

## CHAKRAVYUH 2017

### The Olympics of B-Schools



As the winter chill reached its peak and temperatures dropped to an all-time low, the undying sporting passion reached an all-time high amongst B-schools all over India. They had but one thing on their mind - 'Chakravayuh' - the annual sports festival of IMT Ghaziabad, also known as the Olympics of B-schools.

This sporting spectacle, dating back 20 years, was organised in the second week of February, with 25 teams from pioneering B-schools counting themselves as the participants.

The competition spanned across eight sports, namely lawn tennis, cricket, basketball, football, table tennis, volleyball, badminton and throwball.

Winning an Olympic medal isn't a piece of cake, and verily so, putting your hands on the 'Chakravayuh' trophy too, required a complete blend of strategizing, teamwork and dedication.

Chakravayuh saw the participation of some esteemed legends and alumni of IMT Ghaziabad, the home players from IMT, and guest teams from premier B-schools like IIMs, SP Jain, MDI, IIFT, JBIMS, IMI, etc., who were all on their toes throughout the event. Adding to the thrill and fervour were the 6,000 odd spectators.

With a constant - unstoppable tussle of 72 hours, the teams put in every bit of strength and expertise they possessed to win the coveted trophy.

The magnanimity of 'Chakravayuh 17' was reflected in the list of its corporate partners. From industry giants like Lotto, Canon and Mahindra Two Wheeler Limited, to premier sporting organisations such as Stag and Decathlon, the list is awe-inspiring.

This season, 'Chakravayuh' took an unprecedented avatar, and revolved around Navarasa, the emotions of Abhaya (courage), Adbhuta (wonder), Raudra (aggression), Utsarga (devotion), Vyakulta (anxiety), Ulhas (joy), Karunya (compassion) and Neerava (calm).

The extravaganza got a splendid start, with Indian all-rounder Piyush Chawla being the chief guest at the opening ceremony. The ceremony also had performance from Prince Dance Group and a laser show from Dreamworks group. Unheralded scenes were noticed when the laser show portrayed the life at IMT, and more so when IMT's esteemed director, Dr Atish Chattopadhyay shared the cricket pitch with two-time world cup winner Piyush Chawla.

After three days of sporting action, team Aryans from IMT Ghaziabad was declared the winner of 'Chakravayuh 17', with another home team, Yoddhas, being awarded the runners up position.



### Editor's Note

*"You can cut all the flowers but you cannot keep spring from coming."*

PRISM presents the March edition of IMTimes to all of you, with this splendid quote by Pablo Neruda, forever reinforcing the raw power of a relentless human spirit.

Speaking of an undying spirit, Chakravayuh 2017 is another excellent example; a magnificent display of sportsmanship, resilience and passion. The opening article of IMTimes mentions some highlights from the sports extravaganza. The newsletter goes on to cover salient features of the budget, discusses the state of affairs in the US after the advent of Trump, and celebrates the sheer brilliance of Roger Federer. Journeys brings you the riveting and awe-inspiring story of Ashish Jha, and the Health section reminds you about the goodness of age-old morning walks. The Travel section lists perfect weekend getaways near Delhi and Humans of IMT reminisces about the distinct personalities on campus from the eyes of an alum.

This edition is a perfect blend of fresh articles and classic columns, effortlessly bidding goodbye to the old and welcoming the new. On a similar note, I take this opportunity to welcome Srishty De on board as the new Editor of IMTimes, and proudly pass on the literary baton to her. I have full faith in the new senior PRISM team of 2017-18, and truly believe that they will constantly maintain and enhance the initiatives taken by our team.

It has been a great honor to serve as the Editor, and I have truly cherished every bit. I thank my esteemed faculty coordinators, fellow members, and juniors for their constant support and motivation.

As they say, "Great is the art of beginning, but greater is the art of ending." These words being my curtain call, I bid a hearty goodbye.

Here's to IMTimes, and IMT.

So long.

**Nishtha Bhasin**

## Dean's Message



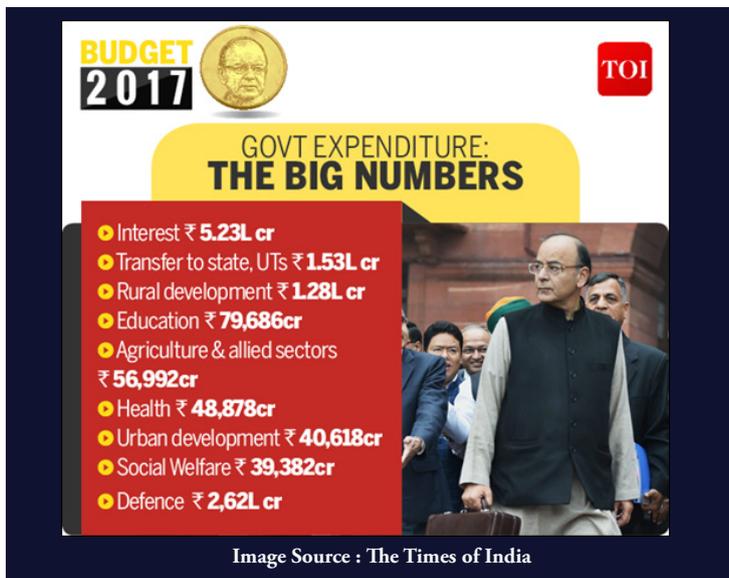
IMT Ghaziabad is evolving and entering a new realm of business education. Staying true to our multi-pronged ethos of Innovation, Entrepreneurship, Social Responsibility and Executional Excellence, we have been making strides by introducing novel ways of learning, be it the Organization Based Projects or the emphasis on Sustainability and Social Responsibility. Our constant endeavours are to enrich the experience of our students and ensure that they are well prepared for their roles as future leaders and corporate citizens. After all, the students of this institute are ambassadors of IMT Ghaziabad, and it is of paramount importance that they distinguish themselves in their respective careers, and also contribute to the community at large.

If we talk about the graduating batch of 2015-17, it has been an utmost memorable journey. IMT Ghaziabad's placements for the batch 2017 saw unprecedented numbers, which speaks volumes about the faith and support the corporate world has in IMT's legacy of 36 years. This year as well industry leaders across all the sectors - FMCG, E-Commerce, Consulting, Market Research, Manufacturing, Pharmaceutical, Healthcare, IT, BFSI, Telecom, Automotive, recruited from our campus. The highest domestic CTC offered was Rs. 25 Lakhs per annum, whereas the highest International CTC offered was Rs. 26 Lakhs per annum. The average CTC is Rs. 11.6 Lakhs per annum. To add to the glory, students had their summer internship experiences covered in academic papers which they co-authored with faculty members, and got published as white papers.

Also, we have received thunderous response with respect to the admissions process for the incoming 2017-19 batch. IMT saw a welcome change in response to rapidly changing industry requirements. A big plus in this year's CT-GE-PI process was the unique design thinking based 'Group Exercise' round apart from the 'Critical Thinking' and 'Personal Interview' rounds. This shift was well received as we have observed an increase in the admission pool by 15%, attendance by 25% and an enhanced turnout of student applicants.

Here's IMTimes March edition, everyone. Chakravyuh 2017 was a grand sporting affair, a 20 year old legacy. With the participation of top notch business schools and other institutes of repute, it has truly earned the sobriquet 'Olympics of Business Schools'. The success of the event has been captured in this edition. With the success of its maiden entry in the last edition, IMTimes continues its celebration of the inspiring and unique tales of courage and conviction of our students, in the section Journeys. It also attempts to simplify the implications of the Budget 2017 declaration, decoding the jargon and presenting a bird's-eye view. What's further to look forward are a range of articles from our students, on a myriad subjects, including travel, world politics, health and fitness, sports and its association with business, to name a few. I hope everyone benefits from the information and opinions in the subsequent pages, and it is an enriching experience for all. Wishing all students the very best with their future endeavours!

# BUDGET 2017



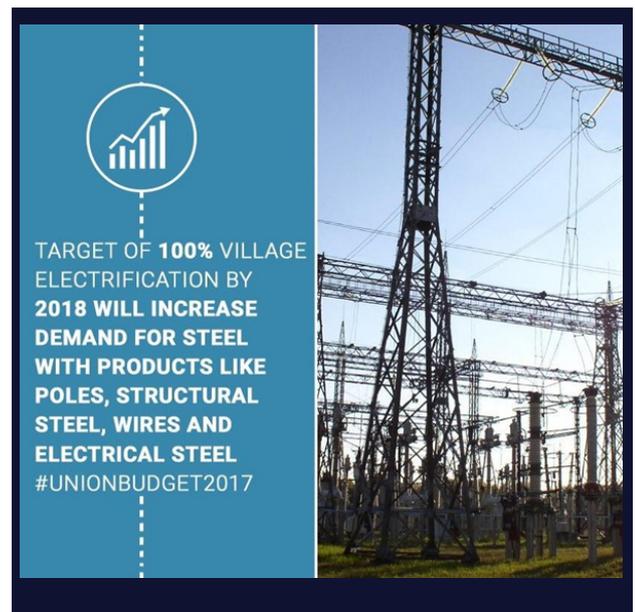
When anyone mentions the word budget, our first reaction is to assume that apart from the tax policy and reform, it's not for us. The budget is supposed to be a complex creation prepared by brilliant financial specialists, made for the government, CEOs, and news networks. Many of us fail to realize the importance and relevance of the annual budget, how it impacts us and our fellow citizens, and how it can shape the nation and government policy. We get lost in the numbers and jargon. This year, India's budget has seen some key changes, some surprising, some not. The agenda of the 2017 budget was "Transform, Energize and Clean India". Let's take a look at the highlights of this year's budget from the perspective of a layman, try to make sense of it and ascertain as to what was the thought process behind it.



**Merger of Railway and Union Budget:** The most obvious change and arguably the biggest one in recent times was the merging of Union and Railway budget. This consolidation has been done after 92 years of seeing these two budgets separately. This move has been lauded by economists as being beneficial for the overall economy and it seems it will have a mostly positive impact on the railways. In the past, especially during the British reign, it made sense to have the railways budget separate as a huge chunk of India's GDP was generated by railway revenue. However, as more

tradition had to come to its inevitable end sooner or later. There have been talks of privatization of a certain section of railways, which, after this move, would not happen due to all the allocation of funds falling under the finance department. Misuse of funds and harmful corruption can also be avoided since there will be an extra accountability factor for the money that would be spent for railways development

**Fiscal Consolidation:** The focus this year has continued to be on fiscal consolidation, i.e., policies have been undertaken to reduce fiscal deficit and debt accumulation. The targets set in this regard have been realistic considering the current circumstances. It has been suggested that the debt to GDP ratio be 60% by 2023 and a fiscal deficit of 3% of the GDP over the next three years. While he has deviated from last year's number by 0.2%, Arun Jaitley promises to keep the number at a constant three percent by 2018-2019. Many economists and theorists expected and predicted that due to demonetization, there would be a drastic change in India's fiscal policy to counter the negative economic impact of the move, especially since the monetary policy was quite a disappointment. However, it seems that the government has played it safe and sought to soothe nobody's sentiments through their policy.



**Rural and Social Welfare and Youth Empowerment:** A number of the policies and funds have been directed towards the benefit of rural or underprivileged citizens of the country and towards rural development and social reform. A huge chunk

of the budget has been diverted in this direction. The farmers credit has been fixed at a record 10 trillion and is expected to ensure adequate flow of cash to underserved areas, bringing relief to some of the most hardworking and underappreciated people in India. A lot of money is also being spent on Mission Antyodaya which aims to bring one crore households out of poverty. The participation of women in MGNREGA is at a record 55% and is expected to grow spectacularly in coming years.

The government also aims to bring 100% electrification to all Indian villages by May 2018. A bold call, but the steps being taken for rural infrastructure development might just make this dream a reality. This year will also be seeing the launch and promotion of training and welfare programs and schemes for the rural population, especially for women and children, to help more citizens become employable and productive members of society.

This year, a lot of money is also being pushed into programs that would benefit the large, thriving, passionate and enthusiastic youth of our country. A separate innovation fund has been created to help secondary education. A mechanism to properly assess the outcome of our current education has been developed, which was highly awaited considering how fragmented the system actually is. All entrance exams will soon fall under one body. 100 skill development centers will be established and government universities will soon receive a higher degree of autonomy.

The government's policy of working on rural and social welfare as well as youth empowerment seems to be geared towards a more comprehensive goal of reducing unemployment by increasing the skill set of each citizen and the creation of new jobs.

**Real Estate:** In this year's budget, affordable housing has been given the status of "infrastructure", cementing the fact that the welfare of the common man was the core idea behind the government's initiatives. Banks have surplus liquidity after demonetization took place which means housing is in good supply and lending rates are lower. The Real Estate (Regulation and Development) act has made it mandatory for projects of 500 square meters and above, or eight apartments and above to be registered with the Real Estate Regulatory authority (REGA) and pay 70% of the amount generated by the project in the escrow account. The news has been rife with scams bought about by real estate developers and huge delay in projects with hundreds of families kept waiting for their homes to be completed. This law will protect customers, ensure timely execution of projects, curb black money and promote transparency. This being said, as it would get easier for the common man to buy houses, a second house will have a cap on tax benefits that would be

received for it. This is making many people rethink their decision of buying a second house as an investment.



**Ease of Doing Business:** The government has taken many steps to promote entrepreneurship and raise the ease of doing business within the country through the budget. Labour laws will be hugely simplified, the Foreign Investment and Promotion Board (FIPB) will be abolished and tax rates for small firms (that form the bulk of the Industry in India) will be reduced. It is our Prime Minister's target to be one of the top 50 countries in terms of ease of doing business, and the policies undertaken will be a step forward towards reaching this goal. Implementation of the GST in April of this year will again contribute to the growth of many industries.



After surviving the immediate aftermath of demonetization and the cash crunch, the expected benefits and the agenda of the government began to become very clear. Apart from the obvious crackdown on black money, the government wants us to head towards a cashless economy, and this was an underlying theme across most of the policies described in the budget. The surplus liquidity prevalent in the banking system currently will raise the access to credit for people for whom it would have been much more difficult earlier. This will have, according to officials, a “multiplier effect on the Indian economy.” It is estimated that in 2017-2018, 2500 crore digital transactions will be taking place and a slew of measures has been introduced to promote this. There will be tax breaks for organizations and projects adopting a cashless infrastructure. The budget also proposed to ban all cash transactions above Rs. three Lakh, which means all large transactions will be documented in the digital space. The government has sought to incentivize the use of non – cash transactions to push people to adopt these practices. The budget was clearly a space to advocate for digital India.

Of course, the budget contains many things, headings and sub-headings which have to be taken care of, funds which have to be allotted to certain areas without question, and constraints, both internal and external, which have to be taken into account. The points mentioned above are the key focus areas that our finance minister seems to have identified as growth areas for the next few years, and which would require drastic policy changes.

The budget is not perfect, it cannot be. Despite this being a relatively safe budget with no revelations that would shake the foundations of our country, there still are some surprises and headscratchers. For example, despite India and the world seeing major economic and political events, such as demonetization and the U.S. presidential campaign and election, the budget seems to be entirely independent of these events, has focused on problems that need to be fixed and seems to see them as opportunities to move forward or a challenge to overcome. The budget could very well have been all about demonetization and black money, yet it covered a large amount of ground and it is clear that a lot of thought has gone into each and every policy.

At the same time, some of the government’s pet projects, such as “Make in India” and “Swachh Bharat” seem to have taken a backseat in terms of innovation and the focus there is more on improving the already existing policies regarding the same. There has also been criticism of the funds allotted for the military and defense domain. The problem of under-utilization of funds and the value of the Rupee depreciating against the Dollar have not been addressed.

All in all, however, the budget seems to have focused on policy that would improve infrastructure, promote and accelerate development in rural as well as urban areas, brought about a system of accountability in various industries and genuinely addressed the needs of the common people of the country. All that is left to do now is to cooperate and with the government and help in any way we can, to realize the goal of a better and prosperous nation, both economically and socially.



**FM Arun Jaitley presents #Budget2017**

The Finance Minister says,

- \* ‘We have moved from a discretionary administration to a policy-based administration’
- \* ‘Expectations included burning issues like inflation and price rise, issue of corruption & crony capitalism’
- \* ‘Our Govt. was elected amidst huge expectations of people, the underlying theme of expectations being good governance’
- \* ‘I thank the people for support to the Government, assures of more measures for people’s welfare’

# MAKE AMERICA GREAT AGAIN

## A political disruption?

Election campaigns are often known to run on rhetoric - but Donald Trump's 2016 US election campaign reached new depths of low with his narratives being devoid of any substance and liberally dosed with conservative populism. In spite of this, President Donald Trump beat Hillary Clinton to become the 45th President of the US.

His political campaign saw the comeback of a popular slogan of the 1980's then used to stir the emotions of the people of US during the time of election. 'Let's Make America Great Again' was a popular slogan used by former Republican president Ronald Reagan in the 1980 presidential race and was modified by Donald Trump to the milder 'Make America Great Again'. Originating at the time when America was suffering from great economic distress, Reagan put the onus on himself to bring about this 'greatness'. Trump on the other hand makes it seem like your job to make America great while he watches from his fabled Trump Towers. The threat was Soviet communism for Reagan, for Trump it is like a shape shifting Boggart. The enemy for him has been anyone who has opposed his bigoted, racist, and misogynist views.

The contexts for the employment of the slogan changed drastically- Reagan played on voters by cashing in on the supposed inadequacy of the incumbent president of the time, Jimmy Carter. During the Iran hostage crisis, the economic slowdown and inflation, and the energy crisis in the US. Reagan declared that the United States was a "shining city on a hill" whose best days were still ahead. He probed people to look at the future for making America great. The best days for America were still ahead of them, with Reagan making it happen for them. Trump, a political neophyte, urged people to vote by recalling the glorious past and promising a better future. Thus the importance of the word "Again" is of great significance in the minds of the people. The 2016 election was fought not on political ideologies and reforms but by the petty politics of victimizing the opponent.. The increasing regionalization is hinting towards an alarming movement of the popular sentiment away from globalization. Mr. Trump will have to satisfy his supporters and live up to his promise to reverse the effects of globalization which according to him will eventually lead to America being great again.

While Trump propagated the agenda of greatness, which was creatively marketed and sold, he did not propose how he aims to achieve this lost glory for his country. The Make America Great Again merchandise which included apparel, stickers, and rally material became one of the most popular products to be sold in America. Donald Trump succeeded in selling his brand to the people and occupying a space in their minds and hearts. At the same time, he continued to make outlandish statements that caught attention of the world (any PR is good PR) and kept reinforcing his views.



Trump suggested to the people that they needed to go back to the missing state of greatness. He worked on popular mindset by creating an enemy that didn't exist- the immigrants, Muslims, women who believe they have rights. He even painted liberal media outlets that challenged his venom, as being anti-American 'greatness', thus painting them as impediments to reestablishing a great nation. He wants to take America back to a time when abortions were illegal and actively discouraged, women's rights activists were silenced, blacks were ghettoized and blamed for all problems facing the country.

Donald Trump ran a campaign based solely on white nationalism and popularized homophobic, xenophobic, misogynistic ideas that often encouraged hate crimes in the wake of his imminent accession to the post of President. To the general public it may seem as an appeal to bring back their country to great heights by bringing back their jobs and creating employment. However, on the inside it is a well coded political disruption to roll back to the times when hate crimes were rampant and women 'knew their place in the society'. We can't argue by saying that he won't be able to make all Muslims take a test, or that it is not feasible for America to stop all immigration- the fact is that his win has given acceptance to his followers whose confidence in this bigotry has been restored.

The MAGA campaign, although is a definitive call to action, it sets in a feeling that America isn't great right now so Trump will ensure steps to make it great. However his campaign fails to give directives towards making it happen. Greatness is an illusion, and will remain one until you set a benchmark to work against it. His concept of greatness and its effects are exclusionary in principal, sidelining the marginalized sections of the American society who have fought for years to make their voices heard.

If building a Great Wall is what is his idea of stopping cross border drug trade and illegal immigration then God please do save America.

# EMOTIONAL INTELLIGENCE AND TENNIS



As a leader, an extremely high degree of emotional intelligence is an indispensable trait. Although technical skills and IQ are threshold requisites, emotional intelligence portrayed by various leading sportspeople can be a guiding stone for managers who want to get the top job.

I have followed tennis sporadically. At times I have watched it on television, and at times when I flipped through pages of the newspaper. What I inferred from all by observations was that tennis is a lonely sport; you play the sport on your own and you fight the battles on your own, but, surprisingly, the actions of the players especially the men's tennis has exhibited high levels of compassion coming from some of the best players in this sport. Djokovic making the ball boy sit next to him while he held his umbrella is unheard of. Roger Federer's speech on winning the Australian open, 2017 was making rounds and for the right reasons. This is what he said

"I'd like to congratulate Rafa on an amazing comeback. I don't think either of us thought we'd be in the finals when we were at your academy four or five years ago. I'd just like to thank my team. It's been a different last six months. I didn't think I was going to make it here."

"Tennis is a tough sport," said Federer. "There are no draws. If there were, I would have been happy to accept one and share it with Rafa."

"Stay on the tour. Keep playing, Rafa because tennis needs you," Is this something sports allows us to learn, this character; can it be applied to our lives as future managers? To make friends and not just networks, to satisfy the needs of people and not just make profits, to earn respect and not command it through power, to have curiosity to know and not be driven by the compensation which follows. This requires a high level of Emotional Intelligence. There are components of EI mentioned in an HBR article by Daniel Goleman, "What makes a leader". The **self-awareness** aspect means having a high understanding

of one's emotions, strengths, weaknesses, needs and drives. A highly self-aware person will know where they are headed and why. As managers we need to continuously think about our emotions and where we are headed.

Self-regulation is a component which frees us from being prisoners of our own feelings. Self-regulation is an ongoing inner conversation that allows us to find ways to control and channel the anxiety and the emotional impulses. The signs of emotional self-regulation are therefore easy to see, a propensity for reflection and thoughtfulness; comfort with ambiguity and change; integrity and an ability to say no to impulse urges.

The third component is motivation. Such people want to perform beyond one's own and everyone else's expectations. Highly motivated people seek out creative challenges, love to learn, and take pride in the work well done.

Empathy is the fourth component. When team leaders have empathy they are able to sense and understand the viewpoints of everyone around the table, this is important to understand the emotional make-up of the team. Leaders with empathy use their knowledge to improve their companies in subtle but important ways.

The final component to emotional intelligence is social skill which is the ability of managing relationships and building networks, also an ability to find a common ground and build rapport.

Developing emotional intelligence takes time and commitment, but helps leave a lasting impact on the people with whom we interact with and the work we perform.

I guess Roger Federer touched all the components of emotional intelligence in his speech and Novak Djokovic through his actions. In ways their presence was transmitted to people beyond tennis and impacted us deeply. The question is if we are we willing to make emotional intelligence a part of our lives as future managers, are we willing to build on something which is bigger than us. To reach somewhere it is important to begin, so when do you plan to start?



# JOURNEYS

*Welcome back, readers. In our maiden entry for Journeys, we introduced an awe-inspiring tale of courage by one of our very own IMTians, Rishika Chaudhury. In this edition, we will unravel yet another voyage of a fellow IMTian, which is unique, inspiring and adventurous in its own right. Read on, to find out.*

He hails from Jamshedpur, the steel hub of the country, famous for patronage of the Tatas, and touted as one of the fastest growing industrial cities in India. Spending most of his childhood here, our friend grew up to be a student with exceptional academic prowess, representing his state in the National Mathematics Olympiad, securing a coveted All India Rank 43. Being as good with numbers as he was, his initial ambition was one of being a successful engineer. Marching forth with that aspiration, he appeared for the IIT Joint Entrance Examination. While waitlisted for the IITs, he had opportunities to join hallowed institutions such as BITS Pilani, IISC Banagalore and IISER Pune. However, the adventurer in him chose a career that would set sails to the envisaged future, quite literally. He joined the Marine Engineering and Research Institute (MERI), which is Asia's oldest maritime institute and a torch-bearer for maritime education in the sub-continent.

This, however, was the beginning of an arduous journey for him. Being a paramilitary institute, his life there commanded an unparalleled discipline that he had never been used to, and it was a challenging lifestyle, at first. But, this was just the transformation he had been hoping for, and soon enough, his stint at the institute taught him a way of life that was daunting, but worthwhile.

When we asked him if he considered himself a born leader or a groomed leader, he let us know that he would like to call himself a groomed leader, and that he believes that each one of us are born with a powerhouse of leadership potential, but it requires expert honing and nurturing to make the best of our gift. When at the seas, the biggest lesson that he had learnt from the institute that he found the most useful while working in the navy, was adaptability. There they were, an extremely diverse group of individuals, all working in these dynamic cross-cultural teams, while at the same time respecting the lines of hierarchy. Getting along with the crew is of paramount importance, and is not a trifling task, as you

and that makes equations difficult sometimes. While on the deck, our guy had the opportunity to work with people of different nationalities such as Bangladesh, Sri Lanka and Indonesia, which enriched his experience, and imparted him an understanding of cross-border cultures, broadening the scope of his exposure.

While it sure looks glamorous, the work aboard is serious and gritty, and one of grave responsibility. Our mariner was in-charge of an entire machine, for two-three months, and was accountable for all critical processes associated with it, from overhauling to troubleshooting. When asked about one of the most challenging times on the deck, he narrates to us an anecdote; when the ship had halted at Indonesia to pick up cargo, the generator stopped working. While the generator was not the machine he was in charge of, he had worked with it during his training

period. No senior engineers were present, and each moment spent delaying the cargo-loading process was costing his company, so he decided to take matters into his own hands, and with the help of his motormen, resolved the issue after working on the generator for two long hours. With his initiative, gusto and pro-action, our mariner

had channelled the go-getter in him, and displayed immense sensibility.

Why then, after a glorious tryst with the sea, did he choose to pursue an MBA? "To enter an ecosystem that stimulates the generation of ideas", he says. It's heartening to know that some people, like our fellow IMTian, are never complacent and content with their achievements and the status quo. They seek change, disruption even. That is how they evolve, against the tides of the seas, from one horizon to another.

*Thank you, Ashish Jha! Your story was a wonderful piece we all needed to come across. Wish you all the best with your future endeavours.*



# MAKE MORNING WALKS COOL AGAIN



Remember the last time we were up at 5 AM? Of course we do, except that we were up at 5 AM completing an assignment or partying or binge watching Game of Thrones, not waking up to our alarm clock, stretching and looking forward to conquering the day! Alas, we get up barely in time for the morning class or work and then rush! Sometimes, maybe even missing breakfast! So, where are those TVC visuals in our real life where the model gets up, has their coffee or cup of tea, applies a 'rejuvenating' face cleanser or shaves their beard which 'energizes' them? In an era which is almost always hard pressed for time, it is remarkable that there is an emerging trend of acceptance for nutrition products and fitness centers.

For our parents, the ideal day would kick off with a morning walk. The purpose of this walk would not only be fitness but also socializing with a group of friends, discussing, over their morning beverage, a gamut of topics extending from Shah Rukh Khan's newest release to Donald Trump's eccentricities. This morning walk would also be interspersed with a glass of orange juice. Thus a morning walk is a holistic experience. How can the morning walk evolve into an engaging experience for the millennials?

I have recently been to a club which offers free coffee in the morning in their lounge. Walking by, I noticed a lady downing some shots at 7 AM. Now if this had been Goa

or Las Vegas, I wouldn't have batted an eyelid. To satisfy my curiosity, I probed further, only to find that those weren't whisky or vodka shots but classic cappuccino shots, and she did around 20 of them and left! This had me wondering whether a themed café which incorporates modern trends and uses creativity while serving something as mundane as morning fitness regimes is actually a good idea. Brands which aim to bring about a behavioural change successfully have seen monumental results. Take for example Dettol which has seen tremendous success with its 'Maa Maane Sirf Dettol ka Dhula' campaign which promotes personal hygiene amongst kids. Other examples are Hindustan Unilever's Surf Excel launching 'Keep India Clean' campaign to promote the idea of 'Swacch Bharat.'

It is an interesting story of how orange juice made it to the breakfast menu. Overabundance of oranges in the early 20th century led California orange growers to coin the slogan "Drink An Orange". This promotion along with advances in orange juice packaging and a newfound realization of the health benefits of oranges helped skyrocket the popularity of orange juice. By 1940, it had become the second most popular breakfast beverage after coffee.

Thus, a theme park which promotes morning fitness regimes, provides health beverages and an aesthetic experience might just be the way forward. The brands can also leverage the growing inability of the millennials to exercise in the morning.

Meanwhile, why do you need extrinsic motivation to go for that coveted morning walk? Drop the late night movies and parties, set an alarm or a dozen of them and wake up to a wonderful morning and seize the proverbial day.



# THERE IS AN APP FOR THAT!

## Pocket

An application which was acquired by Mozilla, allows the users to save articles, videos, images, text and any other content from the web browser, via email and from



other mobile applications in one place. I guess this was much needed, because, in our daily lives we come across interesting things which we do not find time to go through at that point in time and wish to go over later. Also, against the rising tide of the walled gardens online, this application makes our lives much easier. The seamless integration allows the saved data to be accessed from mobile phone, tablet or computer. There are around 22 million users of this application who have saved around 2 billion items.

## 1Password

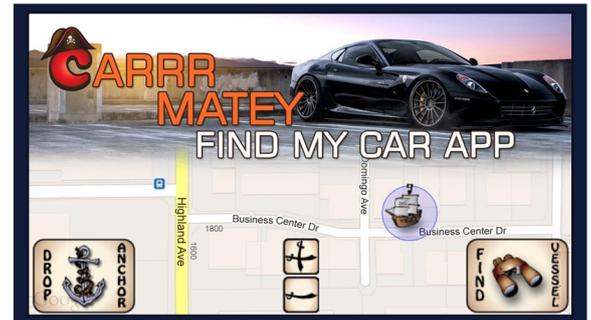
This has become a must for cross-platform password managers. Everything is secured with top-end encryption and synced across all the devices such as phones, tablets, computers with no additional set-up required. The features of this app include AES 256-bit encryption, password



generation, fingerprint security with an android keyboard which lets the user quickly paste the login and password details from the secured storage. One interesting feature of this application is that the user can upgrade to a Family or Team Plan to share important information between multiple 1Password users.

## Carr Matey by Lionebra Studios:

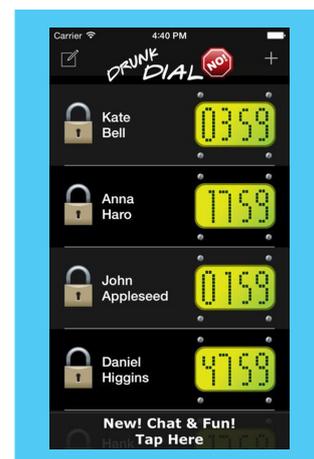
Well, we all have lost our cars in those 4-5 levels of car parking or at the railway station. It is a tiresome job to remember the level of car parking where we parked our



car at a mall or any other building. This app is a saviour. It uses GPS and Compass to guide the users back to the location of their parked vehicles. With overall rating of 4.4, this app is available for both Android and iOS, and is an absolute must have for all of us. So, never lose your car in a parking lot again!

## Drunk Dial NO! Block Mistakes! & Chat! By Explore Fun Inc(iOS):

This is a slightly more relevant app. It is also available for Android users by the name DrunkBlocker. This app promises to block both incoming and outgoing calls, all messaging apps and all other social media apps while we are not sober! An additional feature of this app is to allow users to call at a specified number for aide, be it for cab, or any general purpose! And the best part is that even we are not able to override the mechanism till the time the timer set runs out. So while we are drunk, we are in a way blocked from calling up our boss or anyone that might get us into trouble.



# THE PERFECT WEEKEND GETAWAY!

Now, our B-school life rarely lets us pack our travelling bags, does it? And, no, I don't mean the weekly -packing ritual of some eternally homesick (you know who you are) kids who run home whenever they can. But stay put, for the long weekend shall arrive, and your wanderlust will be blissfully rewarded. For when it does, here's a list of amazing destinations that reinforce the belief that India is indeed 'incredible'.

## Auli, Uttarakhand

Distance from Delhi: 510 km.

This has to be my personal favorite. Hence, it tops the list. Why, you ask? I'll let the proverbial picture speak more than a thousand words:

It will take you 16 painstakingly long hours to reach Auli (Google will say 12-13 hours, don't trust that misleading devil). I know you will take way too many chai-Maggi-sutta breaks and while enroute might even consider calling me and hurling expletives for recommending a place which takes a God-forsakenly long to reach. But trust me, it's worth it (The picture below is the moment I realized that). You can also try skiing at the Auli Ski Resorts (you will give up after ten minutes, you're unhealthy pizza-eating hogs and not Hrithik Roshan from the second half of Kaho Na Pyaar Hai), and take the ropeway from Joshimath to Auli. It is breathtaking. If I were a movie critic, I would give it 5 out of 5 stars.



## Jim Corbett National Park, Uttarakhand

Nestled at the foothills of Himalayas, Jim Corbett National Park is only known too well for its exotic fauna, especially the big cats who roam about freely in the forested area. Enthral yourself in a camping experience at this stunning national park.

Trust me, Jim Corbett is an absolute charmer! Camp in flat valleys, that restrict the mountain ranges from extending, also known as 'Chaur', while taking in the ravishing landscape, complete with its picturesque view of wildlife. Get ready to witness the beautiful river Ramganga winding its course through the park.

Enjoy a captivating jeep safari and an elephant ride. Spend some quality time while taking a walk through Jim Corbett's museum, picnic by the side of river Kosi while watching a delightful wildlife movie. Enjoy the traditional Kumaoni folk dance, and relax while enjoying sessions of indoor and outdoor games at your resort. Experience a life so simple and peaceful, you might regret having to go back.



## McLeodganj, Himachal

When I say McLeodganj, read: McLeodganj, Dharamshala, Bir Billing and Triund.

If you are someone interested in fascinating stories, of struggle, of revolution and of brewing hope, the walls of this beautiful Himanchali town have one to tell. The seat of the "Free Tibet" movement McLeodganj is abuzz with an Indo-Tibetan culture, welcoming tourists with open arms. My suggestion: Sit at a Tibetan Café, order pancakes (they are absolutely delicious), grab a book and a cup of coffee (or tea, if you're team chai) and dive into an ocean of serenity overlooking those lustrous green mountains.

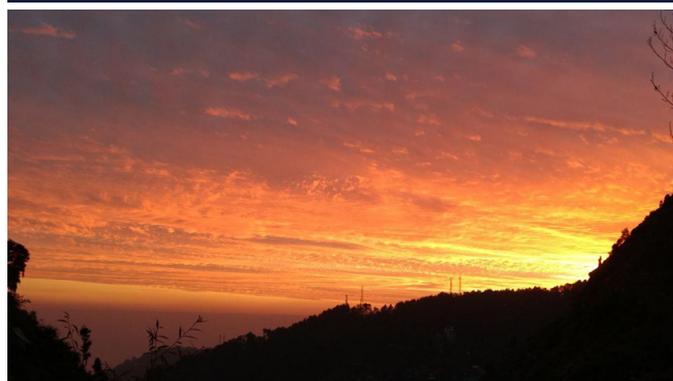
Dharamshala, on the other hand is the recently declared second capital of Himanchal Pradesh and also home of the revered Dalai Lama and the Tibetan government-in-exile. It also has the picturesque HPCA stadium overlooking the beautiful Dhauladhar's ranges. If you're a cricket fan like me, the stadium will give you extreme feels.

Bir Billing can be visited for paragliding, trekking and other adventure activities.

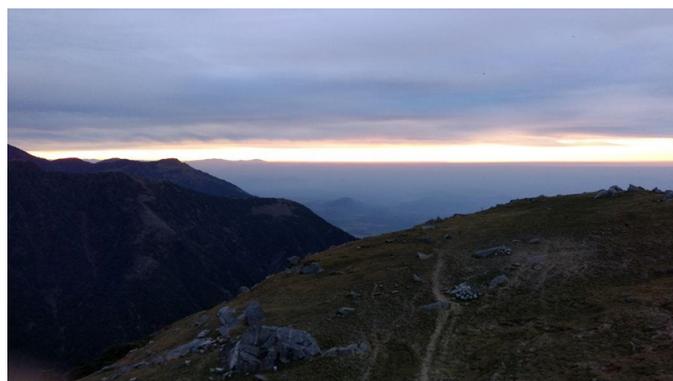
Triund is a 9.5 km trek from Bhagsun Nag above McLeodganj. For enthusiastic trekkers, Triund is conquered as easy as the straight drive by Sachin. For the urban cosmopolitan living in concrete jungles and boardrooms, its one tough ask! If you trek rarely (read: never) the words of every well-wisher who asked you to maintain a healthy lifestyle will echo in your ears.



View from Triund Top

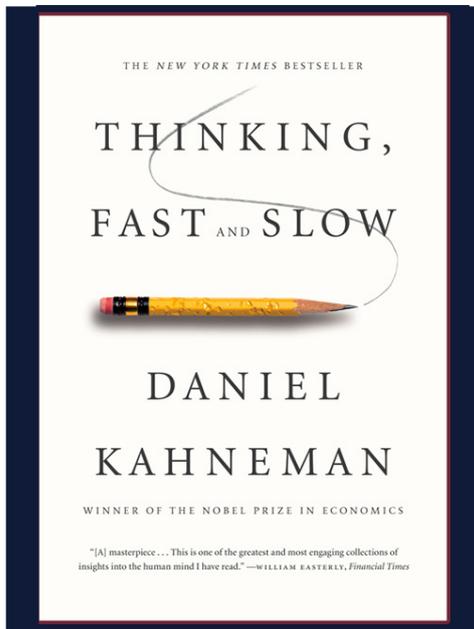


View from Triund Top



# THINKING, FAST AND SLOW

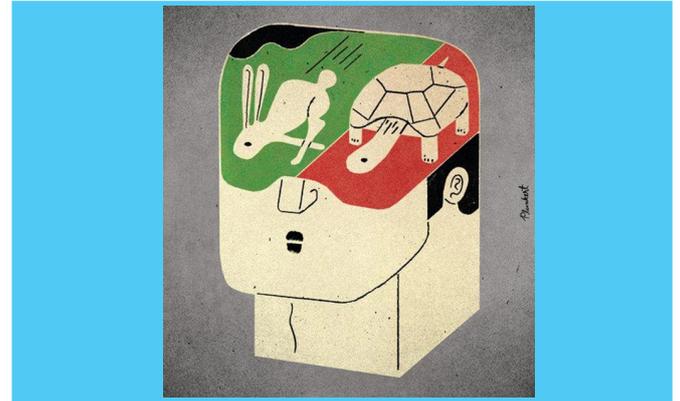
by Daniel Kahneman



Ever heard of a psychologist winning the Nobel Prize in Economics? This seemingly bizarre event occurred in 2002, when Daniel Kahneman, the octogenarian Israeli-American psychologist was awarded the prestigious honour, for a body of work that dates back to the 1970s. His research was primarily concerned with human irrationality. Its impact on the field of Economics was profound, since various economists and scholars have often based their laws and theories on the existence of a 'Homo economicus', or a rational being, who is a sensible decision maker. However, Kahneman's work refutes this paradigm, and explores the realities of human mind, and its inherent randomness.

In his book, *Thinking Fast and Slow*, Kahneman describes the mind as an entity that functions in two separate modes, depending upon the context and circumstance. 'System 1', is the fast, automatic, intuitive, associative, spontaneous and impressionistic mode, which is always 'switched on', without much deliberation or effort, co-ordinating and performing tasks that have become second nature to us. 'System 2' is slower, more deliberate, conscious, reluctant and only springs to action when a complex situation needs to be resolved, or we need an in-depth analysis and/ or a more complicated study of affairs, that would require more than simply a superficial inspection. While we often tend to associate with our 'System 2', our consciously motivated self, that we tend to call our 'real self', we are as much 'System 1' as 'System 2'. While System 2 makes all the deliberate choices and forms the beliefs that we espouse over time, it also takes a backseat and lets System 1 steer us on, most of the time, because it gets easily exhausted.

And, precisely because our System 1, is constantly making these intuitive and spontaneous decisions, without much introspection, our mind falls prey to several cognitive biases and errors, as this mode of our brain utilises only 'heuristic' techniques.



Also, this System 1, stealthily lets us make our decisions based on vague hints and signals, with no logical association, as was proven from thousands of experiments that were conducted during the course of Kahneman's study, where it was observed that there existed strange correlations, such as a sitting judge's verdict and his blood sugar levels. Not just that, the pervasiveness of chance in our decisions, and the events of our lives is hugely undermined by us. An observation of performance of fund managers articulated that while most managers believed that when their results were good, it was a consequence of their skill, it was barely the case. A prolonged study of their long-term performance, and the performance bonuses received by them illustrated that the financial decisions by these managers could have easily been substituted for any other arbitrary decision making approach, and would yield similar results, so to conclude that these managers were in fact being compensated for their luck, and not their skill. Kahneman specifically describes one cognitive aberration that impacts our judgement, called 'anchoring effect', by which our mind assigns importance to seemingly irrelevant information and numbers that it gets exposed to. For instance, when judges were asked about their opinions on ideal sentence duration for an offence such as shoplifting, but were first asked to roll a dice, their answers varied as per the number on their dice, with a higher roll resulting in a higher sentence time – this is how our mind fools us, by intuitively correlating two independent, and non-associated events. In this brilliantly illustrated and lucidly simplified book, one finds oneself engaged in a narrative that reads more like an interactive conversation, really, that is peppered with nifty safeguards against the glitches your mind can be susceptible to.

# THE HUMANS OF IMT

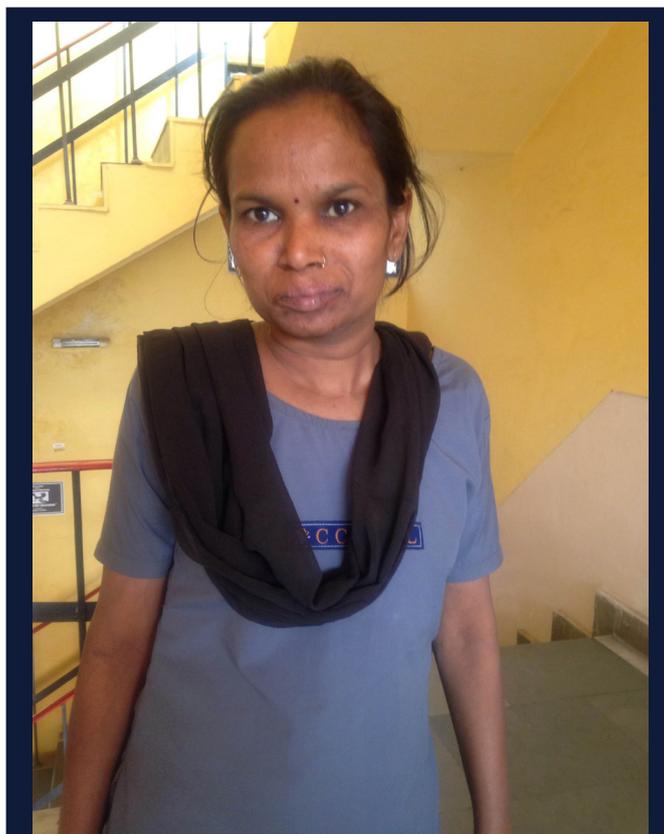
*“We know only too well that what we are doing is nothing more than a drop in the ocean. But if the drop were not there, then the ocean would be missing something.”*

*- Mother Teresa*

In a campus where we are nothing but passersby, yet deemed as prospective esteemed alumni, there are those who are most often unrecognized despite the inexplicable contribution they make to the college. They say IMT never sleeps. True so. Starting from early mornings to the late hours of the nights, these humans of IMT breathe a continual life into the air of the campus. The lingering essence might not be palpable in the din and bustle everyone gets strayed by, but it forms the very soul of this esteemed institute.

The romantic in me sees spring even at the slightest hint of flora and beholding the lush greenery that IMT is engulfed in, “my heart with pleasure fills, and dances with the daffodils.” (Just a figure of speech!) Walking through the paved path towards the academic block, the campus forms a sight that’s applaudable. The flowers of the red silk cotton tree (scientifically called the *Bombax ceiba*) carpet the moist green grass freshly watered by the gardener, Ramprasad (Hail, Bollywood!), and our day starts by inhaling the crisp scent of the damp earth which girds the campus. But in our gratitude towards the exquisiteness that nature is, have we ever paused to contemplate over the hands that tame this otherwise chaos? In the thick of a demanding timetable that a b-school vaunts of, I cannot help but wonder how many of us realize the significance of these routine small drops that makes the ocean that is IMT Ghaziabad.

I have a special fondness towards Gurdip aunty for her tranquil demeanor. She is like Captain Cool and in-charge of the others who keep our hostels as clean as a whistle. And do you ever expect one of them to request you for permission of cleaning your room, and then apologize for not being able to do so all because you don’t have time?! Suman aunty manages to win my heart every day with this unintended and innocent savoir-faire. So does Vikas, our library security guard, with his noble dream to teach underprivileged children someday. With their small gestures and selfless wishes, these are the people who teach us how money and richness are far from being synonyms while kindness has got everything to do with it.



Anita aunty : She is the sweet voice that asks you if you need your room be cleaned, and turns your sad cobwebbed room into a the cosy alcove you wish for it to be.

Every evening, I hear the melody of Pranjal’s voice while she sings her heart out sitting on the porch. Aspiring to be a singer someday and doing her higher education in music, this friend of mine comes to IMT every evening to help her father collect laundry. She has 3 brothers who are earning well for the family, in case you are taking pity on her by thinking she is here due to lack of finance. No, she is most definitely not. She is just helping her father, because hey, she is the daughter of the house!

I adore the warm smile that Suresh uncle gives me every time I go the canteen. And I know he adores me because he keeps yoghurt separately for me, his 'daughter'. In my last article on Humans of IMT, I had featured Puneet bhaiyya and his Arcus, our safe haven from the new year's resolution that is the mess diet. I especially like these humans in canteen-uncle, Puneet bhaiyya, Raj bhaiyya and others. And the comical mien that Raj bhaiyya makes for the cheesy romantic movies that he plays on the canteen TV is sidesplitting.

***"People sleep peaceably in their beds at night only because rough men stand ready to do violence on their behalf."***

***-George Orwell***

IMT has no residence for the professors or any person in-charge for that matter. Yet nowhere in Ghaziabad is more safe than the canopy within which lies this establishment. The bounce of security guards that defend this campus are as if Arch Angels protecting us against all harm that lurks outside. Neither the bitter nights of Delhi winters nor the uncountable wakeful nights of their lives make them once give in to the temptation of giving up being our guardians.

***"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world."***

***-Desmond Tutu***

As I complete my tenure as the scribbler of this column, I look back contended that if nothing else, I have befriended some of the best humans of IMT whose contribution is a bestowal. Their every drop counts. To get a special acknowledgement from Vikas every time I step into the library's premises or to be at the receiving end of Puneet bhaiyya's beaming face is a wealth unparalleled.



Guardians of our abode: They spend their nights away from their homes and families, to keep us safe and sound. After that 3 am party, or an all-nighter at the library, when you walk back to the dorm, they are the ones who are still awake, and alert.

# IMTeam PRISM

## EDITORIAL TEAM

**Chinmay  
Deshmukh**

**Shrey  
Bhatnagar**

**Sri  
Darshan**

**Akshay  
Natu**

**Srishty  
De**

**Priya  
Kar**



**Institute of  
Management Technology**

Ghaziabad, Delhi NCR

