

REMINISCENCE: CELEBRATING 25 YEARS OF IMT'S 1991 BATCH



Reminiscence - the 25th year reunion for the Class of 1991 was held at the campus on December 17, 2016. The event elicited a great response from the batch, with 32 alumni revisiting the campus. The atmosphere was filled with nostalgia, remembrance and delight as the alumni captured these moments by getting themselves clicked in front of the 'Reminiscence' backdrop designed especially for them. The event started off in the evening, with an interaction between the current students and the alumni batch, at the amphitheatre. The interaction was an enriching and insightful one, with the illustrious alumni batch comprising of CXOs from various industries. It was then followed by high tea, where the director and the faculty members of the institute had a formal interaction with the alumni. The Alumni Relationship Committee successfully crafted an ambience that took everyone 25 years back, by organizing a Graduation Ceremony for the batch, at Kapil Mohan – the Old Auditorium. At the conclusion of the ceremony, in an interesting fusion of then and now, the batch came together for the Mannequin Challenge in their graduation gowns. After the ceremony, the alumni took a walk down the old 'lovers' lane', enchanted by the pictures which captured their golden moments at IMT. The walk down the memory lane culminated at the iconic Hawan Kund. The alumni reacquainted by playing a game of badminton and dancing to the tunes of DJ. Just as the party had begun, the batch had a surprise in the form of an unannounced visit by one of their beloved faculty, Prof. A.K. Puri. The surprise turned manifold when Prof. Puri addressed each of the alumnae by their first names. Fresh energy was pumped in as the batch engaged in indulgent banter, revisiting batch secrets, and a beautiful poem by Mr. Prasoona Joshi, who is also from the same batch, was recited. There was also a special video made for the occasion of Mr. Sudhir Varanasi's birthday which was followed by the cutting of the birthday cake. After a late dinner, the batch moved to the ground where the bonfire was arranged. The warmth of the bonfire rekindled their spirits and they reminisced the memories of their old times, as the night went by.



Editor's Note

Warmest greetings in this frosty weather! We, at PRISM, are delighted to bring the third edition of IMTimes to all of you. This edition is special in several ways, as it has been carefully aligned with the four pillars that define IMT as an exceptional educational organization – Innovation, Entrepreneurship, Social Responsibility and Executional Excellence. Undertaking an initiative to unfurl this scholarly fire, we decided to furnish it by including several new sections that display the pertinence of these principles and narrate exceptional stories of remarkable people who reached the pinnacle of success by believing in these very principles.

Opening with an enriching message from the Dean, the newsletter goes on to capture the year 2016 in all its gore and glory. You are teleported to explore the bylanes of old Delhi, the foodies are introduced to healthy eating hacks, and valuable lessons about business management are picked up from the most sought after football clubs of all time.

The crown prince of this edition is the Coveted Entries section which feature two spectacular winning entries from among the pool of entries received this month. While one piece analyses the trump campaign from an advertising lens, the other piece weaves the concept of technology of self immaculately. 'Journeys' narrates stories of endurance and perennial faith in oneself; and 'Humans of IMT' is back with a splendid conversation featuring none other than our beloved Puneet Bhaiya from Arcus.

Leaving you with these remarkable words by Steve Southerland, "I believe that winter's tough, but spring's coming. There's a growing season, and you realize that in life, you grow. You get better."

Here's a toast to relentless growth and development, as we welcome the season of bright sunlight and blooming flowers. Until next time.

-Nishtha Bhasin

Dean's Message

As an institute with a legacy of more than three decades, we as a business school take pride in our history, but harbor a spirit of evolving with the times and transgressing boundaries of excellence. We heavily emphasize upon Innovation, Entrepreneurship, Social Responsibility and Executional Excellence as the four pillars which uphold our ethos and belief as an organization. Innovation, especially in the context of the global scenario today is no longer limited to the arena of technology, but is pervasive in all walks of businesses. At IMT we cherish the spirit of innovation and constantly endeavor to excel in our pedagogy to enrich the learning of our students. It is, therefore, an occasion of utmost pride when our faculty gets felicitated and recognised. Many of our faculty colleagues have made significant achievements, either by being recognised and honored for their exemplary research and pedagogy, by having their opinion pieces published in international journals, or by having been a member of prestigious panels.

We believe in holistic development, and hence, imbibing a

sense of entrepreneurship and social responsibility is non-negotiable for an MBA graduate today. It is an absolute delight to witness the success of entrepreneurial ventures by many of our alumni, who are leading organisations such as PharmEasy, Dare2compete.com, VegaLyfe, TriEdge Solutions to name a few. Speaking of Executional Excellence, after priding itself on being one of the very few Indian B-schools to have been awarded an AACSB accreditation, we as an institute have been growing, which can be measured by the laurels achieved by our students in prestigious national level competitions such as Deloitte Maverick, ET Young Leaders by Aditya Birla Group and Buzzinga by ISB Hyderabad. I'm happy to observe that this edition of IMTimes succeeds in highlighting the multi-dimensional and diverse basket of ideas and information, ranging from technology to travel. The emphasis on student experiences, and rewarding their opinions is an exemplary form of peer to peer learning. All this, and the focus on the national and global context today makes this edition relevant, refreshing and in tune with what we stand for. All the best!



Dr. Ravikesh Srivastava

The Year That Was

Year in Review: 2016

“Year’s end is neither an end nor a beginning but a going on, with all the wisdom that experience can instil in us.” - Hal Borland (author and journalist, The New York Times)

With the advent of another year, a flip of another page in the calendar of humankind, it’s time to retrospect all that 2016 left us with - the good, the bad and the ugly. The year that was, was as eventful as could be, and its impact will most certainly percolate to the year that is, so here, at a glance, we seek to capture the most remarkable and the most meaningful glimpses of the previous year.

- 7th Pay Commission:** The 7th Central Pay Commission was constituted in 2014 with the former Judge of the Supreme Court of India, AK Mathur, as its chairman, to look into the pay and allowances of all civilian as well as defence forces employees. It submitted its report in November 2015, which was approved by the NDA government for implementation in July-September 2016, effective 1 January 2016. The latest pay commission moved away from grade pay & pay bands to indexes & levels to rationalise the salary structure. The 7th CPC affected approximately 4.7 million civilian employees and 5.3 million pensioners. The average bump in pay was 14.27% of the basic pay at junior level, the lowest in 70 years; while the minimum pay was increased from INR7000 to INR18000. Further, of a mammoth 196 allowances, 51 are suggested to be abolished and 37 to be subsumed. Notification for implementation of the same is still in the works.
- Terror attacks take a toll worldwide:** Pathankot, Syria, Brussels, Nice & Berlin: Attacks by terrorist

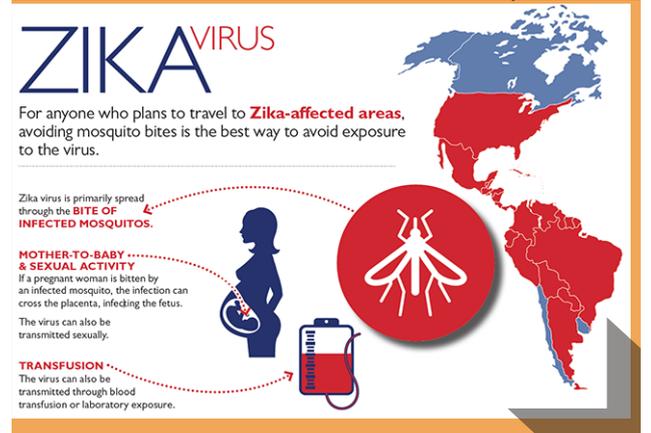


Terror Attack

Image Source: Daily Express UK organisations plagued the globe in 2016, claiming lives, generating panic, hysteria and paranoia. The year began with the Pathankot terror attacks on 2nd January, carried out by Jaish-e-Mohammad, while the Islamist outfit ISIL continued spreading terror with

attacks in Syria, Nice (France), Brussels and the most recent attack in Berlin on 19th December. Berlin

- Zika virus:** In February 2016, the WHO declared an outbreak of the Zika virus, which is carried by the Aedes



Aegypti mosquito, with the issuing of travel warnings, to countries such as Brazil. The virus reportedly causes microencephaly where infants were born with brain anomalies and deformation.

- Bihar liquor ban:** Liquor ban was been imposed by the Nitish Kumar led government in Bihar with effect from April 1, 2016. The initial ban on country made liquor was extended to the IMFL brands as well, ensuring a blanket ban on liquor in all towns and cities. Stricter provisions like punishment for all family members and making the offenses non-bailable were added in the revised bill. Those flouting the ban face up to 10 years in jail, and a fine of up to Rs 10 lakh. Despite the decision being struck down by the Patna High Court, the government made sure that the ban prevailed by notifying a new law - the Bihar Prohibition and Excise Act, 2016. Later, the Supreme Court quashed the ruling of the Patna High Court in favour of the Nitish Government. The defence canteens, however, have been exempted.
- Harambe, the endangered Gorilla, shot dead:** On May 28th, a 17 year old endangered silverback Gorilla, Harambe, was shot dead by a zoo-worker in Cincinnati Zoo and Botanical Garden, as a 3-year old fell inside its enclosure and was being dragged by the animal. The choice to shoot Harambe was later criticised by numerous conservationists and zoologists, who felt that the primate’s body language was protective, and was not to harm the child. However, it was concluded and backed by several primatologists, that, in the given circumstances, the zoo-worker probably had no other



alternative, and highlights the need for better safeguards and monitoring in zoos.

- Mergers and Acquisitions:** AT&T and Time Warner, Microsoft & LinkedIn: 2016 was a significant year for mergers and acquisitions, with AT&T and Time Warner Cable, two telecom giants signing a merger deal of 85.4 billion USD, the June 3rd announcement of Microsoft acquiring LinkedIn for 26.2 billion USD, also, German pharmaceutical Bayer has announced it will buy US



Image Source: Telegraph.co.uk

agro-tech giant Monsanto. In India, Flipkart owned Myntra acquired e-commerce apparel website Jabong, for 70 million USD. Mahindra group acquired Babyoye.com, Titan Corporation acquired Caratlane.com and PayU has acquired Citrus Payment Solutions.

- Brexit :** On June 23, 51.9 % of the UK voted for Brexit, i.e Britain's exit from the European Union and eventually got its new Prime Minister Theresa May. The move came after people wanted to see a reduction in immigration and felt that the businesses were being held back by too many rules of EU. The decision impacted the pound which slumped to a 30-year-low and the interest rates dropped down. Post Brexit, there are issues regarding work and residence related affairs of European citizens in the UK, and the nature of trade relationship between these entities.



Image source: independent.co.uk

- Pokemon Go:** The augmented reality based game developed by Niantic and Nintendo in collaboration, took the world by storm and became an overnight phenomenon. Cited as one of the most used and most profitable apps o 2016, with over 500 million downloads, the game was designed in a location-based, free-to-play format, launched for iOS and Android platforms on 6th July 2016 in selected countries.



Image Source: ©Niantic. Inc

- Goods and Services Taxes:** Goods and Services Tax has been at the mercy of opposition-politics for years, but the NDA government finally managed a breakthrough on 3rd August, with a thumping majority of 203 votes in the Rajya Sabha and a unanimous 443 in favor in Lok Sabha. With compensatory rules afloat for the first five years, all the states have given their assent in principle. Four rates of 5%, 12%, 18% and 28% would likely kick in sometime in the third quarter of 2017, along with essential commodities being tax-free. Due to simple procedures, better compliance is expected while income tax evaders are expected to be nabbed on account of easier administration through a single system.

- Rio Olympics 2016:** The 2016 Summer Olympics also known as Rio 2016 was held at Rio de Janeiro, Brazil from 5 August to 21 August 2016. The Indian Olympic Association fielded a team of 117 athletes across 15 sports. India left Rio Olympics with two medals which were awarded to female athletes, a silver to badminton player P.V. Sindhu in the women's singles and a bronze to freestyle wrestler Sakshi Malik in the women's 58 kg. Dipa Karmakar, was the first woman gymnast to represent India and stood 4th. The Olympic flag was passed from Rio de Janeiro to Tokyo, where 2020 Olympics will be held.



Image source: Times of India

- RBI Governor change :** After the single, three-year stint of Raghuram Rajan at the RBI, on August 20th, former Deputy Governor, Urjit Patel has been appointed as the 24th Governor of the Reserve Bank of India. The Financial Sector Regulatory Appointment Search Committee (FSRASC) headed by Cabinet Secretary recommended the eminent economist, consultant and banker Urjit Patel. He has an expertise in inflation control, which has become the main task of the central bank.
- Reliance Jio:** Jio takes its roots in Infotel Broadband Services Ltd., a company that Reliance Industries bought 96% stake in after it had won broadband and 4G spectrum in all 22 zones of India in 2010. Three years later, it was renamed Reliance Jio Infocomm Ltd. The much awaited commercial launch came on 5th September 2016 with unmatched tariff under a 'welcome' offer -- unlimited calls and data for three months, and a free subscription to Jio suite of apps for 12 months. In tandem, it also launched affordable 4G LYF smartphones as well as personal and public WiFi hotspots to complement its ecosystem. The welcome offer was later extended to March 2017. On receiving criticism from all incumbent operators, TRAI looked into the legality of promotional offers being launched by Jio and declared them valid, while also directing incumbent players to provide interconnection ports and not to block customers' porting requests, in a bid to ensure fair playing field.



Image Source: The Economic Times

- India carries out surgical strikes:** On 29 September 2016, about 10 days after the Uri attack, the Indian army executed surgical strikes in POK (Pakistan Occupied Kashmir). The commandos were airdropped at the LoC, from where they crossed over to the Pakistani side. The strikes were carried out in Bhimber, Hotspring, Kel & Lipa sectors, on Pak's side of LoC, destroying 7 terror launch pads. 38 terrorists and 2 Pakistani soldiers were killed with no casualties from the Indian side.
- Bob Dylan wins Nobel for Literature:** Rock legend

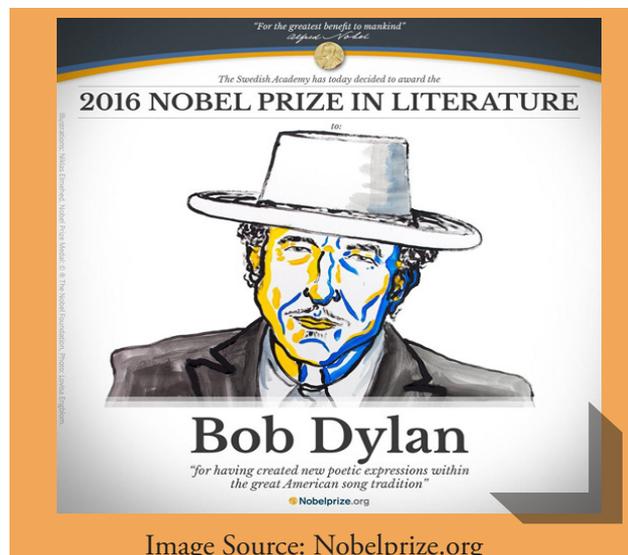


Image Source: Nobelprize.org

Bob Dylan was conferred the prestigious Nobel Prize for Literature, on 16th Oct 2016, for "having created new poetic expressions within the great American song tradition." The 75 year old singer songwriter was a surprising pick by the Swedish Academy, as Dylan does not belong to a traditional literary background but is celebrated world over for his lyrical masterpieces such as Blowin' in the wind and Tambourine Man to name a few.

- Cyrus Mistry ousted from Tata Sons Chairman position:** On October 24, the Tata Sons board, approved

a resolution to remove Cyrus Pallonji Mistry as chairman of Tata Sons. Growing trust deficit and repeated departures from the culture and ethos of the Tata group were the reasons cited by the board. Ratan Tata took over as the interim chairman of Tata Sons, and later, N Chandrasekaran, CEO and MD of Tata Consultancy Services was named as the new Chairman.



Image source: Wall Street Journal

- Demonetization by Modi Government:** 8th November saw the Indian Government roll out the decision to ban INR 500 and INR 1000 notes as legal tender post-midnight, as a part of its demonetisation drive to curb corruption, reroute black money and crack down on illicit and fraudulent economic activities, a decision that met with various operational challenges, cash-crunches and a volley of new rules and regulations were announced



Image Source: Business Standard

to battle any attempts to evade the crack-down. The move saw support of prominent businesspeople such as SBI's Arundhati Bhattacharya, Chanda Kochhar of ICICI as well as Infosys founder Narayan Murthy, garnered praise from Pranab Mukherjee, and the International Monetary Fund. However, world renowned Nobel laureate and economist Amartya Sen, and Former Chief Economist of World Bank, Kaushik Basu have criticised the move.

- US Presidential Elections:** Amidst a heated campaign by both the Democratic and the Republican side, with Twitter wars, speeches, sloganeering, and propaganda, the Republican businessman Donald Trump defeated Democratic candidate and former Secretary of State

Hillary Clinton in the US Presidential Elections held on 8th November 2016. Trump has been declared the President elect, and will take office as the 45th US President. In the Electoral College vote, Trump received 304 votes, and Clinton 227. The former Apprentice host's agenda emphasizes on renegotiation of US-China relationships along-with US's involvement in NAFTA and other free trade organisations, making immigration laws stringent, and making entry of Muslim nationals an arduous process with 'extreme vetting'. He has also proposed constructing a wall alongside the border of US & Mexico, and vehemently opposes climate change regulations such as Paris Agreement.



Image Source: Time.com

- Scandals storm the world of business:** Wells Fargo and Theranos: International banking Goliath, Wells Fargo came under the scanner for accusations of fake bank account sales, wherein bank employees opened around 2 million bank accounts and credit cards without customers' consent as part of the controversial employee sales goal program. After being investigated by the FBI, and multiple accusations and petitions by its ex-employees, John G Stump resigned from his CEO position, and senior executive Carrie Tolstedt was given a golden handshake. Theranos, which was being hailed as a revolutionary company for its blood-testing technologies, was investigated for fraudulent practices, and having misled investors and the government about the technologies it possessed. The Centers for Medicare and Medicaid Services has prohibited its founder Elizabeth

Holmes from diagnostics and blood-testing business.

- **Jayalalitha departs at 68:** Tamil Nadu's Amma and Puratchi Thalaivi, Jayalalitha Jayaram passed away on 5th December, 2016. A political legendary figure, Jayalalitha had served as the Chief Minister of the state for five terms, and had led the ruling party AIADMK. An icon amongst the masses, Jayalalitha had begun her political career



Image source: Herald Post

under the aegis of MG Ramachandran, the founder of AIADMK, after a very successful acting career in Tamil, Telugu and Kannada movies. She was embroiled in the Disproportionate Assets Case, which went on for a period of 18 years. Her death due to cardiac arrest at Apollo Hospital saw state-wide mourning. O Panneerselvam has succeeded her as the Chief Minister.

- **Dilma Rousseff & Park Geun Hye:** 2016 was a rocky



year for two women leaders. Soon after Taiwan got its first woman President, Park Geun Hye, she was impeached on 9th December due to undue influence of a shaman-esque figure who had access to confidential national documents. Brazil's Dilma Rousseff, who had served as the country's first woman President since 2011, got impeached on the grounds of administrative misconduct and disregard for the federal budget on 31st August.



- **Severus Snape & Princess Leia bid us adieu:** 2016 witnessed the deaths of various celebrated figures around the world- celebrated veteran Hollywood actor Alan Rickman, boxing legend Mohammad Ali, Pulitzer Prize winning author Harper Lee, celebrated artists Prince, David Bowie, George Michael & Leonard Cohen and Carrie Fisher who played the popular character Princess Leia in the Star Wars franchise movies.



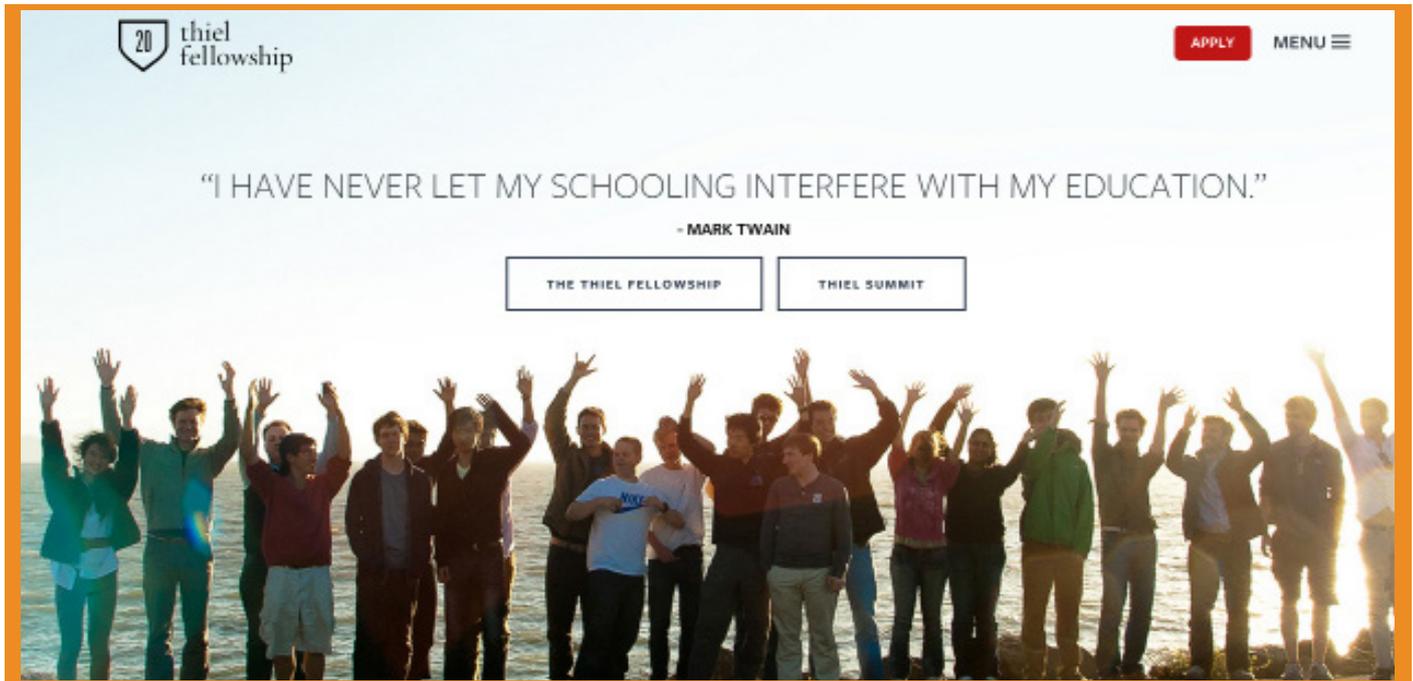
Emma Watson
1 min · Facebook Mentions · 🌐

I'm very sad to hear about Alan today. I feel so lucky to have worked and spent time with such a special man and actor. I'll really miss our conversations. RIP Alan. We love you



Corporate Insights

Spotlight: The Thiel Fellowship



Started by Peter Thiel, the Thiel fellowship is a unique platform for people willing to quit everything in pursuit of their one big business idea

About Peter Thiel

Counted amongst the world's most powerful people, Peter Thiel is an American entrepreneur, hedge fund manager, and venture capitalist. He is the President of Clarium, an American investment management company, and the Chairman of the firm's investment committee, which oversees the firm's research, investment, and trading strategies. Before starting Clarium, Peter served as the Chairman and CEO of PayPal, an international online payments company he co-founded in December 1998 which was acquired by eBay for \$1.5 billion in October 2002.

Prior to founding PayPal, Peter ran Thiel Capital Management, which started with an initial \$1 million in 1996. Peter began his financial career as a derivatives trader at CS Financial Products, after practicing securities law at Sullivan & Cromwell.

Active in a variety of philanthropic and educational pursuits; he sits on the Board of Directors of the Pacific Research Institute, the Board of Visitors of Stanford Law School, and is an adviser to the Singularity Institute for Artificial Intelligence.

The Thiel Fellowship

What does it do?

The fellowship is a two year open program for young people, who drop out of formal education institutes to "build things". Each fellow receives a grant of \$100,000 and support from the Thiel Foundation's network of founders, investors, and scientists.

What makes the fellowship different?

- 1. It is a grant, not equity**
The grant gives complete freedom to the fellow to utilise the fund in whichever way needed. The fellowship takes no ownership in the project.
- 2. Team Selection**
The entire network – salesmen, scientists, researchers, financiers, marketers, designers are available at one's disposal.
- 3. Classroom**
The class consists of millennials who have dropped out of school to achieve and build their own project.
- 4. Moolah**
The fellows are introduced to investors early on, to ensure the investors and fellows build a relationship right from the inception, making it easier for the fellows to secure funding on their terms.
- 5. Non-exclusive**
The fellowship can be combined with start-up accelerators and incubators, and does not have any exclusivity condition, making it a win-win for the fellows.
- 6. Learning and development**
The fellowship provides access to several guest lectures, books, meetings, and direct interactions with people running the show, thus making it a one-of-its-kind experience.

Famous Thiel Fellows

Eden Full (2011), Founder and Inventor, SunSalutor
Ritesh Agarwal (2013), founder and CEO, OYO Rooms
Ritik Malhotra (2012), founder, Stroom
Paul Gu (2011), founder, Upstart
Ari Weinstein, Conrad Kramer (2014), Creators, Workflow

Journeys

Do you ever wonder what stories reside in the lives of those we meet and greet everyday? In the fast-paced world of a B-school like IMT, oftentimes, we remain oblivious to the unique and inspiring journeys of some amongst us. When we meet a person, especially in a B school, we might assume that their journey here has been similar to ours, since so many of us are from comparable educational and professional backgrounds. But, if we really listen, sometimes we come across interesting and captivating tales of courage and conviction.

In this edition of the newsletter, we are introducing Journeys, a section that seeks to capture stories of unique trajectories that our fellow IMTians have followed, to reach where they have today. The maiden entry in this section narrates the experiences of an individual who paved her path on her own terms, challenging all the established dogmas of the society she was a part of. Read on, to find out who she is.

This girl belongs to a small town in Rajasthan, a place where families are still reluctant to send their daughters away from home to pursue education. Having grown up in a joint family, she is very proud that her family has always been supportive and has been encouraging all her endeavors. The town she lived in did not boast of superior quality primary education, which so many of us take for granted, so she had to settle for the only English medium school in the town with just 7 students in one class. However, this did not bog her down, and she performed the best she could despite such challenges. When she entered secondary school, her father suffered a financial setback. She had to shift to a Hindi medium government school to continue her education. This transition might have been a little unsettling for a girl of her age but she persisted without any bitterness. She graduated school with flying colours while excelling in extra-curriculars. Securing a seat in a government engineering college, Kota Engineering College, Rajasthan, she marched forth. Thankfully, the financial situation of her family had improved, and they encouraged her to pursue higher education.

When in college, she was one who really shook things up. Her college had the National Cadet Corps (NCC), which was exclusive to male students. As we know, NCC is a recognized and prestigious basic military training that equips the youth of the country with principles of discipline and patriotism. Our girl wanted to be a part of it, so she took matters into her own hands and with great initiative pursued the authorities who were in charge, as well as the Commanding Officer of the Air Wing to commence NCC training for girls. She was finally given the arduous task of convincing 8 girls from the college to go for a 10-day rigorous NCC camp, outside the town, and based upon their performance, her proposal would be considered. This was indeed a Herculean challenge, as the families of her college-mates did not initially agree, so she had to persist and insist, beyond our imagination. Her efforts not only achieved what she had aspired for, but also created a platform for other female students of the institute, as NCC training for everyone was then instituted in the curriculum at her institute. Furthermore, adding another feather to her cap, she led the state team of Rajasthan in the 10-day long National



Image Source: Berlin Artparasites

Integration Camp (NIC) at Mysore which had teams from 18 states across the nation. Owing to all her initiatives and achievements, she was appointed the General Secretary of the student forum in her college, again, a position that had not been designated to any female student before.

As her college life neared its conclusion, our young engineer made her way to Pune, Maharashtra, to begin working at an IT firm. During her two and a half years in Pune, she evolved as a person, battling the culture shock, and slowly finding her place in the new, unfamiliar city. An extremely passionate and competitive employee, she soon achieved recognition at her workplace, and also learnt and excelled at German, a language she learnt to assist her clients. But, her thirst for growth was unquenched and unmet, as she decided to embark upon a new journey of pursuing an MBA degree. Her determination and hard work got her here, amongst us, and we feel very, very proud of that.

A huge shout-out to Rishika Choudhary for sharing her inspiring and wonderful story with us! Stay tuned, as we bring more of such awe-inspiring and unexplored facets about the lives of people at IMT.

JOY OF GIVING

It is important, in the midst of the hustle of our everyday lives, to remember to be thankful for what we have, to remember that there are people who don't have it as good as us, and to remember to give back, help people and make someone's day better. We moved closer to it this year, when we celebrated the Joy of Giving, where children from the nearby NGO 'Sadrag', came to our campus, and we strived to make sure that they left with a wide smile and beautiful memories.

MADE, the social wing of IMT, organized the 10th 'Joy of Giving' on November 12th, 2016 and it was a resounding success. The children from Sadrag anticipate this day all year long and we went all out in trying to give them a perfect day. We had collected donations from the students of IMT which we donated to the NGO, and gave all the contributors a smiley face badge, as, who doesn't want more joy in their lives?



The day started off with amazing performances by the kids from Sadrag. IMT students joined in with them and there was laughter all around. They were then taken for lunch where they desperately awaited dessert with their chants of 'ice-cream!' echoing throughout the mess. After filling their bellies, they proceeded to have their minds blown by a magic show and then have their creativity appreciated with a painting competition organized just for them.

Following a quick round of evening snacks, we surprised them with gifts that they were delighted to receive. The occasion ended with a customary release of balloons (this time, minion shaped!)

into the sky. However, the time had come to bid them farewell, and with a heavy heart, we watched them leave, with smiles on their faces and happiness in their heart. A bittersweet emotion overtook us as we saw them off, with a promise that we would greet them next year to celebrate the 11th year of joy.

November

MARKETING WORLD CUP

The Marketing World Cup (MWC) was an intense, demanding and intellectually stimulating marketing competition organized by Markup, the Marketing Committee of IMT Ghaziabad, on the 12th and 13th of November which boasted of all the excitement of a cricket world cup. The first round was a quiz round, where teams of six members each participated in three quizzes with a near impossible time restriction. The teams put in their best performances, and selected teams moved on to the most challenging part of the contest - the case studies where they had to come up with innovative solutions for two case studies, which are mentioned below.



One was to reverse the dropping market share of Old Monk rum by repositioning it in the minds of its customers. The second case study was to devise a method for Mobikwik's digital wallets to be more accepted as a payment method in physical

markets (You can tell this case was written before demonetization happened!). The winning team came up with the idea of creating a new currency of sorts called 'kwacks' and make it a viral craze, so people would say "Do you want cash or kwacks?"

Apart from the cases, there were several fun and quirky on-the-spot events such as making a creative and funny 20 second advertisement for a random product, line of fire - where teams debated intensely on a topic, and even a video making competition.

Team 'Not Applicable' comprising of Sourabh Singh, Chinmay Deshmukh, Lakshita Mehrotra, Munmun Telang and Purva Keshav clinched the trophy.

Contestants gained phenomenal insights from the contest, and even Finance students participated whole-heartedly. As the World Cup came to close, each departed with more experience, knowledge and a thirst to keep on improving.

COMMUNICON

Communicon, the annual media conclave of IMT Ghaziabad, organized by IMTeam PRISM was held on 12th and 13th December. In tune with the recent happenings across the world, the theme of the two day event was 'Opinions Unchained.'

The event kicked off with 'Vichar Vimarsh', a panel discussion on the topic, 'Information Overload: Blurring lines between facts and

opinions.' IMTeam PRISM was honored to host esteemed panelists such as Mr. Neeraj Bassi, Chief Strategy Officer of Cheil India, noted author and General Manager of Coca Cola Mr. Anurag Anand, Mr. Tathagatha Bhattacharya, Head – Web and Mobile: WION and Mr. Arun Mittal, Head, PR and Brand Communications: CashKaro.

com. The discussion spanned across a gamut of areas, covering the vintage integrity of the press to the world which saw Donald Trump emerging as the 45th President of the United States of America. The audience witnessed a truly enriching exchange of ideas and opinions, and participated with enthusiasm.

Later in the day, an online quiz, CashKaro.com presents Mauke Pe Chauka was conducted. The team "Winter is Here" comprising of Saurabh Ostwal and Simran Gupta emerged victorious. They



won exclusive vouchers and a direct entry into the final round of 'Big 10', the flagship B-school competition of IMTeam PRISM. Congratulations, guys!

The next event was 'Big 10'! This was a one-of-its-kind unique contest, where teams competed on a range of challenges covering various facets of news delivery and reporting, with a Newshour-style debate as the final challenge. Apart from IMT, the event saw

participation from esteemed institutes such as Hansraj College, Delhi University and IIM Raipur. The team 'Show Builders' from IIM Raipur were declared the proud winners of the event. Giving them a robust competition were the runners up: Team Reporters and Team Hexagon from IMT Ghaziabad.

With the completion of BIG 10, there was a noticeable tinge of excitement in the air as it marked the onset of one of the most anticipated events of the year, the comedy play titled, 'The Perfect Wedding!' The audience was thrilled and entertained completely as the jam packed auditorium laughed raucously throughout the play. The performing troupe 'University Gigs' gave IMT a memorable time.

The wildly applauded play marked a fitting end to the successful and momentous media conclave.

December

KNOWLEXIR

The 'Research and Consultancy Enterprise (RACE)' Committee of IMT Ghaziabad organized its event 'KNOWLEXIR'. The three day event was held from 14th to 16th December. The first day saw a multitude of teams participating in an online quiz. The short-listed teams were then presented with a guesstimate case based

Batra and Dr. Parijat Upadhyay questioned the participants on their ideas and insights, and the teams were enlightened by the constructive feedback given by the judges.

The team, 'A Team Has a Name' comprising of PGDM I (Marketing) students Maroof Gazi, Saakshi Malhotra and Rajat Kathuria were adjudged the winners of the contest. The team, 'Being IM-



around the upcoming business of driverless cars. This round was unique, as participating teams had only 4 hours to submit their case analysis in the form of a PowerPoint presentation.

On 16th December, the teams geared up for their presentations, all eyeing the coveted prize. The jury, comprising of Dr. Surinder

Tian' comprising of PGDM I (Marketing) students, Vasu Bansal, Chinmay Deshmukh and Shubham Agrawal, gave a tough fight to the winners, and were declared the runners up.

Thus with the prize distribution, the successful event came to a close.

Bschooled

We congratulate Vidushi Singla (PGDM 1st Year) on her winning entry for the section 'Bschooled' in this edition of IMTimes! A beautifully crafted piece, her article juxtaposes the philosophy of 'governmentality' propounded by French philosopher Michel Foucault upon the modern day workplace and explores the implications of the same.

Foucault's "Governmentality" and the Conception of Power in Workplace

by Vidushi Singla, PGDM 2016-18



The distribution of power has always been a subject of interest to organizations and in turn to human resource managers because the spread of power in an organization defines the job roles and their significance. However, while power was seen as a variable that flows from top-to-bottom traditionally, modern day organizations are striving hard to present power as an all pervasive concept in an endeavour to move towards delayering and flatter organizations. It is here that the Foucauldian concept of "technologies of self" comes into play. The French philosopher, Michel Foucault, in one of his lectures on "governmentality" suggests alternative ways of exercising power which can make people active agents of self-governance. He effectively propounds that instead of being disciplined "from outside", people should be made to discipline themselves "from within". Being free entities, people seek to control their own actions and therefore rather

than acting directly upon individuals, one must use forms of governance that connect to individuals' self-government. For a more participative form of human resource management that attempts to engage its employees in self-governance, Foucault suggests the use of "technologies of the self" which are modes of confessional self-assessment and aspirations. These seek to tie the individual to one's own words about one's personality, strengths, weaknesses, needs, aspirations, goals and their plan to achieve those goals in the given time frame. It calls upon the employees to themselves propose goals, timelines and competencies that correspond to organizational needs which they commit to develop, and therefore become the responsibility of individual employees, thereby reducing the burden on the organization of motivating employees and creating a sense of autonomy for the employees.

Foucault defines "technologies of self" as mechanisms that "...permit individuals to effect by their own means or with the help of others a certain number of operations on their own bodies and souls, thoughts, conduct, and way of being, so as to transform themselves in order to attain a certain state of happiness, purity, wisdom, perfection, or immortality". Examples of 'technologies of self' include confessional mode of appraisal and self-assessments which are actually tricky because they make the employee accountable for his words. One of the modern self-technologies was exercised by a firm where the employee as a part of the competence review was supposed to interview her/his spouse about their belief regarding the employee's competencies and areas that the spouse felt could be worked upon in the area of cooperation. This was supposed to initiate the process of self-interrogation for the employees about their own competencies and cooperation and the steps they could take to work on these aspects. Another example of usage of modern day technologies of self can be seen in the Danish municipality where the novel concept of cards on the table has been used to improve employee participation in performance reviews. In this case, two decks of ten cards are given to the employees. The employee is asked to reflect on her/his competencies for a few days and then before the performance review list them on one of the decks of ten cards. On the other side of the deck, the employee was supposed to prioritize these competencies. This was then copied to the other deck, however without the prioritization. This was handed over to the manager and the manager was supposed to rank the other deck of competencies that were listed by the employee. This becomes the basis for performance review. The underlying idea behind this is to help the employee understand and rethink his perception about herself/himself and helps to align the employees' belief about their competencies with the needs of the organization.

However, the modern 'technologies of self' have often been subjected to criticism and doubts regarding whether they have truly helped in levelling power or if they are being insidiously used as instruments of subtle dominance to in fact not just control bodies but also to control the souls of employees. What do you think?

Ad-Ventures

We were overwhelmed by all the interesting submissions analyzing popular media campaigns and advertisements, but our winning submission truly stands apart. This edition's 'Ad-ventures' features Abhinav Chaturvedi of PGDM 1st year, as he analyzes Donald Trump's election campaign in the light of a successful and disruptive advertising achievement.

Donald Trump - a statesman or a salesman?

by Abhinav Chaturvedi, PGDM 2016-18

Donald Trump's victory in the US Presidential elections has been touted as an upset and disruption by various political scientists, and hailed as 'disruptive innovation' by certain marketing pundits. His campaign was marred with numerous controversies and allegations. Some true, some deliberate and some surreal. We have seen a lot of crests and troughs in Trump's electoral journey. Whether his victory would boost America's future, or thrust it in uncertainty, the world is yet to find out. But surely, there are some marketing lessons which can be learnt from this spate of events. Let's analyze the campaign the way that Mr. Philip Kotler would like us to do.

Choose the value

Analyze and segment the consumer:

A paramount task in the campaign was to scrutinize and unearth the cultural, social and emotional determinants of electoral outcome. Trump's words describing Mexican immigrants: "they're bringing drugs, crime and are 'rapists'" galvanized the support from cultural and social fanatics. Trump aimed at creating an atmosphere of paranoia for the present and nostalgia for the past, among a certain section of the country, and conveying that their America needed to be 'fixed'.

Target Audience:

Donald Trump had identified the audience he knew he would appeal to. He picked the angry, dissatisfied, disgruntled white working class. In order to allure them, he projected immigration as their biggest enemy and launched a ruthless agitprop against immigrants and anti-establishments. His statements like "I will build a great wall...", "I think Islam hates us" were purposive. He knew he would lose some voters, but it was a trade-off he had to settle for to tempt a voting majority. He did not shy away from Twitter wars, abrasive rants and insults, and being offensive to make his chosen target audience feel he was being their unhinged expression and voice.

Value Positioning

Trump successfully positioned his candidacy, as a billionaire businessman, who understood how economies and businesses worked, and had a solution to America's unemployment problem, and not as someone who belonged to the traditional political class and diplomacy. This distinction was created to make Trump appear more relatable, direct and someone who empathized with the blue collar working class, and was unhesitant to take strong measures against terrorism, corruption and immigration. His campaign slogan, which was more of a battle cry, "Let's make America great again" invoked a sense of impending change.

Communicate the value

The Republican Party candidate Trump, knew that a holistic advertisement of his campaign would be pivotal. He wanted to be omnipresent and a talking point in all places. From controversial tweets, to indiscriminate allegations in political debates, he has never been afraid to speak against the authority. His attention-grabbing sloganeering, such as "Obama is the founder of ISIS" is a testimony to that. Referring to the press, he once said, "When you give, you get them to do whatever the hell you want them to do". Well, we never thought he was talking about himself. He was giving media interesting sound-bites to broadcast, and yes in return he was getting all their attention.

He was well aware of his contemporaries and left no stone unturned to weed them out. "Look at that face!" Trump said about Carly Fiorina in a September Rolling Stone profile. "Would anyone vote for that"? He was consistent in his attacks and his statements were direct, ridiculous and provocative. The more talked, the more controversies accrued, but somehow he remained relevant, and very much on-the-scene.

He pounced upon his closest rival, Hillary Clinton with caustic comments and supposed revelations to tarnish her image. Statements such as "She's playing that card like I've never seen anyone play it before", "She is the most corrupt person ever to seek the office of the presidency", "Such a nasty woman.." were direct attacks to raise questions about Clinton's integrity.

"Had the guts, got the glory" perhaps applies for the 45th US president elect- Donald J Trump who beat all odds emerge victorious. But, what really contributed to his thumping triumph? Certainly, the parallels drawn from the world of marketing point towards an undeniable truth – Donald Trump's election campaign was one huge advertising win.

What Sports Teams Can Teach Corporations

The business we operate in is characterized by a vision. A well-conceived vision consists of two major components, which are the core ideology and the envisioned future. The core ideology stands for what we are, what cause we espouse and why we exist whereas the envisioned future is what we aspire to become, to achieve & to create. It is something that will require significant change and progress to attain. The reason we look at each one separately is crucial. It stems from the fact that it is more important to know who you are than where you are going, for where you are going will change as the world around you changes, but the core ideology in a great company endures as a source of guidance and inspiration. This vision is either

inherited by a manager or is made by a manager who envisions what should be the ideal company and the values the company stands for. The same tenets of a great company form the DNA of a sports

team. The concept remains universal, but is applied in a new context. To test the applicability of the above tenet, let's think about two sports teams which have yielded a considerable influence in their respective sport. These teams had managers who focused on developing a winning attitude, both on the field and off the field. The teams are; Manchester United, one of the greatest football clubs, and San Antonio Spurs, a basketball team. These are two different sports but are guided by managers who believe in one thing, which is, in making their teams the best.

Manchester United under the leadership of Sir Alex Ferguson won 13 Premier League titles in a span of 26 years, whereas, since the formation of the club, United had won only 7 titles before he took charge. Hence Ferguson was majorly responsible for not just building the first team but the entire club. To make winning a habit, there needs to be a fundamental change in the way the club works and grooms talent.

“The players keep on changing but the values of the club are enduring. Ferguson was a leader who showed the envisioned future, which was, to be the best football team in England. Creating a culture in the organization requires more than simply asking your team members to communicate, work together, or function in a specific way. You also have to instill an image, purpose, and meaning that helps drive your team to function in its own unique way”

San Antonio Spurs has a championship culture ingrained



in them which takes considerable time to develop. They display an attitude of winning which is evident in the way they pass, scream, and move. When one person shoots the ball there are 12 people on the bench who all get up at once to cheer and support their team

members. This is a result of faith in something which is much bigger than a single individual. Gregg Popovich is the head coach. “Coach Pop” earned that reputation by leading the small-market Spurs to five NBA championships and being named NBA Coach of the Year three times. Popovich has provided San Antonio spurs with the right elements of training and motivation to form the culture of the team. This takes time to develop which owners need to have and be patient for. The basic dynamic of visionary companies is to preserve the core and stimulate progress. The above two teams practice day in and day out on a vision which has been set adopting strategies which build on the envisioned future but stable on their core purpose and ideology. This is where the role of the manager and the coach come into play, to set the core and take the teams to the envisioned future. Manchester United and San Antonio spurs are exemplars of this view.

‘Behavior Modification’: A Glutton’s Guide to Mindful Eating

The number of failed fitness New Year resolutions is directly proportional to the number of cancelled Goa plans. Unfortunately, the will to live healthy is not as strong as the will to dig into that tub of Nutella, cheat days of Cheesy French Fries recur more than gym days and some of us join that gym just so we can buy the latest sportswear. The moment you undauntedly decide to venture out for a run, every atom of your body and by extension, the universe ties you down to your perfectly cozy bed.

We usually associate being fit with better self-esteem, yet we keep shelving all healthy plans. When you are exhausted, overworked, stressed out, and discouraged from your mundane schedule, go for a run, take a hike, hit the gym maybe?

Now when you’re a part of that IMT life cliché, bogged down by assignments, projects, corporate challenges, end terms, imposed social bonding; with little or no time to spare how do you find the will to live, err...live better?

“Behavior modification” is the key. “It helps people focus on the behaviors that are connected to their overeating. They become more mindful not just of what they are eating, but how, when, where and why they’re eating” says the fitness blog ‘Putthatcheseburgerdown.com’.

Looks like we might have some research-backed, yet, easy-to-follow tips that can nudge you bit by bit towards a healthier lifestyle, without making you jump on a kale-chips-and-detox-juice diet.

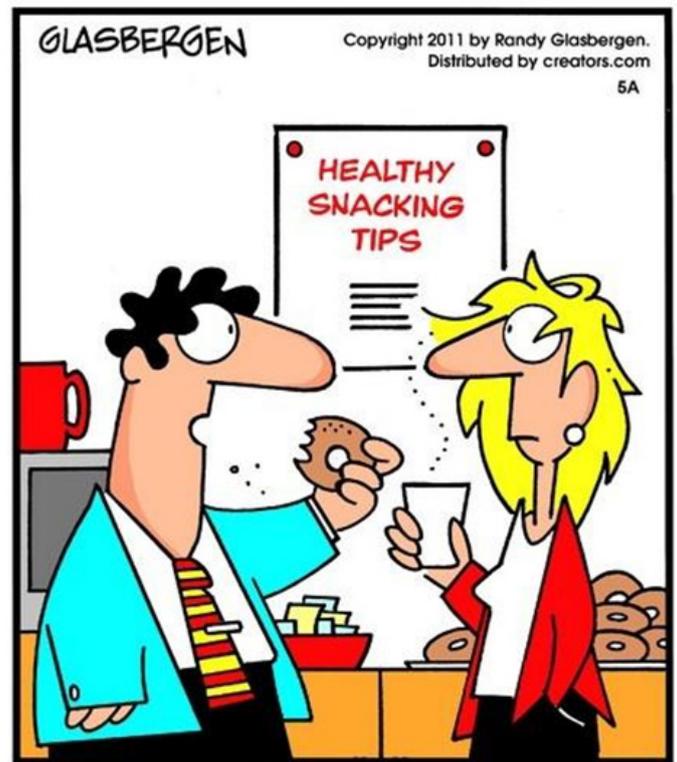
So what are the thumb rules to achieving health nirvana? -

- The phrase “Out of sight, out of mind” works with foods, too! Hide that jar of Nutella, give away the tub of ice cream, let your friends gobble up all that you crave. It’s all for the greater good.
- If you’re out shopping, and feel the sudden pangs of hunger, only to find yourself in the grocery section of Spar, run! Abort mission, I repeat, abort!
- We usually binge eat when we are bored or stressed. Stop. Re-evaluate. Take a nap or go for a stroll, it’ll save you the money and those extra calories you would’ve gained.
- Use smaller bowls, plates and cups. Sitting down to eat with a full sized Thali is a very bad idea.
- A recent study showed that dieters who drank water

(about 16 ounces) before meals lost significantly more weight than those who did not.

- Stop eating while you watch that season of FRIENDS, you’ll end up eating more than what Monica Geller Bing would approve of.

Now who am I to suggest life hacks, but what I can give you are these productive tips on behavior modification that don’t



“The healthiest part of a donut is the hole. Unfortunately, you have to eat through the rest of the donut to get there!”

cost a dime but keeps you fit as a fiddle. (I’m a miser and all my research usually point towards anything but tips that need money to be spent) At the cost of sounding like a phony fitness advert, I shall urge you to follow these life-saving (well,kind of) nuggets of wisdom for a month, and surprise your body (pleasantly, for a change). After all, a healthy body is a healthy mind, who knows, the next corporate competition win might just be one granola bar away (wink, wink). And it’s alright if you’ve broken your fitness vows once before, sooner or later, our convictions are challenged and sometimes they will triumph, sometimes they will be trumped. What’s important is, do not dwell on the errors (your laziness will find another best friend in your excuses), move past and give Behavior Modification another shot. Never give up on the idea of a fitter you.

After all, “The best project you’ll ever work on is you.”

There is an APP for that!

Let's take a look at a couple of apps that make life easier for everyone!

1. Word Lens

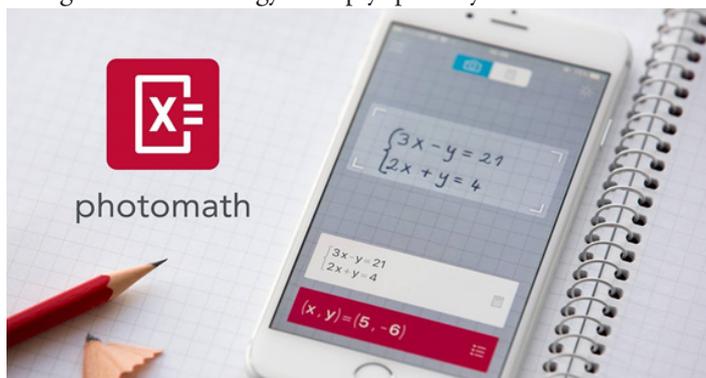
Word Lens is an augmented reality translation application. It uses the built-in cameras on smartphones and similar devices



to quickly scan and identify foreign text (such as that found in a sign or a menu), and then translate and display the words in another language on the device's display. The words are displayed in the original context on the original background, and the translation is performed in real-time without connection to the internet. If you're visiting a country which speaks a completely different language, one you're not aware of, imagine the pain of playing charades every time you need something. All that frustration of acting it out and feeling lost can be saved with the help of this app!

2. Photo Math

With a "Top in Education" rank in 100+ countries and millions of users, Photomath is the world's smartest camera calculator and math assistant. The app works on a text recognition technology. Simply point your camera toward

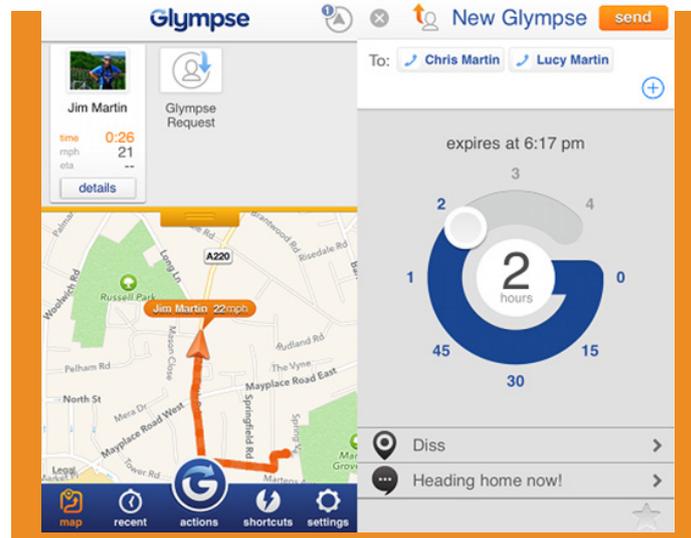


a math problem and Photomath will show the result with a detailed step-by-step solution. This smart camera calculator helps you solve almost any mathematical problem instantly.

3. Glympse

Glympse is a fast and simple way to share your location in real-time. You can set who sees your location and for how long. You can even set a destination or customize a message. With an intuitive design and enhanced features, the application easily integrates location sharing into everyday activities, on

any platform, with all your devices. It also offers a features to share the location via a link on email, Whatsapp, Facebook and twitter which enables tracking without installing the App. The company is now diving into the connected home market. With FamilyMap, Glympse allows a group of people to privately share location details not only through an app,



but with the help of connect devices like smart appliances, smart TVs or a home assistant like Alexa.

4. Lark

Lark uses your phone's sensor to track your sleep and fitness activity, and then quantifies this information to help you track your goals. It keeps a daily log of all your activity, which you can view as an item-by-item list, or as a chart. For tracking sleep, Lark assumes that you're sleeping between the time you last check your phone at night and the first time you check your phone in the morning, confirmed by how long your phone stays stationary. For fitness, Lark breaks your activity down by time and distance instead of step count, displaying when



you took walks throughout the day and how many calories were burned. It also sends text-like messages that explain your activity and compares your status to previous days.

Bylanes: Into the old capital

“Tombs of emperors stand beside traffic junctions, forgotten fortresses command suburbs, the titles of lost dynasties are woven into the vernacular, if only as street names.”

-Jan Morris, Welsh historian, on Delhi

There are places which get underneath our skin, drawing us back repeatedly, every time for something different. Delhi is a place which reveals just enough to get you intrigued but as soon as you think you've figured it out, it holds back a

transition it still serves as a symbolic heart of the metropolitan city. It is a place where mosque goes, beggars, rickshaw pullers, keen explorers, and sellers of every imaginable thing collide on a daily basis.

The havelis that line the gullies are architecturally stunning but irreversibly crumbling. Old Delhi's monuments—the Jama Masjid and the Red Fort that anchor the Old City—are magnificent, and the main artery, Chandni Chowk, should not be missed. It's a convenient metro ride to the Old City from Connaught Place.

From the upscale restaurants of South Delhi to the famed 'Pan' vendor in Connaught Place, a reasonably adventurous explorer on any budget can find myriad ways to explore Indian cuisine with relative ease. But exemplifying the saying that wisdom can be found in the most unlikeliest of places, it is in the confined, dilapidated, and congested lanes of Old



labyrinth of mysteries.

The transition from Shajhanabad to Chandni Chowk has been long, 378 years to be precise. Back in the days, the bylanes were filled with mansions of nobles and members of the royal court, along with elegant mosques and gardens. Despite the

Delhi that one can find the best of Dilli food. Dating back to 100, 200 years, these shops peddle the same delicacies now and then. From Natraj's Dahi Bhalla, Gyani Di Kulfi's Rabri Faluda to Paranthewali Gali's Aloo Parantha, and Hari Lal's Aloo Chat, these delicacies will leave you coming back for more.

The place is at its best when you decide to chalk up all the bustle.

entourage used, has 35 steps. Arched colonnades and minarets surround the mosque itself, which rests on a platform.



The largest of Old Delhi's monuments is Lal Qila, known in English as the Red Fort because of the red sandstone from which it was built. This World Heritage Site is based on Islamic prototypes and is a synthesis of Persian, Western and Indian art. The fort contains all the trappings you'd expect at the centre of Mughal government: halls of public and private audience, plush private apartments, a mosque and elaborately designed gardens. It is the venue where the president addresses the nation on Independence Day.

Given all the exploration, if you find yourself daunted by the throngs of people or just need a break after a

Just immerse yourself in the experience and absorb it all in. It's one of the most incredible places to shop, with lots of specialty markets crowding the area on both sides of Chandni Chowk (literally meaning the moonlit market or square). Gorgeous, intricately embroidered fabrics and appliqué materials, lace,

few hours, try a cycle-rickshaw tour: for about Rs. 100 you can be carted around in a cycle-rickshaw (which seats two slim



bangles, spices, herbs, and Indian sweets can be found in Keenari Bazar and Katra Neel. And in all probability, you'll smell the Khari Baoli, largest spice market towards the western end of the Chandni Chowk, before you see it.

Jama Masjid is the principal and the largest mosque of country, a colossal structure beautifully constructed out of red sandstone. The courtyard of the mosque can be reached from the east, north, and south gates by three flights of steps, all of which have religious significance. The northern gate has 39 steps, the southern side has 33 steps, and the eastern gate, which was once the royal entrance that Shah Jahan and his

people) for about an hour. The rickshaw-wallahs (drivers) in front of the Red Fort are serious bargainers, but they know the city well, and many can show you places you wouldn't discover on your own.

A delight for the Indian in you, Purani Dilli truly embodies the cultural pot-pourri India is becoming today. Between shops with ACs and multiple payment options, metro lines, car parks, the area is sacredly preserving all things old and charming in the city. A visit will leave you enchanted and transported back a few years if not more.

Zero to One by Peter Thiel

- Sourabh Singh

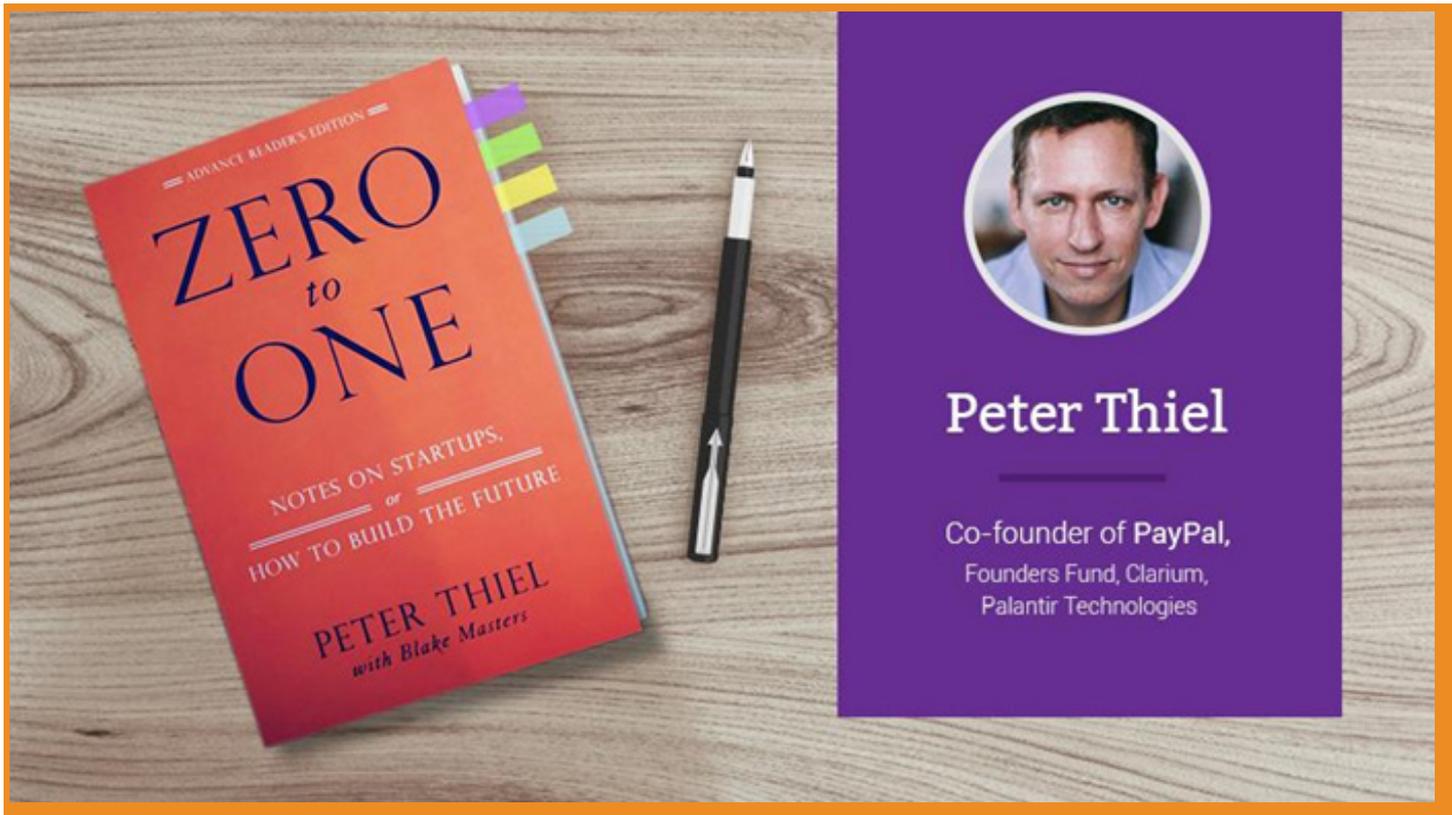
Supporting Donald Trump during the Presidential campaign turned Peter Thiel into something of a pariah in the otherwise-liberal Bay Area, but that's exactly what he wants you to become when he reiterates his much-loved question, "What important truth do very few people agree with you on?"

From funding a foundation that pays teenagers to drop out

education system today forces you to curate a bewilderingly diverse resume to prepare for a completely unknowable future, but for nothing in particular.

The Thiel questionnaire for anyone starting his business is crisp, rational and practical,

1. The Engineering Question - Can you create breakthrough technology instead of incremental improvements?
2. The Timing Question - Is now the right time to start your particular business?
3. The Monopoly Question - Are you starting with a big share



of college, to founding an organization dedicated towards building ocean communities underwater, Thiel is a contrarian, and not a man to be faulted for thinking too small. He glorifies monopolies, labels Europeans as pessimists, calls Ayn Rand 'merely a half-great writer' and describes finance as only a way to create money, if you don't know how to create wealth.

Doing what someone else already knows how to do takes the world from 1 to x, if you do something new or build that 'valuable business no one else is building' then you go from Zero to One. Most entrepreneurial books are either about actualities or astuteness. Zero to One is the perfect blend of both, with a tinge of philosophy. Seeing the future as random, probabilistic and inevitable is the curse of our age, he calls this indefinite optimism, which is inherently unsustainable. Definite optimism works when you build the future you envision. He mentions Plato, Marx, and Musk, and quotes them to endorse his own philosophies. The book is a laid-back read and extremely relatable, he talks about how the

of a small market?

4. The People Question - Do you have the right team?
5. The Distribution Question - Do you have a way to not just create but deliver your product?
6. The Durability Question - Will your market position be defensible 10 and 20 years into the future?
7. The Secret Question - Have you identified a unique opportunity that others don't see?

Peter Thiel, I am sure, will agree that all great books are different and through Zero to One he plans to enter an uncompetitive market. It is a lucid and profound articulation of capitalism and modern philosophy, peppered with insights from the Silicon-valley, which helps it build a small monopoly among its rival business books. Thiel brings up some interesting concepts and his examples really are fascinating. But beware, Zero to One is not a startup-guide, and I feel if you can read this book without this expectation, you can read most of it in under a day, and enjoy it very much.

Humans Of IMT

The Taste Of Good Conduct

Whoever said “Knowledge is the food of the soul” must have tasted nothing but lentil soup! The taste of good food has brought more happiness to mankind than any discovery. Food is soul! Period.

At IMT, where sleep is luxury and eating four meals from the mess is new years’ resolution for most (thanks to our sleep schedules), what comes to our rescue is the wonderful construct ahead of the BBC, Arcus! From offering some lip



smacking delicacies at pocket friendly prices, Arcus is our panacea for hunger, conversations, fun, et al. Run by Puneet bhaiya & Co., the place is the most important part of the day for most students on campus. There isn’t much that some paneer butter masala and parathas can’t cure at 4 am, anyway. Puneet bhaiya was scribbling something on the accounts register when I strolled into Arcus. My first memory of bhaiya was him knowing most students by their name. When I asked him about it, he smiled and replied, “I have a very sharp memory. I remember names very fast. I also remember their accounts!” Of course, he does! For someone who had started his business at a young age of seventeen, remembering names was picnic. It was also not by accident that he landed up in IMT Ghaziabad. He ran a canteen in MDI Gurgaon and during one of the institute’s events, the students of IMT made their first rendezvous with Arcus’ food. The tryst between their taste buds and the new array of delectables available within the campus steered towards a proposal made by Puneet bhaiya which IMT readily accepted. Here for almost four and a half years, bhaiya is more of an IMTian than us!

So, where did it all began? A call centre going by the name Palm Court Hero ATS experienced the setting up of his first stall. Since then he has had his canteens in ITM University, IBS Gurgaon, MDI Gurgaon and so forth. Still working across the campuses of IMT Ghaziabad, IBS and ITM University in Gurgaon, he is aiming to expand his business in GS Medical College. But it is not just the food that he is popular for, it’s his conduct. The kind of rapport bhaiya has with us students make him a dear person amongst us. Being a student of first year, I was curious about his relationship with the students.

He laughed and replied “You will be able to tell me better!” Nevertheless, he told me how his bond is.

“Whenever ex-students come to the college, and sometimes even when they are passing through Ghaziabad, they call me to enquire if I am on campus. If I am here, they say “I am going to meet my brother”, and stop by.”

“Is it the same for all other colleges?” “Now that you do not have a canteen in MDI, is it like this there too?” To my queries he replied, “Of course, I go for their college events if the ex-students visit the campus, and we hang out. Also, if any alumnus of the other colleges come here during placements to recruit students on behalf of their company, they first stop by the canteen because they know I am here”, he replied to my utmost delight.

In a B-school, everyone talks about marketing, but if we care to notice, hear and understand, the knowledge of business comes from myriad sources, more so from those who have helped shape businesses and helped them grow.

“Madam, to develop a relationship, it is very important to know how we conduct ourselves. It is not us, but our ‘zubaan’, the language we use, that does the business. Besides making friends, my ‘zubaan’ helps me do my business too,”

Puneet bhaiya explained in his usual friendly demeanor. A graduate from an open university, bhaiya visits the colleges every alternate day, but never fails to balance his personal and professional life, as is clear from his social media accounts. He supports his family with his father and brother, who also help him in the business. He is also fond of photography. “I am not a professional. But I have an interest in clicking good pictures and own a DSLR. I can bring it if you want to take my picture to go with the article!” He jokingly suggested.

To this soft-spoken person, memories are of great significance. Every 2 years he makes new memories with the students of IMT, and relives them whenever the alumni visit the college and drop by the canteen. “This is an extremely satisfying feeling for me because I am not just doing business but building relationships, making friends,” he said happily. “I like to believe that the students cherish the relationship as much as I do.”

The best of conversations happen over meals. Sharing of ideas and experiences become more heartwarming when accompanied by something scrumptious to dig in. As our discussion came to an end, bhaiya finished his plate of Maggie too. Walking out of the canteen, I realized the very truth of the statement by J.R.R. Tolkien, “If more of us valued food and cheer and song above hoarded gold, it would be a merrier world.” Truly, even in business, as bhaiya clearly proved, benefit is long term for all if the focus is on making relations instead of making money.