden ray  
Making us wonder is this the way?  
Hope may well be out of sight  
Let pursuit be our guiding light  
Our goals may seem to be an uphill run  
But it's the journey that will bring more fun  
Many travelers will then follow our path  
Thanking you! as they shall start  
Thinking this, from my dreams as I alight  
I observe,  
A brand new day is already in sight!



### Photo of the Month

Picture Courtesy:

**Siddhartha Arora**

## Latest in the field of News

The Budget session of Parliament, in which government seeks to convert six recent ordinances into legislations, is set to commence from February 23 and will conclude on May 8.

The General Budget will be presented on Saturday, February 28. Before that the Railway Budget will be presented on February 26 followed by the Economic Survey on February 27.



**BIG BUDGET COMING UP!**