



**CHRIST**  
UNIVERSITY  
BENGALURU, INDIA

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# INSTITUTE OF MANAGEMENT



# CONSILIUM

THE GENERAL MANAGEMENT NEWSLETTER

VOLUME 2 ISSUE 1  
AUGUST 2016

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# FROM THE EDITOR'S DESK

## The Competing Generalists



**Prof. Divakar GM**

Institute of Management, Christ University, aims to provide specializations and courses that allow students to gain an edge over customary practices of business and contribute further towards today's dynamic business environment. The "General Management" specialization is one such opportunity. With an array of courses that are apt to the current industry expectations, this specialization allows students to venture into the sea of management with the help of well planned integrated courses. The intention is to enhance multi dimensional analytical approach to solve various problems that oppress smooth business operations. With an array of courses from Business Analysis, Analytics and Risk Management to Cross Cultural Management and Corporate image management, the specialization gives an opportunity to study globally relevant contemporary concerns of businesses. It has a broader scope based on strategy and decision making. The course also offers various certification programs to enhance hands on skills in Analytics, Business Modelling etc. As Generalists, students have opportunities to grow as Business Associates, Business Consultants, Business Analysts and in various other advising roles. Some of the famous Generalists include Rajan Anandan, Vice President, Google South East Asia and India; Sonjoy Chatterjee, Chairman Goldman Sachs India; Nitin Paranjpe, President, Unilever Home Care and many more. With this in mind, the summer internship projects carried out also involves multiple domains and organizations. Domains like Business Process Engineering, Business Analysis, Marketing and Promotions are the most popular along with Customer Perception, Market Research and Data Analytics. The projects involve varied issues involving supply chain management, human resource development, analysis of global healthcare industry, analysis of market for legal documentation and many more. Thus, as Generalists, the students are guided to provide innovative solutions to problems where traditional functional specialization become less relevant but specific skills of strategy, problem solving and decision making come into picture.



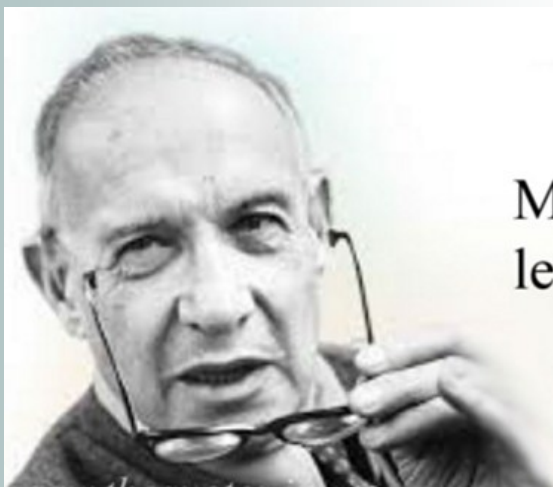
# MESSAGE FROM THE MAGISTER



**Dr. Hemalatha R**

Day by day set of data, is created in order, to give an insight to penetrate and assist in critical decision making. This data set not only gives delight, aids to develop, share through optimizing processes. Processing needs not only ability and competence, but to improve with involvement and participation. Further, organizations taking on a culture of data driven-decision making, that self-service data analytics is on rise in recent years. With intense competition between business intelligence and business analytics demand for position, strategizing for various disciplines, certainly analytics is on rise for decision making. Past history may not always be a good guide to future and hence, knowledge of the past might not give an appeal due to uncertainty in data. With predictive insights looking forward there is a deep drive to data modeling and with active rise in participation. General management stream focuses on crucial business decisions, to develop data models for stakeholders providing tactical suggestions that could be experienced with enormous results. Business changes would be made with experiential learning and imparting. This delight is possible with integration and interaction in the day to day activity of market expectations.

I wish all aspirants of General Management a very best in all your learning and growth endeavors.



Management is doing things right;  
leadership is doing the right things.

*Peter Drucker*

*“Innovation distinguishes between a leader and a follower”*

*-Steve Jobs*

## Telangana as an emerging state



**Vanjari Amit**  
4MBA- GM

Formed just a couple of years ago, India's youngest state, Telangana is fast becoming a favored investment destination for top companies due to state's transparent tax policies and speedy approvals to projects.

In the past one year, Telangana has emerged as a tough competitor to neighboring states - Andhra Pradesh and Karnataka. "Every company that has to grow in India needs to have a hub in the South. Earlier, Karnataka was the favored destination. But now, the situations are changing due unclear policies and that is creating a problem for industry top players in e-commerce, retail and aviation sectors have already set up facilities or have announced plans to expand their operations in Hyderabad, the state's capital. While domestic e-commerce firm Flipkart has finalized to set up

its largest warehouse in Hyderabad, Amazon is looking to open a second fulfilment centre in the state. In July, US-based online cab aggregator Uber had announced plans to set up a "response and support centre" in Hyderabad, India, which will be its biggest investment outside the US.

Search engine giant Google had said in May that it would to set up its biggest development centre outside the US in Hyderabad, with an outlay of Rs. 1,000 crore. The new campus will be spread across over 2 million square feet and accommodate 13,000 employees.

Expected to be ready by 2019, the facility will be the first company-owned campus in Asia. Besides, US aviation major Boeing, in partnership with the Tata Group, plans to set up a defense plant in the

state, marking the biggest investment in the country's defense sector so far.

"The new government realized bringing investment would help it get resources to work on other social initiatives. The government is giving an earnest push to the manufacturing sector, getting approvals for projects have become much easier and a start-up culture is being encouraged.

Entrepreneurship is palpably contagious and it hasn't spared the youngest and the 29th State of India, Telangana. The capital city Hyderabad is considered the largest IT Hub in India after Bengaluru. This State now seems to be aggressively imbibing the spirit of entrepreneurship among the youths by taking a plethora of initiatives for the startup fraternity. It is being

**US aviation major Boeing, in partnership with the Tata Group, plans to set up a defense plant in the state, marking the biggest investment in the country's defense sector so far.**

operated with the mind-set of a startup in order to capitalise on the opportunities to expand IT presence.

K. T. Rama Rao, State Minister, stated that the Telangana government has launched an initiative called T-Hub, a technology incubation centre at IIIT-Hyderabad campus in Gachibowli, Hyderabad. The centre will allow the local startup community and investors to network, learn, communicate, share and make deals. The second phase of the T-Hub, the country's largest incubator for startups, is expected to come up in next three years at an investment of at least Rs 150 Crore.

Moreover, the government has launched Telangana Academy for Skill and Knowledge (TASK), a non-profit organisation for the industry and academia

with an objective to offering quality human resources and services to the industry.

Improving digital literacy in Telangana will play a key role in making the State the largest IT hub in India. Apart from the above, Telangana drinking water project (which envisions 1,15,000km of pipeline all across the landscape), and the fibre optic initiative which would make Telangana the first State in the country to provide a digital broadband connectivity to the 35 million household in the entire State to make it the most connected State in the country in terms of digital infrastructure.

Though a new state, Telangana is doing its best to attract new investors grow at a rate that will make others envious. It has clear and transparent policies

which aid to its fast growing initiative. Telangana is fast becoming the new Bangalore of India.

The capital city Hyderabad is considered the largest IT Hub in India after Bengaluru.



## LiFi- Light Fidelity The future of wireless communication



**Vaibhav Kumar**  
**4MBA- GM**

**The most scintillating fact about LiFi technology is that it is free, unlicensed and unlimited**

**LiFi exploits the already available infrastructure of light by simply replacing incandescent light bulbs with LED.**

LiFi was coined by Professor Herald Hass, Chief Scientific Officer (CSO) of PureLiFi; his brainchild idea which uses ground breaking light based communication technology making use of light waves instead of radio technology to deliver Data.

LiFi using visible light spectrum can transmit data and unlock capacity which is 10,000 times greater than that available within the radio spectrum and 10 times faster than most of the available bandwidth.

The most scintillating fact about LiFi technology is that it is free, unlicensed and unlimited, thus making it very cheap all because companies do not have to shell out their coffers in buying spectrum. There are currently 4.3 billion people who have no access to internet as of now, it is expected by 2020 that 50 billion

smart devices will be connected to internet by using the technology Internet of Things. Today we have 1.4 million cellular towers catering to more than 6 billion of mobile devices generating more than 600 terabytes of data every month, seriously a huge number. At the present rate of data generation worldwide information and communication technologies require about 100 nuclear power plants within a few years to come. Present cellular base stations are highly inefficient, with their efficiency pegging at just 5%. LiFi exploits the already available infrastructure of light by simply replacing incandescent light bulbs with LED. Led is a semiconductor, an electronic device and has an acute property which is its intensity can be modulated at very high speed and can be switched on

and off at very high speeds.

This is the fundamental basic technology that LiFi exploits in which a simple led bulb can transmit thousands of data stream parallel at very higher speed using a photo-detector, even solar cells can be used to do the needful.

So, how can LiFi revolutionize the field of data transmission? It will already use the available infrastructure thus incurring no additional cost in its setup because bulbs are available everywhere, an led light bulb will continue to serve its basic purpose of illumination and still continue to transmit data without any interruption thus increasing efficiency manifold, making data transmission FREE. Security on other hand will increase drastically because unlike radio waves light cannot pass through



walls, thus nobody will be able to hack in your data making it completely safe, and there is data only when there is light, so if one don't want any data, all one has to do is to switch off the light!!.

The application of this technology is beyond imagination. Remote operated vehicles beneath the oceans which uses light to illuminate can transmit data without having to be pulled back to surface, power plants, petrochemical plants which has abundant light can generate gigabytes of data, hospitals where devices can use light to transmit data, even street light for traffic control, cars have LED based light which can be use to communicate with each other, thus dramatically reducing fatalities. Millions of street lamps are across the world and each street lamp can be a Wi-Fi hotspot drastically reducing conges-

tion. Aircrafts where radio waves cannot be used can use internal led lights to transmit data, so you can enjoy your favorite shows and videos online! All one need to do is to just fit a small microchip to each bulbs which could easily solve the four basic problem today with wireless communication which are capacity, efficiency, availability and security. It will not only bridge the digital device but also the data which smart devices will use in future will be ENERGY NEUTRAL. It can even use solar cells at one's rooftop, in mobiles, cars, smart watches, smart phones, street lights, and post lamp in villages to transmit data making data ubiquitous. Even one can use available lights already in homes to access internet. A great opportunity for small retailers where they can send and receive data to multiple consumers. This disrupt-

tive technology will make world a greener, better and brighter place to live in!

Did you know that LED-based Li-Fi could reach data rates of 10 Gbps.





# GURU'S GYAAN

## Where the rubber meets the road



**Prof. Ramanatha H R**

The business world is changing faster than ever before. The forces shaping the business world today are complex, challenging and surprising. Therefore, things may not work the way the company wanted originally. Therefore, the new term 'Managing in the predictive world' is gaining importance. This concept aims at better decisions and reduced paralysis to the organization. The final outcome of this concept is improved results and reduced stress. The new concept has also led to a question whether we need a generalist or a specialist to deal with such a situation. In the Pagegroup survey 23% people said their role is becoming more generalist. Respondents said this change is mainly because of ever changing economic environment. Dominic Wyld, head of graduate business at Guardian Jobs, opines that generalist role brings different experiences and skill sets to employees. It is observed the generalist skills are useful as one moves up in the career ladder. In most of the surveys, nearly 60% of the respondents thought their boss was a good generalist.

To be a great generalist, three basic mental activities required are: problem analysis, decision analysis and potential problem and opportunity analysis. The success of any manager is dependent on how he uses his learning experience in solving business problems. Therefore, it is advisable to managers to polish their ideas before they implement them.



## Rexit: No more speculations



**Ankit Aryan**  
4MBA– Finance

**He is now in the mid of a \$120 billion clean-up of stressed assets in the banking system.**

In a country like India where market gets momentum with sentiments, it became the matter of speculation to witness the second term of RBI Governor Raghuram Rajan. His three year term as RBI governor ends on 4th September this year. He put an end to months of speculation, saying I won't accept a second term and would return to academic life.

In second bimonthly meeting monetary policy review of the financial year, RBI governor expressed concerns over rising inflation, and kept the repo rate unchanged at 6.5 per cent, reverse repo rate unchanged at 6 per cent. Accordingly the cash reserve ratio (CRR) has been retained at 4 per cent. Rajan has also emphasized that higher inflation will act as a hurdle to cut interest rates further.

Outlook on growth: Domestic conditions are

improving gradually because of consumption demand, which is expected to strengthen with a normal monsoon and the implementation of the seventh pay commission award.

Though Rajan took over in September 2013 when the rupee was at a record low and the inflation rate was among Asia's fastest. After tight monetary policy and favourable crash in global oil prices, he began cutting borrowing costs and brought the benchmark rate to a five year low of 6.5 per cent. He is now in the mid of a \$120 billion clean-up of stressed assets in the banking system.

However hardly anyone appears to be interested in what RBI governor RaghuRam Rajan does to interest rates or liquidity management in his stint anymore.

What everyone wants to know is; whether Dr.

Rajan will be continuing or discontinuing?

In a letter to RBI staff, Rajan wrote "I am an academic and I have always made it clear that my ultimate home is in the realm of ideas".

He thanked the RBI family in advance for dedicated work & unflinching support, and stated that it was a fantastic journey together.

This is probably the first time since the liberalisation that the views of the financial markets and industry have apparently linked with the office of the RBI governor, and who's in it. However one thing is rather speculative. When Rajan would leave, India may suffer an exodus of foreign portfolio investment (if this coincides with some other bad news like a further Chinese slowdown or Britain exit from the European Union). The stock markets may crash and the



currency markets may panic. India may be bruised severely.

In addition, Rajan has far more credibility with global investors. He is universally praised for stabilizing the Indian economy. He gets high marks from international investment banks and rating agencies for being a tough, independent RBI governor who doesn't allow political or finance ministry pressures to deter him from using monetary policy to control infla-

tion, even if that has some adverse consequences for growth.

On the other hand, in the recent bimonthly meeting when speculators asked him about the second term, he said "As far as the question of me continuing in this position after September 4 goes, it would be cruel of me to spoil the fun the press is having".

However he elucidated in his letter that he will not be continuing after September 4. Finance ministry said a succes-

sor will be announced shortly. In these circumstances, India needs an RBI governor whom the global markets truly trust and respect. Rajan alone fits that description. Nevertheless concerns for a stable India remained elusive.





## Evolution of banking sector in india



**Deewakar**  
**4MBA– Finance**

**After India's independence in 1947, there were more than 300 banks**



Banking sector is one of those that play a very important role in the growth of any nation. So is the case in India where it is contributing to a very large extent. Having a look at the history of India under this sector, in 1802 the Precedency Bank of Bengal was formed, followed by the Precedency Bank of Bombay in 1840 and the Precedency Bank of Madras in 1842; which were later (in 1921) merged together and renamed as the “Imperial Bank of India”. This, in the year 1955 became the first nationalised bank of India and was rechristened as the “State bank of India”, although it was not the first Indian bank owned and managed by Indians. The first fully owned bank of India and managed by Indians is the Allaha-bad Bank which was established in 1865 and later in 1908 the ‘Bank of Baroda’ was formed by Gayakwad III. By the 1930s, more than

1200 banks were operational within India, because at that point in time anyone could start their own bank just by registering under the Company Law. In the early 1930s, due to the Great Depression in the USA, the stock markets collapsed which led to the closure of a large number of banks in India as their major client, the European companies and investors had invested a huge sum of money in the American market and suffered irrecoverable losses. After this incident, the British government realised the need of a regulatory body for the banking sector and as a result in 1934, they formed the RBI (Reserve Bank of India) which started its operation in 1935.

After India’s independence in 1947, there were more than 300 banks in operation but the focus of these banks was to serve the purpose of merchants and big industrial houses but not

the common citizens of the country. So, to overcome these issues, on the 19<sup>th</sup> of July, 1969 under the Indira Gandhi led government, 14 banks were nationalised after the SBI which was already nationalised in 1955. And over the years, more banks like the Andhra Bank, RRB (Regional Rural Bank), NABARD, etc were formed/added bringing the current number to 27.

After the nationalisation of the banks, there were various problems faced by the banks, some of which are as listed below:

Administrative interest rates; under which the government instructed the banks in their operations; for example- give loans to farmers at only 2% in spite of 5% being the normal rate, which started creating great problems for the banks

Political interference increased to a large extent at board level as well as at the branch



level.

The formation of trade unions in the banking sector and the absence of the system of termination of employees or VRS (Voluntary Retirement System).

To reduce the risk at that point of time the CRR was 15% and SLR was 40% i.e. totally 55% of the money can't be lent by the bank, which forced banks to increase their interest rate to customers for maintaining the profit margins.

Analysing this – if the rate charged is high, business houses will not prefer to take loans. This leads to less or no expansion of the banks' business which in turn will stagnate employment opportunities and thus the income of the government through taxes such as Income Tax, Corporate Tax, etc. All this leads to a fiscal deficit, mismatch of imports & exports leading to current account deficit and many such problems which ultimately disturb the economic

condition of the country.

So, to overcome all these issues, in 1991 and again in 1998 two committees were formed, the Narsimhan Committee I & II which introduced many reforms such as formation of DRT, introduction of BPLR, interest subvention, introduction of the SARFAESI Act, NEFT, RTGS, etc which revolutionized the Indian Banking sector, making Mr Narsimhan the God Father of the modern banking system.

Recently, in 2013-14 two more private banks got universal banking licence, for which 27 applications were received by the RBI including those from big industrial houses like Reliance group, Tata Group, Aditya Birla group, Muthoot finance, Indian Post, etc. At the same time RBI gave licences to 11 Payment Banks which mainly includes Telecommunications companies and industry houses like Vodafone, Reliance, Paytm etc. which will help customers to make pay-

ments on different platforms with ease.

Currently, public sector banks are having a market share of 73%, which has fallen 1% per year since 2001. This market share is expected to fall dramatically below 50% in the next 5-7 years as per Rajiv Lall (CEO and chairman of IDFC). In the present scenario, the private players are earning more than 20% on ROI whereas PSB (Public Sector Banks) are achieving only 12-14%. So, the introduction of new banks (including private and payments banks) is going to increase the level of market competition. At the same time Rajiv Lall also predicts that, in coming years, the market size will also increase, which would be possible by reaching to the last mile customer by the use of technology. So, by looking at these facts, we can expect that in the near future, the Banking sector will boom and contribute heavily towards the country's growth and GDP.



# LONDON EYE

## Good Grades ≠ A Good Career



Suhrit Majumder

**Confidence is the biggest key to success, but over confidence can be a recipe for disaster.**

**MBA may have been the reason for you to get the job, but it's very unlikely that what you learned in that degree is what you applied in your day to day work**

Good grades don't always convert themselves into a good career but that doesn't mean they aren't important. What is essential for students today is to learn to focus on a balance between how much time to invest in gathering bookish knowledge and how much time they should invest in their own ability to be hired.

Having done my graduation from Bangalore, I know what kind of opportunities the city has to give its young MBA's. Bangalore is referred to as the Silicon Valley of India and rightly so. I remember my days as an undergraduate student traveling by the BMTC buses. Every second or third person on the Volvo bus was working for an IT company. Before I delve into what I think is required for any student as the hiring season

starts, I would like you all to take a minute and ask yourselves the question, "Where do you see yourself in the next 10 years?" The answer to that will not only determine what sort of a career you'll have, but will also give you clues as to how you need to approach your career. Confidence is the biggest key to success, but over confidence can be a recipe for disaster.

It is extremely important to be confident and to think outside the box when necessary. The ability to do that is something which one would not be able to conjure from text books and would require one to experience the world outside the books. Most professors would argue that not studying the syllabus is wrong. I agree and disagree with them at the same time. One needs to study what's in the syllabus,

but one's education does not end where the text books culminate. And this is where I feel an education abroad is so different from the one in India. Having done my master's in Management from London, I can more than confidently speak about the fact that the Indian education system most definitely teaches us to become extremely hard working but doesn't teach us to be ready for what the world has, waiting for us on the other side. For those of you who have had any constructive work experience in the past, you will all agree that your degree prior to your MBA may have been the reason for you to get the job, but it's very unlikely that what you learned in that degree is what you applied in your day to day work. This gap between the education system's syl-

labus and the real world problems is why most people don't understand, or know what the organizations are looking for. An organization doesn't want to hire a student who knows the perfect definition of marketing, whereas an organization would be open to hiring someone who is confident, smart, has his own opinion about what he feels marketing is, what impact it can have, and lastly has the urge and the drive to learn more so that he can adapt to the culture and practices of the organization.

I would like to draw light on two very important experiences of my career and I hope this will help you. Firstly, I would like to talk about the first time I was hired. I went for a series of job interviews after my graduation in computer science and had the pleasure to be selected by several companies in software development and testing roles. These weren't the


kind of jobs I wanted to do and then finally 2 weeks before I was to join WIPRO, I decided to decline their offer and take up the job of Sales and Marketing Manager for Zomato in Calcutta. It was a much smaller organization at the time and it helped me to learn a lot from it. From a younger age I always found myself inclined towards debates and public speaking and that drove me towards wanting a career in sales and marketing. I enjoyed meeting new prospective clients every day and I think it was a good decision of my life at the time, to not join WIPRO and join the online food and nightlife startup. During my interview I wasn't asked whether I could code in C++ or how to write a program in Java, but I was asked more industry relevant things. I was given situations and they analyzed how I would deal with those situations which got me the job. The answers to

those questions were not a part of my syllabus or in my text books, those were things I could answer through the experience of all the extra-curricular activities that I had been involved in which included debates, conferences and even school and college fests. In-fact I first realized I was good at sales when I managed to generate a lot of sponsorship for one of my college events in PESIT, Bangalore during my under graduation. So every little bit helps. It's extremely important to know what one loves and not just try to adapt themselves in an environment or organization just because others say so. Always do what you love. The second important experience of my life was when 6 months into my role as a Business Development and Product Development Manager at my present job in London, I was asked to conduct my first interview for one of the executives who would join our team.

The candidate had already cleared 2 rounds of interviews with my HR and Technical team and then they asked me to take his final round before we decided whether to confirm the candidate or not. I did look at his resume and qualifications and prior work experience. But only spoke to him about his 3-4 years of prior work experience. I did not delve into anything related to his educational background. In the end I gave my feedback of him being confident and smart and that I think he would be a good addition to my team. Several candidates applied for the job role, but the only one resume which reached my desk was the one's who stood out amongst the applicants and had a flair and drive, not the one who had the highest marks or the best degree. His resume not only reflected the academic qualifications that he possessed but also the ability to lead and take the occasional unorthodox risk.

What I would like to impart through these experiences is that marks are most definitely important, but just studying all through the year just to come first in the rat race isn't enough. One needs to have a balance. Marks will help you get through the interview door, but once you sit down for the interview the only thing that matters is how you present yourself and how you are perceived by the interviewer. My biggest piece of advice to all of you reading this would be, do as many internships while studying, the experience genuinely helps compliment all the academic achievements you have worked towards. I would also recommend working part time while studying. One should not run towards the salary while studying, but towards gaining the knowledge about how the industry functions. Lastly I would like to leave all of you with

one thought and a quotation of my own which I have always believed and followed, "While one's younger, we have two major occupations – Work and Play. As we grow older, our Work is our Play." I wish every one of you, all the best.



**The author of the article , is the Manager of Product Development at UNICOM Seminars**



# ZERO HOUR

## The World as a Nation



**Aashish Botta**  
4MBA– GM

It is indeed an intriguing thought of having a boundary less world; a world nation. Imagine all the boundaries running into several hundred thousand kilometres of all the 196 countries vanishing in a snap and viewing the world as a single entity; in its true sense of how it was formed. But as fascinating it might be, it is equally, if not more, complex in nature to realize this dream.

Humans are power mongers by nature, and this unending thirst to attain supremacy, which has only evolved into a more intricate form will never get quenched unless if it is for a greater attainment. Having said this, the definition of absolute achievement is different for every individual and we can safely rely on another human nature – optimism, to come to a conclusion that it is possible to have a world nation. But looking at the idea

from a closer & possibly a more informed view point it only goes to say that such an achievement is only next to impossible.

We have numerous countries with conflicting interests, some even eternally at war – North & South Korea for instance, and then the question of who gets to do what in this new formed government of the world nation which will be central to the formation of such a state. Of course we are going to have a government, otherwise how will one rule! We will have Uncle Sam vying to take the lion's share while the rest of the G8 pull each other back to get the other top jobs. And then we will have the BRIC nations trying to show their mettle even as China will play its ploys and India using its age old wait & watch strategy – which of course one might call as the sitting duck strategy

of doom.

Essentially, every nation will try to bring each other down to have some relevance in the new state. Every country will put forth a unique & myriad range of conditions in order to join the state. And god forbid, this might just be the perfect concoction of a world war!

However, all is not so bad with the idea. There is flip side to it with some real time advantages which can perhaps never be replicated in the present state of affairs. Look at the collaboration possibilities, free trade, unbiased upliftment of every region, free movement of people, and maybe even getting rid of currency altogether. Backward regions can be uplifted, there can be equality of rights & freedoms across the territory, employment can increase leaps & bounds, and the World Nation will have an opportunity to look



at higher avenues like space science. And who knows, we might finally find life elsewhere and would be looking at a Star Trek happening in reality – Where we will have a Universal Forum consisting of World Governments.

The possibilities are endless but who has got the grit to do it? What are the chances of every nation selflessly working for a greater cause? We don't want a global catastrophe to make it happen. With approx. US\$75 trillion in GWP (Gross World Product), routing the money and working towards the equal development of every region would truly help the human race. Nobody would die of starvation, malnutrition can be effectively eradicated, terrorism will vanish without trace, poverty can be eliminated, and the list of benefits will be endless. However, there are some practical problems arising with this situation. Red-tapism and bureaucracy can potentially take centre stage

with the vertical structure of the organization (the World Government) bigger than for any single country. Competition will be on a global scale, work redundancy and technology sharing will throw away many skilled & unskilled personnel out of jobs. Nuclear power countries will arm twist the world forum into getting the top jobs and this will have a cascading effect on all the under-developed & developing nations who would find themselves in a helpless situation again.

Just like a flip side to any coin, there are both advantages & disadvantages of having a world state. But if the countries of the world realize the true sense of it and put forth the purpose of greater good over their national interests then we will be able to reach the epitome of human development. The human race will have achieved its ultimate stage of evolution and peace will prevail in absolute uniformity.

Did you know that the idea of a world nation or a kingdom encircling everything under the sun has been in existence since 3100 B.C.



## **PRIME MINISTER EMBARKS ON FIVE NATION TOUR**



**Rohit Jha**  
4MBA—Marketing

**Along with membership of NSG, India is also eyeing for membership of Missile Technology Control Regime (MTCR),**



The man of wise deliberation, Prime Minister Narendra Modi on Saturday 4th of June, 2016 embarked on a five-nation visit to Afghanistan, Qatar, Switzerland, the US and Mexico laying special emphasis to enhance India's spree in fields of trade, energy and security, besides pushing for its membership of the Nuclear Suppliers Group (NSG) which is the most crucial of all.

Mr. Modi is likely to seek backing up of Switzerland and Mexico for India's membership of the 48-member NSG as the duo nations are among the most prominent members of the elite group. It is to be noted that Mexico's support especially would be a great boost as Mexico is known to very staunch in thwarting bid by any nation which is not a signatory to NPT.

Along with membership of NSG, India is also

eyeing for membership of Missile Technology Control Regime

(MTCR), a move that will boost the country's efforts to purchase predator drones from the US and export its high-tech missiles to friendly nations (India recently announced a deal with Vietnam to sell its state of the art warship based version of Brahmos cruise missile) with Obama's administration strongly backing it. The major breakthrough comes after India announced that it is subscribing to "The Hague Code of Conduct", which is considered complimentary to MTCR. Along with that it is also backed by the US for membership into Australia group and Wassenaar Arrangement.

NSG or Nuclear Suppliers Group is a multinational body concerned with reducing nuclear proliferation by controlling the export and re-

transfer of materials that may be applicable to Nuclear Weapon development and improving safeguards and protection on existing materials thus controls almost all international nuclear trade; its membership enables countries to freely use technology and nuclear material from other nation i.e. allow import/export of nuclear material for civil use. Ironically it was founded in response of India's Nuclear test in 1974.

It is imperative as India is an energy hungry nation striving to provide its economy with alternative energy sources to continue its decent growth. India already has a partnership arrangement with the suppliers group, and membership would allow advance its status as a nuclear weapons state. Moreover, since the group operates on consensus, membership would give India veto



over decision making, including any decision involving Pakistan, which is not being considered for membership although it has applied for it and vehemently oppose India's membership for NSG. Also it would allow India to freely exchange Uranium for civil purposes like energy production. Currently India has access to trade with USA and sources its supply from Australia (India and Australia currently signed a MoU for export of 500 tons of Uranium) but it is still laden with restrictions.

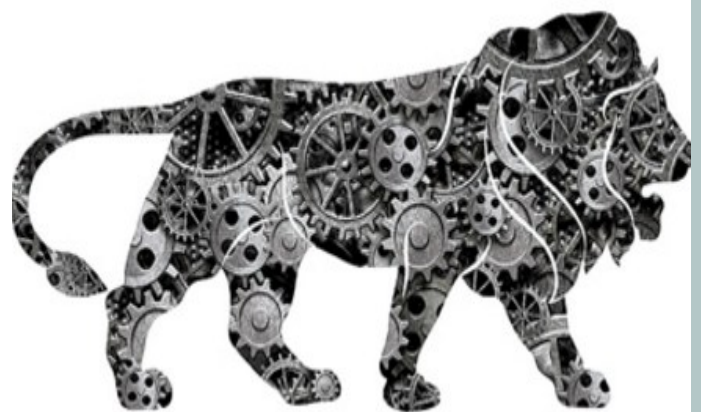
At present China and few other countries have reservations about making India a member because India has not signed the NPT (Nuclear Non-Proliferation Treaty). However, USA, France, Britain and few other countries have shown support for India without the NPT citing its responsible and proven track record. Beijing does not want New Delhi to have "full legal acceptance" as a nuclear armed power and have

an equal footing in the global nuclear regime. Analysts widely believe that China's stand at the NSG is part of a strategic battle being fought in Asia. China was vehemently opposed to approval of the 2008 nuclear deal, but pulled back in the face of US and Indian pressure. India has carried out a massive diplomatic exercise over the last decade in order to secure its membership to the NSG with President Mukherjee's recent trip to China and Prime Minister Modi's trip to Switzerland and Mexico seen as part of the final push.

Thus, India being a responsible state having an impeccable record has high chances that it will be considered as an exception to be introduced as a member in the group. If China uses veto this time as it did in protecting Pakistan in terrorism charges and at UN Security council seat, it is to isolate itself and be seen as a known nuclear proliferator (it secretly sold magnets to Pakistan to refine Ura-

nium). It's high time India stops being passive observer and get actively involved in world affairs given its soft power and ability to solve issues through talks rather than war.

Did you know that NSG was formed due to the Indian Nuclear Test, the Smiling Buddha, which took place in May 1974





## Watch it happen or be a part of it!



**Pallavi K.V.**  
**4MBAB—GM**

**Today Tesla is famous for its electrical sports cars, that even Leonardo DiCaprio owns one.**

Paypal, Telsa Motors, SpaceX, Solar City these aren't just names, these are the pioneers. The power behind them, Elon Musk, a South African born Canadian businessman, inventor, engineer and investor. But one question always prevails, "How can one person, innovate technology for the future year after year." Elon Musk probably never looked at the contemporaries of his time. In 1998, no one thought about money transfer, though credit cards prevailed, but Elon and his team found PayPal which is now the one of the biggest online payment portal in the USA. He is not the man who created wonder overnight or shot into fame at an instant. Elon faced huge disappointments. He founded SpaceX in 2002, under a lot of speculations. When NASA ruled the world of space travel and exploration, Elon wanted to make it affordable and eco-friendly and he did it. Over the years, NASA gives contracts to SpaceX. When buying eco-friendly cars

was not a popular option, Elon led Tesla Motors in 2004. Today Tesla is famous for its electrical sports cars, that even Leonardo DiCaprio owns one. In 2006, Elon co-founded Solar City, which powers homes, offices to a great extent in the United States. All these sound like any other list of great achievements, but it is important to understand that these technologies are not only for the present but for the future as well. We should understand that gone are the days, where discoveries were only to solve problems. Organizations and successful people of today believe only in the future. They look for innovation that can change the future. This thought is what Elon Musk is about. He believes in sustainable energy, eco-friendly solutions which might not shine today but it will be a necessity tomorrow. He says, "The first step is to establish that something is possible; then probability will occur". No wonder with all these innovations

under his wing, Elon Musk is "the real life Iron Man".





India has a flourishing start-up culture not just in the metro cities but also tier II and tier III cities. And in spite of skepticism of a startup bubble set to blast sooner or later, there is a huge economic potential in varied fields.

One such entrepreneurial venture which the team from Consilium had a chance to take a closer look at, is tribalshop.in

Excerpts from the interview with the founder Kumar Nitish, are given below.

**Q. How did you end up opening tribalshop.in?**

-> It is not the end, it is a start. Tribalshop is evolving continuously. Explaining in a nutshell. It was an idea that got

interesting day by day through our brainstorming sessions. We analyzed the shortcomings and methods to overcome them. Then on, we were a good to go.

**Q. What is Tribalshop all about?**

-> Tribalshop is about encouraging traditional fine arts in our country. As we know India is a heritage rich country and there are many fine arts forms which are rare and verge of extinction. Tribalshop stands for supporting those and placing them on the map.

**Q. Did your friends and family support you in tribalshop.in? Weren't your parents apprehensive about it?**

-> At first, they had doubts. After all they are Indian parents and wanted me to take a safe career option. Once I started discussing my ideas I found lesser friction. That's encouragement for me. Speaking about friends, they share

my enthusiasm for a startup and always been there by my side (Lucky me huh).

**Q. Was TribalShop your idea or a joint venture?**

-> It was a result of conversations about life, universe and everything that I used to have with my friends during college.

**Q. How did this happen (opening a startup came to your mind)?**

-> Tribalshop is not my first startup. But earlier startups paved way for this one, providing guidance for the Do's and Don't's. You eventually learn to take right decisions after taking many wrong ones. Tribalshop is one of the right ones.

**Q. How does that feel?**

-> Legend – wait for it – dary

**Q. So what are future plans?**

-> We plan to market TribalShop globally.

Search for more fine art forms that need such platform .

**Q. You are also a part of mobsketch and sarnabenja.com (tribal matrimony) startups, how are they doing?**

-> mobksetch is my first startup and has always been close to my heart. It's doing awesome. sarnabenja.com surprised me. There was more demand for it than I expected.

**Q. Any advice you would want to give to budding entrepreneurs?**

-> Fear no one and nothing. Fear no failure. If you do not fail you will never learn. Instead of fear of making mistakes, wish for them at early stage, lessons learnt from them goes a long way.

Hailing from Ranchi, Kumar Nitish is an M. tech from BIT Smeshra and currently works with Nvidia.

## ROBOT Master or Slave ?



**Dr. Niket Dilip Arora**

**In the long run robots are expected to be an economic alternative of humans at workplaces.**



Czech origin ROBOTA gave birth to the word Robot which means 'forced labor'. In the long run robots are expected to be an economic alternative of humans at workplaces. They will perform operations, monitor patients, dispense medicine and provide support to the debilitated. They will be our chauffeurs, movers & packers, police and army. Though the lack of human touch is palpable today, in the future they might use virtual reality and make love to us.

Da Vinci Surgical system (FDA approved robot) almost holds the monopoly in master slave robotic system. The surgeon (master) operates from the console situated at a remote location. The console has a 3D digital vision system, which enables depth perception with high power magnification. The console is connected to the remote robot which stands

around the patient site. The surgeon can manipulate the wrist like motions of the robot sitting at the console. This micro wrist manages 7 degrees of freedom that is far superior to the human wrist. Tremor filtering and motion scaling further enhances the accuracy of surgical manoeuvres. The ergonomic comfort of sitting in your robotic suite in India and operating on a patient in Pakistan is only imaginably far from reality. This would save the cost and harassment of travel, stay and logistics.

Future advances comprises of microrobots walking from your mouth to gut taking selfies with diseased areas using ingestible cameras. Sensors along with prosthesis can be implanted in the body during operation. Later size and position of implants can be manipulated using a remote control.

Robots help the patients by reducing the surgical cut size and blood loss during the operation and lesser pain experienced afterwards. Duration of stay at the hospital and time taken to recover and resumption of work after discharge is significantly less as compared to the conventional surgery.

In India very few hospitals have a full-fledged robotic unit. This shows the tremendous potential for its growth. Increased time taken for operation and limited training opportunity among surgeons are some of the concerns. The increased initial cost and lack of applicability to all patients remains the main constraint. The classical administrative concerns are capital/recurrent/maintenance cost and per case expenditure. Capital cost of a surgical robot is somewhere around \$1.5 million and added expenditure of



disposables is worth \$1500 per procedure. Since the robot cost can be shared across all specialities, a multispecialty hospital should be the ideal consumer. Full utilization of robots improves revenue as surgeons can operate round the clock (3 different time zones). Streamlining the insurance company's commitment for reimbursement in Indian scenario will also be an uphill task. In 2013 the market of medical robot was valued at \$1,781 million which is expected to grow at a CAGR of 16.1% for 5 years and land at \$3,764 million by 2018. After IT outsourcing, BPO, engineering services outsourcing, KPO, LPO robots will enable outsourcing of surgical services. The time for many outsourcing opportunities to fructify from concept to significant scale has been around a decade. Remote surgical services as a concept is now in place. It only remains to come up with a viable business model.

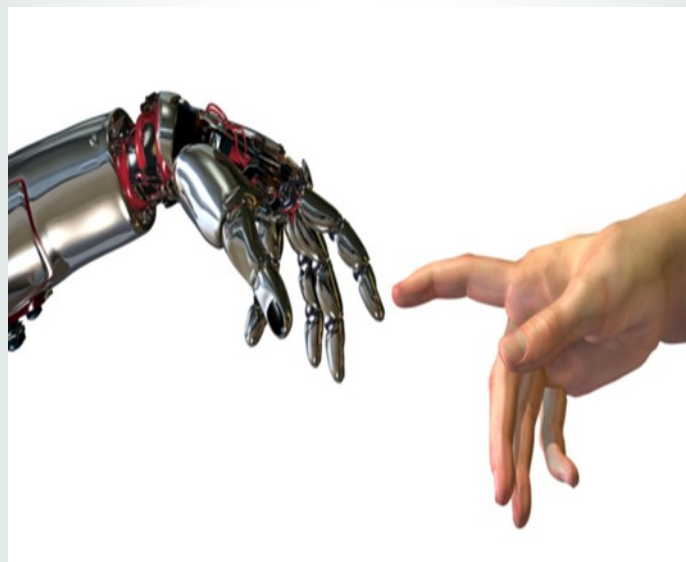
We are still not in a sit-

uation where we can go to any big corporate hospital and expect robotic surgery facility to be available. But if it was so then the growth opportunity wouldn't have been this tremendous. The threat that robots pose to our livelihood is the cost we have

knows when we will start perceiving more warmth in a robot's smile than looking at bald patches of people on the street as nobody raises their eyes off the smart phone. After all, in a democracy you have the right to be nuts and bolts about anyone.



to pay for the uniform precision in all outcomes. Future belongs to those who will learn how to use robots or make them. Nobody



**The author of the article , Dr. Niket Dilip Arora is a Cardiac surgeon at the Madras Medical Mission; Chennai**



## WORDS FROM D'BARON

### AN INTELLECTUAL DOESN'T KNOW HOW TO PARK A BIKE...



Prof. Divakar G M

**There is huge anxiety among parents, teachers and children in India today about a society where 99-per cent cutoffs are the new normal for college admissions.**

**Success today depends primarily on cognitive skills — the kind of intelligence that gets measured on IQ tests**

During his recent India visit, Google CEO Sundar Pichai spoke of how India's education system would do well to emphasize greater creativity and risk-taking. We ought to listen!

There is perhaps no other country in the world that glorifies examination results and starting salaries the way we do. In most cultures it's a bit rude to talk about these things even in private. But in India, it's the stuff of front-page, prime-time news. Buses and outdoor hoardings are plastered with images of top rankers who have "cracked" significant exams and "aced" standardised tests. We put starting salaries and entrance exams on a pedestal and force a singular definition of success down our collective throats. Is the purpose of education really to max standardised tests and rake in the cash?

Most Indian parents today, themselves products of a top-down, instructional model of education, replete with corporal punishment, mindless cramming, would agree with Ken Robinson, that such a system, devised during the Industrial Revolution, is ill-suited to the needs of modern society. At the same time, there is huge anxiety among parents, teachers and children in India today about a society where 99-per cent cutoffs are the new normal for college admissions. Multiple voices compete inside the heads of everyone involved. Shouldn't education be about a holistic exposure to all facets of life rather than a cracking of tests? Shouldn't education be a force for peace, a means to overcoming prejudice? But the material world doesn't reward these qualities! Yes, I want

my kids to be creative and curious but didn't the work ethic and analytical abilities drilled into us by old-fashioned Indian public schools make us a generation of high-achievers? Will new-age approaches to education turn my kids into under-achievers? Multiple studies have shown that personality attributes such as grit, curiosity, and self-control are stronger predictors of achievement than IQ. Writer Paul Tough in his book, *How Children Succeed*, challenged what he called "the cognitive hypothesis" or the belief "that success today depends primarily on cognitive skills — the kind of intelligence that gets measured on IQ tests, including the abilities to recognise letters and words, to calculate, to detect patterns". Instead, Tough offered a character-hypothesis or the idea that non-

cognitive skills, like persistence, curiosity, conscientiousness, optimism, and self-control, are more crucial than raw brainpower to achieving success. Tough believes that character is created by encountering and overcoming failure. A culture that allows children to explore, take academic risks and learn from failure is a culture that creates curious, passionate, confident, and empathetic adults. As Einstein famously noted, “Imagination is more important than knowledge”.

An education system that values creativity is one that makes a deliberate effort to spark thoughtfulness and independent thinking, teaches students how to learn, instills a lifelong love of learning, pushes students to find their own interpretations, and guides the development of a strong moral compass. Creativity in education has to do with a constructivist approach to education, where learning is an active, contextualised process

of knowledge construction that builds on prior knowledge, social interaction and authentic tasks, rather than the passive receiving of information.

By glorifying starting salaries and standardised tests in India, we also propagate a singular definition of intelligence that skews our incentives and priorities in unhealthy ways. This creates, for example, a society where blind obeisance to corporate imperatives is valued far more than, say, the pursuit of teaching or the arts. To be fair, this is a flaw intrinsic to capitalism but one that is at least recognised and partially redressed via generous subsidies and grants in the developed world. Harvard psychologist Howard Gardner introduced the theory of multiple intelligences in 1983, and posited that IQ was an inadequate measure of human ability. Beyond the linguistic and logical-mathematical skills that IQ tests entail, Gardner proposed musical intelligence, spatial

intelligence, bodily-kinesthetic intelligence, interpersonal intelligence, intrapersonal intelligence and naturalist intelligence as key expressions of human ability that find relevance in a wide variety of professions. Gardner’s research expanded the idea of intelligence. We could do with such an expansion in India.

A society that values multiple intelligences, encourages exploration, accepts failure, prizes environmental conscientiousness, and allows people to define success on their terms may be what Mr. Pichai had in mind. For India’s overpopulated, hyper-competitive context, such a reality may still be a while away. But it’s a goal that’s well worth aiming for.



# EDITORIAL TEAM

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(Editor)*



*Vaibhav  
(Coordinator)*



*Pallavi  
(Content)*



*Saurav  
(Design)*



# GALLERY

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- 1) An ex-Christite, Mr. Yashwanth Reddy on "Career as a Business Analyst"



- 2) Mr. Nitin Karn explains the intricacies of Supply Chain Management at Volvo Trucks



An interactive session about the nuances of finance from our very own Prof. Ramana





Department of General Management, Kengeri Campus