



JAIN
DEEMED-TO-BE UNIVERSITY

CMS
BUSINESS
SCHOOL

Saransh

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Quarterly Newsletter

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Start Up CMS



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Startup CMS

Startup Reality Funding Shows like 'Shark Tank India' and 'Horses Stable' have created awareness among students and youth about entrepreneurship, identifying problems, and solving the problems through sustainable business models. Many business experts feel the decade of 2021 to 2030 will be the Entrepreneurship era in India.

Indians might be new to witnessing a Funding Reality Show, but it is a 20-year-old idea. The first Reality Fund Show was started in Japan in the year 2001 under the name of 'Money Tigers' and its International Format was called 'Dragon's Den'. Later USA started it in the year 2009 with the name 'Shark Tank'.

Bengaluru is the startup capital of India. As per a report by Startup Genome, Bengaluru-based startups received \$7.5 Bn in funding between January and May 2022. The report also stated that Bengaluru's startup ecosystem valued at \$105 Bn, higher than Singapore and Tokyo. The capital of Karnataka is just behind Silicon Valley, London, Greater Boston, and New York.

Other than Bengaluru, Mumbai, Hyderabad, and Delhi are the other cities in India that are doing a significant job in the field of startup. The startup ecosystem was once dominated by Beijing, Singapore, Hong Kong and Korea. It is now being considerably disrupted by Indian cities like Bengaluru, Mumbai, Telangana, and Delhi

CMS Business School, JAIN (Deemed-to-be University) is present in a city that is considered the startup capital of India, and is leaving no stone unturned in creating entrepreneurs by providing them with the required ecosystem. The University is working with a mission to develop a new generation of entrepreneurs who will be instrumental in fueling economic growth. The University is striving to create entrepreneurs with values and qualities such as ethics, integrity, scientific temper, and environmental consciousness, so that they can serve society and contribute towards national development.

Chenraj Roychand Center for Entrepreneurship (CRCE) is an initiative by JAIN (Deemed-to-be University), which is doing a marvelous job in the field of Entrepreneurship. The Center was named after Dr. Chenraj Roychand, Honourable Chancellor of JAIN (Deemed-to-be University). It was his vision and inspiration which led to the creation of such a unique center. The Center brings together academics, student entrepreneurs and incubated companies for the study and practice of entrepreneurship.

As India is a young and growing nation, the future is very bright. It is the right time for students and youth to identify problems in society, provide solutions, and create a sustainable business model. I would like to conclude with a quote by Peter Drucker, "The best way to predict the future is to create it".

Dr. Syed Kazim
Editor



Entrepreneurship Ecosystem at CMS Business School

Co-Creating the Future Together



Driving economic development through innovative and entrepreneurial efforts is the overwhelming need of the current changing global market. Balancing sustainable entrepreneurship mind-set and skills development with hand-on- experience and immersive exposure to solving problems faced by society is a core focus of the Entrepreneurship and New Venture Creation Area.

This corner highlights the contribution of our honourable Chairman Dr. Chenraj Roychand, Director Dr. Dinesh Nilkant and Dean, Dr. Harold Andrew Patrick, ENVC Faculty and Students in creating a vibrant entrepreneurial ecosystem on the campus, nurturing creativity and innovation and encouraging business creation perspectives amongst all.

Entrepreneurship and New Venture Creation Area (ENVC)

Faculty of Management Studies, CMS Business School, ENVC Area has a broad and varied expertise in entrepreneurship - a wide range of

courses in entrepreneurship and innovation, engaging co-curricular learning options, and faculty research on innovation, startups, venture funding, and entrepreneurial ecosystems.

ENVC Specialisation offers immersive and experiential courses in such areas as:

- Corporate Entrepreneurship
- Building Startup Communities
- Design Thinking for Problem Solving
- Strategic Leadership for Entrepreneurs
- Managing Innovation and Technology and
- Business Plan and Project Implementation

Ideation Creativity and Innovation For Startups – Kalpavriksha Accelerator Program Open Electives

The Kalpavriksha Accelerator Program is a mechanism for idea development and startup launch and scale up. The Accelerator Funnel is now operationalised in

the form of five courses each of 3 credits and is offered university wide as open electives and as a minor specialisation. The ENVC Area offers students many opportunities to extend their entrepreneurial learning and experience outside the classroom. These programs create unique immersive experiences for our students beyond the classroom.

Innovation Station – Entrepreneurship Cell @ CMS Business School

Innovation Station is a Student Oriented club driven by Entrepreneurship and New Venture Creation faculty Mentors to encourage entrepreneurial mindset among students. The club initiates brainstorming sessions and activities to imbibe the culture of entrepreneurial mindset among students. The Upcoming events at Innovation Station includes “S-Preneur” (hunt for Sustainable Entrepreneurs) and Aashaiyein 2.0 (running a business for social cause).

Entrepreneurial Fund Raising Activity - "Aashaayein"

"Aashayein" i.e. encouraging students to run a business in Church Street for a social cause. Another activity included "SUIT - UP" where students were encouraged to do a role play as an entrepreneur and a question round was held to check their analytical and problem solving skills.

Entrepreneurship Mela – Ideation and Creativity On Display

One of the annual events run by the club includes Entrepreneurship Mela (E-Mela) where we encourage students to run a business for a day and earn profits. The Mela has had products and services in Vegetarian Food items, Paintings, Services, Accessories, Utility products, Green Products, Decorations, Artisanal products, Hoodies, T Shirts, Stationery, Recycled and Upcycled Products for sale.

Entrepreneurship Townhall Colloquy – Meet our Entrepreneurs

Townhall is an on-campus event facilitating an exclusive interview with Entrepreneurs, Co-Founders, and CEOs to trace their journeys so far and their plans for the years ahead. Townhall is a platform provided to students to interact with entrepreneurs and understand the challenges they faced and identify the opportunities available.

Start-Up Pitch Series

ENVC Area, Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University) launched a platform "Startup Pitch" to enable students to pitch their ideas to potential investors and mentors. Aspiring Student Entrepreneurs were invited to pitch their ideas.

Transdisciplinary Project Centric Learning

The ENVC Area made efforts to give structure and content to the University's Transdisciplinary Project Centric Learning initiatives by developing mentoring guidelines and teaching learning and evaluation plans for students and faculty in asynchronous mode. The area conducted orientation programs and delivered bridge sessions on the theme of Co Create the Future Together.

CRCE - KALPAVRIKSHA Entrepreneurship Accelerator Program

The ENVC Area offers students an opportunity to pursue startup creation and innovation opportunities leading to ownership of a business. Kalpavriksha Accelerator Program offers a confluence platform for ideators, visionaries, aspiring entrepreneurs and professionals who have the passion for leaving a

mark in the universe, to enable and empower them to ideate, develop, start, run and accelerate their own venture and become trendsetters in the entrepreneurship eco system. The Kalpavriksha Accelerator Program will shortlist the best of ideas and iterate them through the accelerator funnel for ideation, incubation, acceleration and scale up.



SAMVAD – Industry-Academia Interaction

An important value creation for the ENVC area is the involvement of Founders, Entrepreneurs and Leaders of Industry in the workings of the Area through immersive and experiential programs. SAMVAD is a capstone event for the Area which saw Industry practitioners and Entrepreneurs interacting with the Area faculty on trends and practices in Entrepreneurship in India. The learnings are being integrated into the entrepreneurship curriculum which will benefit the development and sustenance of the entrepreneurship ecosystem on campus.



Dr. Monoo John
Area Chair - ENVC



Business School Dynamism Parichay - 2022



The flagship event of CMS Business School, JAIN (Deemed-to-be University) was held to explore talents among the fresher's batch. Parichay offers one of the best forums to showcase their talent by competing among various verticals of management. Preliminary events were held on the 17th and 18th October 2022 on campus. The grand finale and the valedictory event were held at Good Shepherd Auditorium, Richmond Town.

The inaugural address was delivered by Director, Dr. Dinesh Nilkant, CMS Business School. It was followed by the Welcome Address by the Dean, Dr. Harold Andrew Patrick. A total of 14 verticals were conducted, ranging from stage events such as Best Manager, Best Entrepreneur, Business Quiz, and Culturals to specialization specific events such as Finance, Marketing, HR, etc.

The Valedictory ceremony culminated all the events. The top 3 participants under all verticals were applauded and prizes were distributed. This was followed by closing remarks on Parichay 2022 and a Vote of Thanks by the Dean, Dr. Harold Andrew Patrick. The event was organized by the student council, headed by Dr. Sakshi Chhabra.



HR Alumni Panel Discussion

The HR Alumni panel discussion was organized by OB-HRM Area on 8th October 2022. The event was a platform for current students to interact with HR alumni. The HR students got an opportunity to learn from their alumni regarding HR trends and job market scenarios. Students got to know various HR entry-level jobs in the market. The panel included Ms. Mahima Gurnani from Freo - 2018 Batch, Mr. Madhan Kumar from Tek Systems, and Ms. Anusha Hosad from Harman Connected Services, 2019 Batch.



Start-Up Pitch '22 Series

ENVC Area, Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University) launched a platform "Startup pitch '22" to enable students to pitch their ideas to potential investors and mentors. Aspiring Student Entrepreneurs were invited to pitch their ideas to a Panel on 8th October 2022.



Faculty Corporate Meet

The Marketing Area of CMS Business School organized the Faculty Corporate Meet on 8th October 2022. Faculty members of the Marketing Area across different departments of the university were invited to the session. Mr. L. R. Natarajan was the resource person. He has worked in a number of industries, including Agriculture, Engineering, Automotive, Consulting, Manufacturing, and Retailing of Consumer Goods and Services. The session was focused on issues as to how firms can move ahead to challenge the status quo by thinking differently, and introducing beautifully designed, simple-to-use, and user-friendly products.



World Mental Health Day 2022

World Mental Health Day was observed on 10th October 2022. The day featured a number of activities such as a seminar, street play, mindful art workshop, quiz, social experiment, rangoli, and the wall of good things. Dr. Sachin Nagendrappa, MD Psychiatry from the National Institute of Mental Health and Neurosciences, St. Johns Medical College and Hospital, was the chief guest. More than 500 students actively participated in this programme organised by Dr. Syed Kazim and Ms. Gauri Priya.



National Seminar on Epitomizing Inflation and Growth Trajectory in India

A National Seminar was organized on 11th October 2022. The keynote speaker was Prof. Charan Singh, Former Non-Executive Chairman of Punjab & Sind Bank. He was also a full-time visiting faculty of IIM-B and former RBI Chair Professor. The session was followed by a panel discussion, where Mr. N Raveendranath Kaushik, Dr. Shakeela Banu C, and Dr. Salma Begum were the panelists and Dr. S.R. Keshava was the moderator. The seminar also provided a platform for students, research scholars, and academicians to deliberate on recent trends in inflation in the post-lunch session. The Seminar and Conference committee was headed by Dr. Avijit Bakshi.



Executive Development Program on Accuracy, Brevity and Clarity in Communication

Center for Executive Education and Development (CEED), CMS Business School, JAIN (Deemed-to-be University) organized Executive Development Program on 15th October 2022 from 09:00 am to 5:00 pm, for the employees of Acumen Aviation. The Keynote Address was delivered by Mr. Moxon Gaikwad, Head of Data Management, Acumen Aviation. It was followed by training delivered by our faculty Members, Dr. Harold Andrew Patrick - Dean, Dr. Sangeeta Devanathan - Area Chair-Marketing, Dr. Shalini Rao - Associate Professor & Advocate, Dr. Sarangapani - Associate Professor, Dr. M H Sharieff – Professor of Practice and Dr. M K Lodi - Adjunct Faculty & Advocate. The program was organised by Dr. MH Sharieff.



Vigilance Awareness Week 2022

Vigilance Awareness week was observed from 31st October 2022 to 6th November 2022. Participants gained valuable experience thinking through the issue of 'Corruption', and had discussions that sharpened their ideas and attitude towards the same. There were a series of events rolled out during the week. The week also featured a debate competition and a Panel Discussion on "India and her Corruption Perils", hosted by Jain Knowledge Campus, JAIN (Deemed-to-be University). The event was organised by the Student Council.

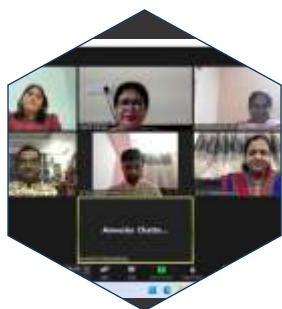
National Unity Day 2022

The program was organized on 31st October 2022. National Unity Day was observed with the active participation of the students. The event began with all the students taking the 'Unity Day Pledge' at their respective classes. This was followed by an exhibition on the 'Life of Sardar Patel' where the complete life of Sardar Patel was depicted through posters. A short documentary was screened on Sardar Patel's work on unifying the princely states of India. The event was organized by the Student Council.



FDP on Enhancing Research Excellence

The Faculty Development Programme (FDP) Committee of CMS Business School has organized a 5 Days FDP on 'Enhancing Research Excellence' on Zoom platform from 22nd to 26th November 2022. The FDP targeted Academicians and Research Scholars from Business Schools, Universities, and other institutions. 126 Participants registered for the FDP. The resource persons were Dr. Thamari Selvan Natarajan, Registrar in charge of National institute of technology Trichy; Dr. Satish Kumar, Associate Professor & Associate Dean (PG), MNIT, Adjunct Professor, Swinburne University of Technology Malaysia; Dr. Urmila Itam, Dr. Rajasankaran and Dr. Sumit Narula from CMS Business School, JAIN (Deemed-to-be University). The FDP committee includes Dr. Anitha Nallasivam, Dr. Shakeela Banu, Dr. Mansi, Dr. Urmila Itam, and Prof. Abhinav Tiwari, who took the lead in organizing the programme.



Dr. M.K. Lodi Invited as Guest of Honour at St. Joseph's University

Dr. M.K. Lodi was invited as Guest of Honour at St. Joseph's University for the Constitution Day Celebrations on 26th November on their campus. Dr. Lodi delivered the address focusing on the Fundamental Duties given in the Constitution. Dr. Lodi spoke about how everyone focuses on our Fundamental Rights whereas they are oblivious to our Fundamental Duties and much of our social friction is because of this neglect of our Fundamental Duties. The function was attended by the students and faculty of St. Joseph's University. The talk was well received and appreciated by the Director, Dean, and the faculty of St. Joseph's University.



Practicum - Hands-on Training in Excel and PowerPoint

Arthakaran - The Faculty Enrichment Cell of CMS Business School, JAIN (Deemed-to-be University) organized a workshop titled "Practicum - Hands-on Training on Excel and PowerPoint" for the Faculty Members of CMS Business School on 26th November 2022. The guest invited as a resource person was Mr. Bharath Rajanna, the CEO and Founder of Edupinnacle. Mr. Ranjanna imparted training to the faculty members on advanced usage of MS Office including PowerPoint and Excel which would be highly expedient for them in preparing for lectures and making learning more interactive and enhancing sessions for the students. The workshop was organized by Dr. Shivaprasad G and Dr. Sumbul Samreen.



Participation in Faculty Induction Programme

Dr. Uma Swadimath, Dr. Raja Sankaran, Dr. Syed Kazim, Dr. Vedantam Seetha Ram, Dr. Kuldeep Singh, Dr. Abhinav Tiwary, Dr. Irum Khan & Prof. Minerva Das participated in the NEP-aligned Guru Dakshata, Faculty Induction Programme, from 2nd November to 7th December 2022 at JAIN (Deemed-to-be-University). 41 resource persons addressed the participants on various topics during the 30-day program. During the programme the faculty members visited all the campuses of JAIN (Deemed-to-be-University) in Bengaluru. All the faculty members activities participated in the programme.

7-Day Virtual Professional Development Program on Decoding Statistics for Data Analysis

CMS Business School, JAIN (Deemed-to-be University), in collaboration with the Institute of Analytics (UK) organized a 7-Day Virtual Professional Program from 1st to 9th December 2022 from 5:00 pm to 7:00 pm. Dr. G S Vijaya – Professor, Dr. Chaya Bagrecha – Professor, and Dr. Rupesh Kumar Sinha, Associate Professor were the resource persons. 45 people participated and benefited from the program. The program was coordinated by Dr. Madhavi R and Dr. VY John.



Graduation Meet for Working Professionals, for MBA Batch 2017, 2018, and 2019

Center for Executive Education and Development (CEED), CMS Business School, JAIN (Deemed-to-be University) organized Executive Development Program on 10th December 2022 from 12:30 pm to 4:30 pm. The Chief Guest for the meeting was Mr. Krishnan Narayana, Senior Vice President of ASM Technologies Ltd. The Guest of Honour was Mr. Vijay A M, Finance Leader at Mobile Premier League (MPL). 200 students participated in the Graduation ceremony. The program was organized by Dr. MH Sharieff, Area Chair MBA (WP).

Bi-Annual Management Research Retreat

Center for Researcher Training & Administration and Doctoral Research Committee, CMS Business School, JAIN (Deemed-to-be University) organized Bi-Annual Management Research Retreat on 17th December 2022 from 10:00 am to 5:00 pm. The event commenced with an address by Dr. Dinesh Nilkant, Director & Dr. Harold Andrew Patrick, Dean Academics & Chairperson DRC. The Keynote Address on 'Researcher as Knowledge-Creator: The Publish or Perish Predicament' by Dr. Mathew J Manimala, Former Professor & Chairperson OB & HRM Area, IIMB, was followed by the progress report presentations by the research scholars. Further, the event continued post lunch with the plenary session on 'Constructing a Thesis' by Dr. Raja Sankaran, Associate Professor, CMS Business School, JAIN (Deemed-to-be University), and progress report presentations by the research scholars. The event came to an end with the distribution of certificates to the best presenters followed by a valedictory function. The event was coordinated by Dr. Lubna Ambreen.



Dr. Syed Kazim Co-authored a Book on Social Entrepreneurship

Dr. Syed Kazim co-authored a book titled, 'SHORT CASES IN SOCIAL ENTREPRENEURSHIP'. The book was written with the objective to help the students with different aspects of Social Entrepreneurship and introduce various creative social entrepreneurs who have made a difference, in the student community. The book was published by Academic Research Publishers, Madurai – Tamil Nadu, bearing ISBN:978-81-955544-1-6.



Udhbhavana - The Student Conference

The Marketing area of CMS Business School initiated another step towards promoting the concept of research and innovative thinking among students. In this direction, the area started the very first Udhbhavana - The Student Conference. The event was organised on December 16th 2022 with the theme "Contemporary Issues, Challenges & Opportunities in Business Management". The inauguration of the conference was marked with an address by the Keynote Speaker Dr. L Ravindran, President, Bangalore Chamber of Industry and Commerce. The overwhelming participation of the students rendered the conference a great success.



Dr. Shakeela Banu C Awarded Iconic Personality Award 2022

Dr. Shakeela Banu C received the Iconic Personality Award 2022 for Best Educational Development and Services by the Glorious Organisation for Accelerated Literacy, New Delhi.



Sexual Harassment Awareness and Prevention Campaign

Sexual Harassment Awareness and Prevention Campaign was conducted for the students on 20th December 2022. The campaign was in accordance with Discrimination against Women Pakhwada – 2022, as proposed by University Grants Commission. The students visited every classroom and explained various aspects of sexual harassment, such as types, prevention of sexual harassment, how to go about reporting sexual harassment, laws, and protections against sexual harassment, and the consequences of being found guilty of sexual harassment on campus. The students wore T-shirts that denoted their part in the presentation and pinned posters on the class noticeboard. Six students participated as presenters in the campaign and around 1,000 students were addressed during the campaign. The program was organized by Dr. Syed Kazim and Ms. Gouri Priya.



Seminar on Road Safety

The Bengaluru Traffic Police (BTP) conducted a seminar for students of CMS Business School on the 22nd of December 2022 at Bengaluru Traffic Police from 11:00 am to 12:00 noon at Bengaluru Traffic Police Office. The seminar was conducted with the objective to help the students understand the importance of following various traffic rules, in order to ease traffic jams and avoid accidents. Police inspectors, Mr. Ramamoorthy and Mr. Abdul Azeez addressed the students. 23 students participated in the seminar. The program was coordinated by Dr. Syed Kazim.



105th Annual Conference: Indian Economic Association



CMS Business School, JAIN (Deemed to be University) hosted the 105th Annual Conference of the Indian Economic Association (IEA), from 27th to 29th December 2022. During the conference, eminent dignitaries like Prof. Bibek Debroy, Chairman, Economic Advisory Council, Prof. V. K. Malhotra, President - IEA, and Former Member Secretary – ICSSR, Prof. Ramesh Chand, Member, NITI Aayog, Prof. D.K. Madaan, Secretary – IEA, Dr. Chenraj Roychand, Chancellor, JAIN (Deemed to be University), Prof. (Dr.) Raj Singh, Vice-Chancellor JAIN (Deemed to be University), other Principal Officers of the University and Prof. Charan Singh, Chief Executive, EGROW Foundation graced the occasion. Various keynote addresses on the conference theme were organized during the conference. A galaxy of resource persons participated enthusiastically in the keynote.

Activities at CMS Business School

The third day featured a paper presentation on 4 different themes:

- India, Global Economy, and the World Economic Order
- AKAM: Sectors of the Economy-Performance & Aspirations, Economy
- Technological Developments and New Initiatives
- State Economy of Karnataka

The conference witnessed 8 keynote sessions in which more than 60 resource persons contributed their mite with their deep insights. More than 150 papers were presented and more than 250 people participated from across India. The conference was organized by Dr. Xavier VK, Professor, CMS Business School, JAIN (Deemed-to-be University).



Industry Institute Interface



Mr. Imtiaz Chowdhry
Founder & CEO
Skillomania Solutions Pvt. Ltd

6th October 2022



Mr. Prajwal. V. Kumar
Associate Vice President
Smartr Logistics

6th October 2022



Mr. Prakash R
Senior Data Analyst
Valueleaf Services (India) Pvt. Ltd.

6th October 2022



Mr. Sowmiyan Morri
Sr. Data Scientist
PayPal

7th October 2022



Ms. CA Anusha R Batni
Deputy Manager
Deloitte Haskins & Sells LLP

7th October 2022



Mr. Sreenath Poovathingal
Ex Pricing Analyst
AB Inbev

8th October 2022



Mr. Arase Gowda
Head - Stores and Logistics
Ace Manufacturing Systems

10th October 2022



Mr. R K Kasturi
Sales Professional & Trainer

10th October 2022



Mr. Ram Patrudu
Co-Founder
Mad Over Insurance

10th October 2022



Mr. Praveen Meda
Senior Engagement Manager
Capgemini Technology India Pvt. Ltd

10th October 2022



Mr. Bharath Rajanna
Founder & CEO
Edupinnacle

10th October 2022



Mr. Ashish Kotian
Digital Marketing Analyst
Metricfox

11th October 2022



Mr. Animesh Jain
Target Corporation

11th October 2022



Mr. CK (Chandrakanth) Bobba
Sr. Manager-Strategy & Analytics
Fanatics Inc.

11th October 2022



Mr. Madhusudan G
Business Strategist
Marketingbeku.com

11th October 2022



Mr. Krishna Kumar C
Heading the Labour Compliance
Taxation & MIS Carrier

11th October 2022



Mr. G.V Prasanna Kumar Reddy

Chartered Accountant
GVPKR & Associates

11th October 2022

Ms. Ruchi Kumari

AVP
Wells Fargo

8th November 2022



Ms. C A Bhavya

Chartered Accountant
Karnataka State Law University (KSLU)

11th October 2022

Mr. Manjunath. N

Sr. Executive Engineer
Ace Manufacturing Systems Ltd.

8th November 2022



Mr. Ramakrishna Joshi

Founder
MoneyJet

29th October 2022

Mr. Anand B P

Former Vice President
IndianMoney.com

8th November 2022



Mr. Awanish Kumar

Evangelist
Solutions Digitas

30th October 2022

Mr. Shereyar D Vakil

GE Corporate
Consultant General ElectricGE

8th November 2022



Mr. Nandakumar Sankar

Co-Founder & CEO
Matasma Digital

8th November 2022

Ms. Sowmya B K

Data Analyst
Hewlett Packard

8th November 2022



Dr. Mahesh Pavan Sathavalli

Program Manager
MPhasis

3rd November 2022

Ms. Deeksha Shereen

Regional Head - South - Digital Solutions
CNBC|CNN|News18

8th November 2022



Dr. Jyoti Iyer N

Skillomania Solutions Pvt. Ltd

3rd November 2022

Mr. K K Cariapa

Founder
The BeanPod

24th November 2022



Dr. Karanam Nagaraja Rao

State Operations Manager (Rtd)
Bajaz Allianz

8th November 2022

Mr. Srinivas Murali

Trainer
Freelance

25th November 2022





Mr. Jasneet Singh Bindra
Country Head (India)
CISI

29th November 2022

Mr. Ramasubramanian
Head, Product R&D
SOLUS.ai

5th December 2022



Mr. Ajay Agarwal
AVP Training

29th November 2022

Mr. Gurumurthy

Training manager for South states
EBSCO Information Services India

5th December 2022



Mr. Sharad
AVP in Digital Transformation Space
HSBC

30th November 2022

Mr. Sankalpa S
Executive Director
ORG

5th December 2022



Mr. P.G. Yogindra
Executive Director (Retd.)
HAL

1st December 2022

Mr. Somasundaram G
Founder
The BeanPod

6th December 2022



Ms. Bhawna Gupta
Senior Data Analyst (UHG)

2nd December 2022

Ms. Kshama Rangan

Founder & Director
Kshamata Innovation Foundation

7th December 2022



Ms. Sonali Indramohan
Human Resources
People Advisor at A.P. Moller - Maersk

2nd December 2022

Mr. G N Sridhar
Quality Consultant
Gorur Consultancy

19th December 2022



Mr. Raghunatha Reddy
Senior Data Scientist
Ericsson

2nd December 2022

Mr. Sivakumar Nagarajan
Associate Director - Quality
Udaan.com

21st December 2022



Mr. Ashish Sharma
Co-Founder and Director
BRIDGEi2i Analytics Solutions

5th December 2022

Dr. Geeta Fulari
Deputy General Manager
Sankara Eye Foundation

22nd December 2022



Future of Content Creation

The future of content creation is looking brighter than ever before. The rise of digital media and technology has made it easier for people to create and share content with a larger audience, and this trend is only going to continue.

It is now possible for almost anyone with a computer and internet connection to create content, whether it is a blog post, a video, or a podcast. The barrier to entry is much lower than it used to be, and the ability to share content with a global audience has been made easier by the development of social media platforms.

Content creation is also becoming more sophisticated as a variety of tools are now available to help content creators create more engaging and visually appealing content. For example, tools such as Adobe Creative Cloud and Canva allow content creators to create high-quality graphics that can be used to enhance their content. Additionally, other tools such as WordPress and Squarespace can be used to create websites and blogs that can better engage and interact with their audiences.

The rise of artificial intelligence (AI) has been a game-changer in many industries, and content creation is no exception. AI-driven content creation has revolutionized the way brands create and distribute content, allowing them to produce high-quality content quickly and at scale, helping businesses to create more personalized, engaging, and data-driven content for their target audiences. AI technology can provide insights into customer behaviour, improve the accuracy of content, and even produce automated content. This helps businesses avoid any costly mistakes that could damage their brand reputation.

However, AI is still far from perfect, and there are a number of challenges that companies must address when using AI for content creation. One of the main drawbacks of AI-generated content is its lack of originality. AI-based content creation systems rely on algorithms and pre-existing data to generate content. As a result, AI-generated content can be repetitive and lack the originality and creativity of human-generated content. Another drawback is its potential for bias. AI-powered content creation systems are based on data, which can contain bias.

One of the challenges is ensuring that the content is up-to-date and accurate. AI algorithms can quickly generate content, but they are not always reliable when it comes to accuracy. Companies must be sure to have sufficient resources to review and refine the content.

In conclusion, the future of content creation looks bright and AI is making it easier and more efficient. While AI-generated content has many benefits, it also has a few significant drawbacks. As a result, it is important for content creators to consider the potential drawbacks of AI-generated content before relying on AI for content creation. As the technology and tools continue to evolve, content creators will have access to more powerful and creative tools to help them create content that is engaging and high-quality. With the right tools and strategies, content creators can use AI technology to generate high-quality, engaging content quickly and accurately.



Dr. Irum Khan
Assistant Professor



How JAIN Transformed Me?

At CMS we had a great balance between fun and studies. Classroom discussions were very interactive and fun. The teachers were very knowledgeable, helpful, and easily approachable. I made great friends at college, the best part is that these buddies were from different parts of the country. The exam question papers were mostly application based for most of the subjects; They helped us think when answering questions and not just writing what was in the book/modules. I was fortunate to get a placed during campus interview and had to start working when I was in 4th semester. The interview was one of the toughest, where we had 8 rounds (4 written and 4 interviews) I was able to handle the pressure and be amongst the top 3 out of 140 students who gave the test and interview.

We had brilliant teachers and industry experts. The syllabus and classroom discussions and debates were sufficient for us to clear interviews. We had amazing teachers in finance. Classroom discussions instilled in me confidence. Professors used to encourage us to take part in debates and classroom presentations; this gave me the confidence to speak. One of my favourite subjects was wealth management. This helped me a lot personally with how to build wealth. A lot of people now reach out to me for financial advice.

I am currently working in Acuity Knowledge Partners (F.K.A - Moody's Analytics) as a Senior Fixed Income RFP/DDQ Writer for the top 10 Global Asset Managers. Previously I worked for Northern Trust Asset Management as Officer - Specialist

My nature of work is to retain clients such as Pension funds, Institutional Investors, and Insurance companies and new win new mandates. We receive document requests from clients asking us to respond to various Fund and Firm related questions such as BCP, IT, ESG, trading, compliance, legal, counterparty, vendor management, proxy voting, corporate actions, fund managers, aum, GIPS, fund performance, etc.

I would advise students not to miss out on any classes, especially the core subjects that they are opting for. A lot of topics are and specialization discussed which will help during interviews. Always go beyond books and modules. Make sure you participate in debates during class hours and read a lot of current affairs. Before attending any interview, make sure to read the job description and do research on the interviewing company and the industry. Start preparing for interviews from day 1, watch videos on how to clear interviews as well as videos/articles on current affairs.

I would also suggest students to opt for core specialization and see their strengths, the industry trends, and the job market for the specialization, before opting for any specialization.

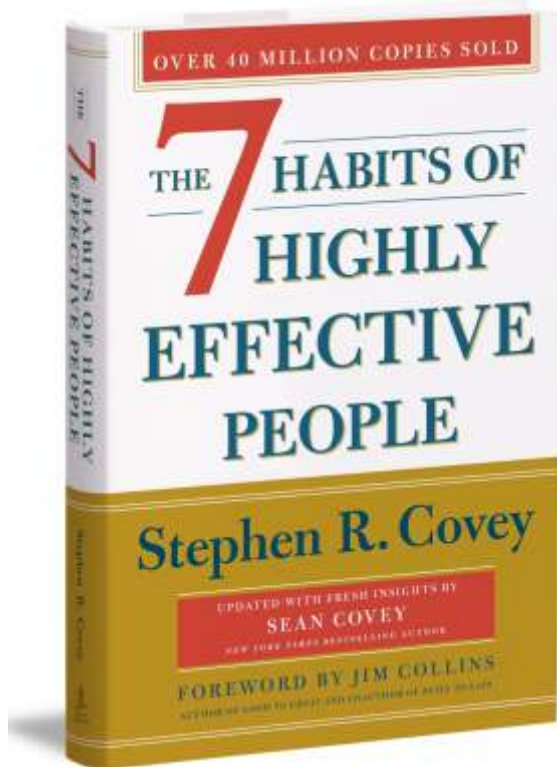


Prapanch Ganapathy
MBA Batch 2016 - 18



'The 7 Habits of Highly Effective People

- By Stephen R. Covey



It was the first book of its kind, almost starting a new genre – the self-help book. Now 30 years later the book remains a favourite. And for good reason – the lessons are timeless and can be applied to all aspects of your life – business, personal, and professional. For me, it works because the central premise of the book is about our everyday habits and how these habits make up the person we are. It explores the idea that we see the world based on our perceptions and biases and if we want to change ourselves, and our behaviours, we have to be able to modify our perceptions.

Unlike current self-help books, it doesn't promise a quick fix that may only serve to hide or band-aid the problems. Instead, Covey guides you through a process that for some of us will take some time to get through! The first three steps centre on mastery of your 'private victory' which he claims are essential steps before being able to take action teams at work or in your business. The seven habits are:

Habit 1: Be proactive

This is the ability to control one's environment, rather than have it control you, as is so often the case. Self-determination, choice, and the power to decide how you respond to stimulus, conditions and circumstances.

Habit 2: Begin with the end in mind

Covey calls this the habit of personal leadership – leading oneself towards what you consider your aims. By developing the habit of concentrating on relevant activities you will build a platform to avoid distractions and become more productive and successful.

Habit 3: Put first things first

Covey calls this the habit of personal management. This is about organising and implementing activities in line with the aims established in habit 2. Covey says that habit 2 is the first or mental creation; habit 3 is the second or physical creation.

Habit 4: Think win-win

Covey calls this the habit of interpersonal leadership, necessary because achievements are largely dependent on cooperative efforts with others. He says that win-win is based on the assumption that there is plenty for everyone.



Habit 5: Seek first to understand and then to be understood

One of the great maxims of the modern age. This is Covey's habit of communication, and it's extremely powerful. Covey helps to explain this in his simple analogy 'diagnose before you prescribe'.

Habit 6: Synergize

Covey says this is the habit of creative cooperation – the principle that the whole is greater than the sum of its parts, which implicitly lays down the challenge to see the good and potential in the other person's contribution.

Habit 7: Sharpen the saw

This is the habit of self-renewal and it necessarily surrounds all the other habits, enabling and encouraging them to happen and grow. Covey interprets the self into four parts: the spiritual, mental, physical and social/emotional, which all need feeding and developing.

Sristy Soni

MBA Batch 2021-23



JGI Ventures



SCHOOLIFORM.com
A CLASS APART



VELVET SPACE



S A M A A V E S H

₹ Redlounge



NutriParadiseTM

varchas



luckymaskot

INTELLISOL

CMS Got Talent

Student Startup

The Elysian Musings

Colors are something that adds shine to life. Small popups on the places we see daily give immense pleasure. Elysian Musings is such one art space that concentrates more on color popup magnets for the living rooms, wardrobes, cupboards also office cubes. The reason for starting this, two years ago was COVID-19 when the whole world was sitting at home and was bored seeing the same old things around them. Adding a few popup magnets definitely brought a change in a daily mechanical routine and environment. These customizable magnets make someone smile at least for a second. A homegrown hobby and the passion to convert wasteful materials into something interesting, drove me to make more of these.

These magnets are made up of sun board material rather than the traditional materials used to make magnets. Starting from nothing to having over 200 customers the number keeps increasing and hopefully, one day would reach the top of the mountain.



Anarghya N Kashyap
MBA Batch 2022-24



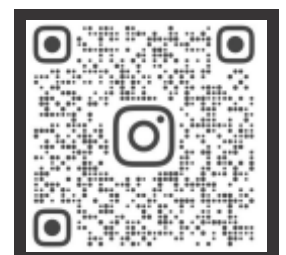
Peekaboo

Get pets and pet supplies at your doorstep with the click of a button

Peekaboo, started by a zoophilist, is an endeavour to bring the rather friendly animal kingdom to your homes. Animal lovers who wish to keep pets would be delighted with the range of exotic animals available. While dogs, cats, birds, and fish are common pets to have, Peekaboo expands its horizon by offering spiders and snakes as well. Have no fear as all critters listed are backed up with legal documentation. Few things fill your heart without trying and Peekaboo is committed to delivering just that.



Riyas Ahamed
MBA Batch 2022-24



Art

The breath of a wounded lion is far more terrifying than its roar!!! As the Kannada saying goes :-

"ಗಾಯಗೊಂಡಿರುವ ಸಿಂಹದ ಉಸಿರು, ಘರ್ಜನೆಗಿಂತ ಭಯಂಕರವಾಗಿರುತ್ತದೆ."



Arjun C D
MBA Batch 2022-24



Yakshagana, A traditional folk-dance form popular in Coastal Karnataka districts. The fusion of folk and classical traditions makes Yakshagana a unique art form that incorporates colourful costumes, music, dance, song, and most importantly, spontaneously composed dialogue.



Neha S Shetty
MBA Batch 2022-24

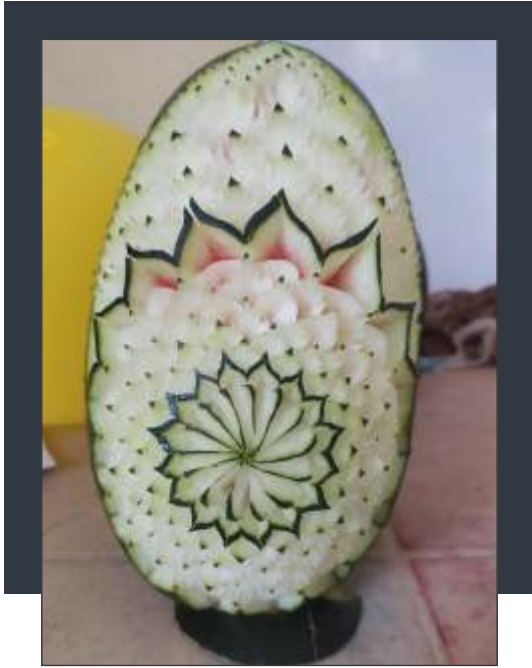


Take inspiration from the Dove, which offers us a sense of freedom and has long been a symbol of love, peace, and compassion. Through their naivety, they have established a connection with humanity. The fact that this bird is a creature that is always looking for food and symbolises a "fresh tomorrow" makes it a symbol of hope. They erect their nests close to populated areas. This may have given people the chance to see the enormous love, devotion, and allegiance shown by them.



Mrunalini G
MBA Batch 2022-24





Fruit and vegetable carving, known as the Thai Carving Technique - is one of the most intricate arts found on the globe, that requires a lot of dedication and patience. This watermelon carving fetched me a silver medal in the Great Indian Chefs Olympiad.



Arjun Deshpande
MBA Batch 2022-24

'Naispuolinen'. Her prismatic face stands out in the darkness of this world. With the glamour, she decides to fight against all odds and shine like a star. She is an English rose blended in different colours of dark and bright phases of life.



Anushuya Ghosh
MBA Batch 2022-24



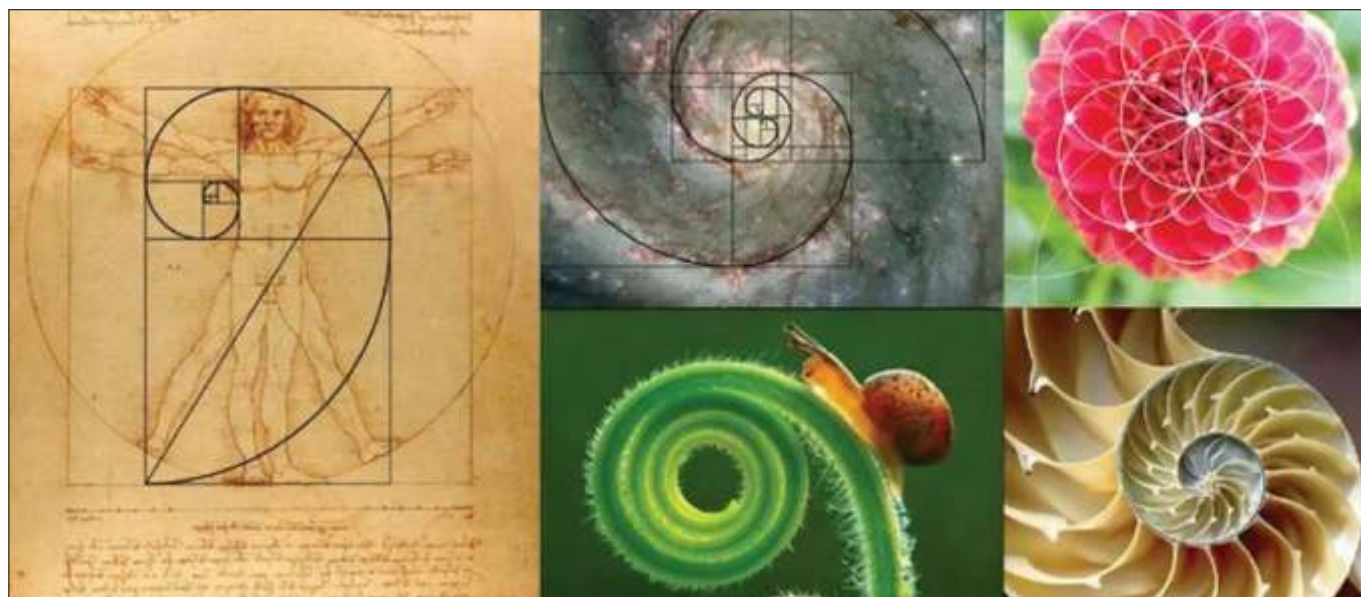
"You can't travel the path until you become the path" - Gautam Buddha. In the context of a side hustle, it's very easy to talk about what you're going to do and make plans about what the work will look like. But until you start doing the work, it's just an idea in your head.



Aishwarya V
MBA Batch 2022-24



The Golden Ratio

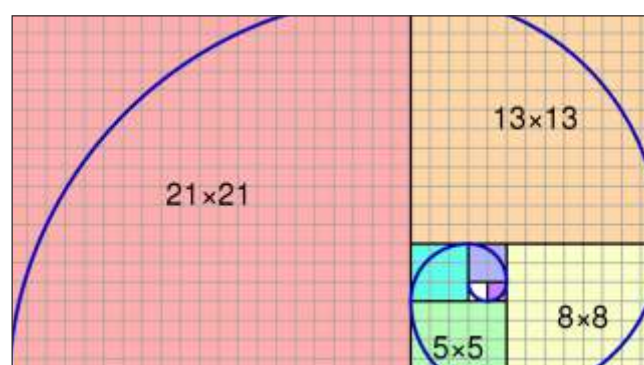


The Golden Ratio, also known as the golden section, or the divine standard, in arithmetic, is an infinite number $(1 + \sqrt{5}) / 2$, often defined by the Greek letter ϕ or τ , which is approximately 1.618. The scale of the line segment is cut into two pieces of different lengths so that the measurement of the whole and each part of the length is equal to the measurement of the long and short part. The origin of this number can be traced back to Euclid, who referred to it as "the greatest and most important" in the Elements. According to modern algebra, allowing the length of a short section to be one unit and the length of a long section to be x units results in the number $(x + 1) / x = x / 1$; this can be rearranged to form a quadratic number $x^2 - x - 1 = 0$, where the positive solution is $x = (1 + \sqrt{5}) / 2$, the gold ratio.

The ancient Greeks recognized this "division" or "division" of property; a term that has been abbreviated as "class". More than 2,000 years later, both the "measure" and the "half" were referred to as "golden" by German mathematician Martin Ohm in 1835. The Greeks also had observed that the golden ratio provided the most aesthetically pleasing proportion of sides of a rectangle, a theory developed during the Renaissance, for example, the work of the Italian polymath Leonardo da Vinci and the publication of *De divina proportione* (1509; *The Divine Proportion*), by Italian mathematician Luca Pacioli and by Leonardo.

The golden ratio occurs in most mathematical cases. It is geometrically formed with straightedge and compass, and is derived from Archimedean research and Platonic solids. It is the limit of the consecutive terms of the Fibonacci number sequence 1, 1, 2, 3, 5, 8, 13, ..., where each term over the second is the sum of the previous two, and also the number of continuous bases, i.e., $1 + 1 / (1 + 1 / (1 + 1 / (1 + \dots)))$.

In today's statistics, the gold standard occurs in the definition of fractals, statistics that show their similarity and play an important role in the study of conflict and evolving systems.



Rakhi Kumari
MBA Batch 2022-24

Shadow the CEO

Mr. Akshay Jain
Co-founder
Arjunaa Vara Jewellers

It is a delight to introduce to you the gems of a man - Mr. Akshay Jain, co-founder of Arjunaa Vara Jewellers. Having been born and raised in Bengaluru, the start-up hub of India, he ventured into the jewellery business in 2020 during the pandemic, against all odds. This passionate career move was a natural progression from his exposure to this industry since his adolescence. It is for this reason that he believes in having hands-on experience simultaneously with academic pursuits. He is a proud alumnus of Christ University and CMS Business School, JAIN University.

Please share some insight about your company

This new venture offers a wide range of handcrafted luxury jewellery. Every piece, crafted by skilled local artisans from all over the country, promises to be rooted in Indian tradition. We purvey high quality customized products, giving utmost importance to customer's desires. We aspire to become a house of all precious metals and gemstones fulfilling needs for bridal jewellery, everyday jewels, heirloom pieces and novelty gifting articles. Our catalogue aims to serve their diverse clientele from all over india and abroad.

Intriguingly, the brand name, "Arjunaa", was inspired by the character in the Hindu epic, Mahabharata, which I binge watched during the lockdown.

Moreover, the word "Vara" symbolizes the blessings that I received from my family legacy. Arjunaa Vara, thereby, is an ode to our 60-year-old family heritage.

How do you ensure longevity in this business?

One might wonder, what uniqueness is being offered at yet another store of jewels amongst a myriad of others. Be assured that it is the promise of a delightful experience that a customer can expect at every in-store visit. Arjunaa Vara invests in building personal relationships with its customers by offering an exclusive touch that only family jewellers can afford to do as opposed to big corporates that cater to the general masses. Furthermore, our capability to effectively deliver high worth exquisite pieces to the premium market segment differentiates us from our competitors who focus more on offering standardized products.

I recognise the threat that luxury products pose to the industry of jewels. Current trends indicate that while Gen Z prioritize luxury

wearables, such as an Apple iPhone or an LV bag, they are weary of investing in precious metals and gemstones. I hope that the youth rediscovers the value of investing in gold as a form of long term security that would surely reap benefits in due course of time. Furthermore, I certainly believe that high liquidity and resale value of gold is a trusted source of instant funds during times of crisis as evidenced in the COVID-19 pandemic.

What motivates you to keep your entrepreneurial journey alive?

I aspire to expand the business and establish stores in four different corners of Bengaluru. My sheer passion towards the jewellery industry and the rather challenging role as the cofounder offers a steep learning curve which I believe is what motivates me as an entrepreneur. In my experience, one values what doesn't come easily. A key takeaway for young minds would be that there is no alternative to hard work. So, it is important to completely involve oneself in any work that one pursues to achieve success.



Interviewed by:

Shruti Chandrashekar | Harshitha Rachel SD - MBA Batch 2022-24

Top 10 Startup Mistakes



Source: www.100FirstHits.com

Kingfisher Inspired the Japanese Bullet Train: An Insight

Once upon a time...

Japan inaugurated its 'Bullet Train' on October 1, 1964, just 10 days before the opening of the Olympic games.

Post the damaging impact of World War II, the Bullet train running past Mount Fuji is said to have become the symbol of 'new' Japan.

As time passed by, the speed of the Bullet train kept gaining momentum, eventually posing a fresh challenge: noise.

Reportedly, one of the reasons was a 'whirlwind' rushing over the pantographs where the train derived its energy from overhead electric wires.



OwlLaLa...

Japanese scientists began to prototype pantographs inspired by the owl's comb-like serrations on its primary wing feathers which allow it to fly silently.

In 1994, "wing-graph", a new pantograph that mimicked the owl's wing structure, replaced the traditional design.

A 'Boombastic' Problem

There was a problem again. As it entered a tunnel, the shape of its anterior caused a cushion of air to build up which caused a large boom and aerodynamic variations loud enough to disturb people in the vicinity and the wildlife in the area.



The Shape of You

It was found that both the upper and lower beaks of a kingfisher's bill have regular cross sections with the sides of the triangle being curved.

The kingfisher's bill was found to be the most efficient shape and after a series of prototypes and testing a 'train nose' very close to the kingfisher bill was adopted.

Destination Achieved

In 1997, the 500-Series Shinkansen train was able to run at its maximum speed (300 km/hour, a world record for that time).

'A Little Birdie Told Me...'

The new models inspired by the two birds-kingfisher and owl-managed to not only reduce noise but also air resistance, resulting in twin benefits: reducing energy consumption and cost savings.



Source:
insight by inshorts

Books to Read on Entrepreneurship



The Lean Startup by Eric Ries by Eric Ries

This book talks about a new approach to business. The lean startup is about understanding the wants of the customers and not about what product the entrepreneur wants to launch. The motive is to move from entrepreneurship based business to customer centric business.



The Rework By Jason Fried by Peter Thiel

This book talks about a new approach to business. The lean startup is about understanding the wants of the customers and not about what product the entrepreneur wants to launch. The motive is to move from entrepreneurship based business to customer centric business.



Entrepreneur Mindsets and Habits by James Moore by Dale Carnegie

The book tells us about the habits great entrepreneurs follow daily and also provides an insight into their mindsets; this book discusses why some people, despite being talented, fail at being successful.



The Unique Indian Market by Prateek Jain

This book discusses unique aspects of the Indian market that even locals find difficult to comprehend. Micro, medium, and small businesses are the main focus of this book. Besides, entrepreneurs will also learn how to start a business in a highly competitive and risky Indian market.



The Worlds Greatest Entrepreneurs by Wonder House Books

This book speaks about the achievements of the most famous and intriguing entrepreneurs of recent times. It serves as a reminder that with hard work, perseverance and passion anything can be achieved.



The Entrepreneur 5 PM to 9 AM by Kanth Miriyala and Reethika Sunder

This book talks about how one can become an entrepreneur even if they have a full time job. Having an idea and starting a business along with their regular job encourages people to avoid risk. By doing so, the book encourages entrepreneurs to fail often so that they can keep trying until they find the success formula while taking minimal risks.



The Hard Things about Hard Things by Ben Horowitz

The author talks about his experience working as a CEO for Opsware, a tech firm. The author shares the lessons he has learned about managing, recruiting, and explains how to think about problems, leaders of big companies run into. He also explains how to face and solve them confidently.



The \$100 Startup by Chris Guillebeau

This book has been compiled by the author after observing 1500 small businesses world wide. Author states that by combining passion and skills into a micro business, you can escape the shackles of 9am to 5pm work. You can start a full-time business for \$100 or less that will turn into a full-time income.



The E Myth Revisited by Michael E Gerber

The book gives us reasons as to why 80% of small businesses fail. It mentions that an entrepreneur has to ensure that his business is built on systems and values rather than on one individual. His business idea needs to be much larger than himself and he should be willing to accept any changes that might happen in the business.



The book built to sell by John Warrillow

In the book, the author talks about the number one mistake that entrepreneurs make, which is to build a business that is heavily reliant on them. Even though the company is profitable, buyers aren't sure whether or not the company can run on its own when the time comes to sell the business.

Business Vocabulary

Moonlighting

Have a second job, typically secretly and at night, in addition to one's regular employment.

Knee Deep

A contractual arrangement to make sure that a valued member of staff stays in their job, by which they are offered special financial advantages if they stay and heavy penalties if they leave.

Straw Man

An individual who has little integrity or substance.

Move the Needle

Getting effective results from a project or assignment that are meaningful to a company's or business's overall goals.

Out of Pocket

Another way for business people to say that they will be unavailable or out of the office for a disclosed period of time.

Low-Hanging Fruit

A simple project or new idea that could produce immediate and beneficial results.

Over the Wall

Sending important information to a client or customer.

Circle Back

Temporarily pausing a conversation or discussion and returning to it at a later time.

Stay Interview

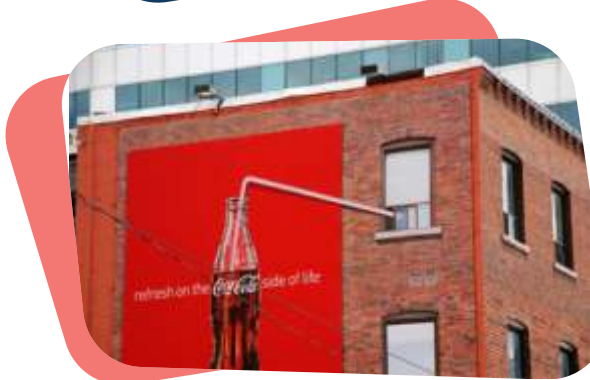
A meeting between a manager and an existing employee to review the reasons the employee stays with the company and seek out concerns that might influence the employee to leave.

Quiet Quitting

Remaining in one's workplace while not actively going above and beyond.



Think Out of the Box



Convert 2-Wheeler into EV in Just 2 Days

Hyderabad engineer Maaz Ahmed Khan founded his start-up – Torq Electric – to convert old two-wheelers into Electric Vehicle (EV). In 2021, he was still a mechanical engineering student when his interest in EVs began to grow brewing. But the 23-year-old's idea was not to build a new design. Instead, it was to convert existing fuel vehicles into fully functioning EVs. After 15 years of running, the fuel usage of any vehicle goes up thereby contributing to greater pollution. Instead of turning it to scrap, it can be refurbished, he thought.

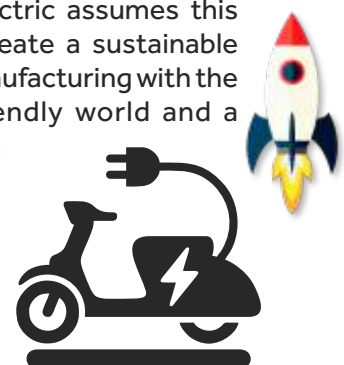
With the support of EdVenture Park – a non-academic start-up incubator that focuses on student innovations, the youngster began working on his dream project and eventually founded Torq Electric in March 2021. On 27th August 2021, Maaz came up with the prototype of a two-wheeler EV, which he built by transforming an old petrol scooter and spending Rs. 60,000. He now provides two types of models — fully electric and hybrid vehicles for those who wish to keep the fuel as an option. While the price to convert any type of two-wheeler into a full EV is Rs. 50,000, a hybrid is priced at Rs. 55,000.



“In fully electric two-wheelers, the engine and fuel tank are replaced with a powerful motor and batteries. In hybrid conversion, a motor and battery are added to the existing engine. This gives the flexibility of driving on both electric power and engine power,” says the engineer. The base variant of the vehicle takes about three to four hours to charge, and can run up to 75 km at an average speed of 45 km/hr, Maaz says. Customers can also give their preferences, for which prices may differ. Even though it takes just 5-7 hours to convert a two-wheeler into an EV, Maaz asks for two days to check and ensure the vehicle's safety after riding. Furthermore, in light of rising fuel prices, he discovered that if auto drivers switch to EVs, they can save Rs. 400 a day. This accounts for Rs. 12,000 a month. Thus, he plans to extend his innovation to three-wheelers as well.

Evs are in their early days in India. But undoubtedly, they are the future. Torq Electric assumes this responsibility and aims to create a sustainable living through automotive manufacturing with the vision to create an eco-friendly world and a cleaner and greener tomorrow.

Source: The Better India



Car is Allergic to Vanilla Ice Cream

General Motors received a complaint.

The mail read, "This is the second time I have written to you, and I don't blame you for not answering me, because I sounded crazy, but it is a fact that we have a tradition in our family of ice cream for dessert after dinner each night, but the kind of ice cream varies so, every night after we've eaten, the whole family votes on which kind of ice cream we should have and I drive down to the store to get it. It's also a fact that I recently purchased a new Pontiac and since then my trips to the store have created a problem. You see, every time I buy a vanilla ice cream when I start back from the store my car won't start. If I get any other kind of ice cream, the car starts just fine. I want you to know I'm serious about this question, no matter how silly it sounds. What is there about a Pontiac that makes it does not start when I get vanilla ice cream, and easy to start whenever I get any other kind?"

The Pontiac President was understandably skeptical about the letter but sent an Engineer to check it out anyway. The two hopped into the car and drove to the ice cream store. It was vanilla ice cream that night and, sure enough, after they came back to the car, it wouldn't start. The Engineer returned for three more nights. The first night, they got chocolate.

The car started. The second night, he got strawberries. The car started. On the third night, he ordered vanilla. The car failed to start.

Now the engineer refused to believe that this man's car was allergic to vanilla ice cream. He continues his visits for as long as it took to solve the problem. Towards this end, he began to take notes. He jotted down all sorts of data: time of day, type of gas used, time to drive back and forth, etc.

In a short time, he had a clue. The man took less time to buy vanilla than any other flavour. Why? The answer was in the layout of the store. Vanilla, being the most popular flavour, was in a separate case at the front of the store for quick pick up. All the other flavours were kept in the back of the store at a different counter where it took considerably longer to check out the flavour.

Now, the question for the Engineer was why the car wouldn't start when it took less time. The engineer quickly came up with the answer, 'Vapor Lock'. The extra time taken to get the other flavours allowed the engine to cool down sufficiently to start. When the man got vanilla, the engine was still too hot for the vapor lock to dissipate.



Vapor lock is a problem that mostly affects gasoline-fuelled internal combustion engines. It occurs when the liquid fuel changes state from liquid to gas while still in the fuel delivery system.

Even crazy-looking problems are sometimes real and all problems seem to be simple only when we find the solution, with cool thinking.

Source: thecustomer.net



Business Across the World



Adani group takes over NDTV

Adani Group acquires a 100 per cent stake of convertible debentures in Radhika Roy Prannoy Roy Holding Pvt Ltd, which in turn owned 29.18 per cent stake in NDTV Ltd. So with the VCPL purchase, the Adani Group indirectly acquired these warrants which would give it a 29.18 per cent stake in NDTV Ltd on conversion.



TATA eyes Apple vendor Wistron's facility in Karnataka

The Tata Group has initiated discussions with Taipei's Wistron Corp, one of the three top vendors for Apple in India, to buy its sole manufacturing facility in Karnataka for Rs. 4,000-5,000 crore. This will help the salt-to-software conglomerate ramp up the manufacturing capabilities of TATA group in precision engineering



Vistara – Air India merger

Tata Sons and Singapore Airlines (SIA) will merge Air India and Vistara to create India's second-biggest carrier. SIA will hold a 25.1% stake in the entity with an equity infusion of Rs. 2,058.50 crore. Tata will hold the rest.



TCS has more female employees than any other company in India

The 2022 Burgundy Private Hurun India 500 are some of the biggest employers of women in the country led by Tata Consultancy Services with about 2.1 lakh women employees, constituting 35 per cent of the total workforce.



BYJUs, Ola, Paytm, OYO: Investors placed their bets on these startups the most

Indian edtech unicorn, BYJU'S is the most funded company by private equity and venture capital firms in India. BYJU'S was followed by cab hailing unicorn, Ola, NSE-listed Paytm, and travel tech start-up, OYO. While BYJU'S has raised a total funding of Rs 47,680 crore, Ola, Paytm and OYO have raised Rs. 41,110 crore, Rs. 39,460 crore, and Rs. 32,880 crore, respectively.



IPO-bound OYO reports net loss of Rs 333 crore

Travel tech company, OYO reported a net loss of Rs. 333 crore in the second quarter down from Rs. 414 crore in the first quarter. The IPO-bound company mentioned that the revenues in H1 of FY23 grew 24 per cent to Rs. 2,905 crore.



Ola breaches 20,000 EV sales mark in November again

In October, the EV unicorn company had announced it had breached the 20,000 units mark while reporting the sales of its S1 series of e-scooters. With this, Ola became the largest EV seller in India according to the Vahan portal.



TikTok's Indian rival CHINGARI launches monetisation plans for content creators

This move will enable the creators' community to double their earnings through its 'GARI' mining program wherein the daily, weekly and monthly plans are priced at Rs. 20, Rs. 30, and Rs. 100 respectively.



ISRO to Give Wings to Indian Space Startups

ISRO Incubators will groom space startups that are building solutions in rocketry, communication satellites, and applications related to remote sensing data to help space startups and to exploit them commercially to create a strong space ecosystem.



Tech Mahindra inks MoU with Thailand-based government agency

As a part of the partnership, both organizations will co-develop digital solutions and execute commercially viable projects and use cases for enterprises in areas of IoT, AI, 5G, Analytics, Blockchain, and Metaverse for various industries including Smart Cities, Telecom, among others.



Source: Economic Times & Google News

Ready for the Challenge?

- 1) What was the name of the flagship of Russia's Black Sea Fleet which was sunk on April 14 after being struck by two Neptune anti-ship missiles
- 2) Which is the fastest growing sector in India?
- 3) Which company has appointed a recently ousted director?
- 4) Which card users will soon be able to make their payments with wearable like band, rings, jackets, watch straps etc
- 5) Who is the first Woman To Start Billion-Dollar Hedge Fund?
- 6) Which is the biggest deal in FMCG space
- 7) What is the provision in IPO which guarantees an underwriter the right to sell more shares than originally planned?
- 8) Which Indian stock is the biggest wealth creator in the past 5 years?
- 9) Who is the person who lost Billions and filed for bankruptcy due to crypto investments?
- 10) How much did Elon Musk pay for the twitter deal?
- 11) Who is the Billionaire who paid for 10,000 staff to celebrate record year by giving a fully paid trip to Disney Land?
- 12) Which Cosmetics brand offers an augmented reality app called "Modiface"?
- 13) What is the only item Rolls Royce Imports from India?
- 14) Which is the world's oldest company in existence?
- 15) Which bonds are bonds issued outside India but denominated in Indian Rupees, rather than the local currency?

Note:

1. The Quiz Contest is only open to students of CMS Business School.
2. The last date to submit the answers is 11th January 2023.
3. The winners will be decided based on early responses and correct answers.
4. The winners will be given a prize.
5. Scan the QR code to answer the questions.

Quiz Winners of Volume 1 Issue 2

- 1st - Gaurav Kumar (MBA Batch 2021-23)
 2nd - Arnab Mondal (MBA Batch 2021-23)
 3rd - Pavithra Nair (MBA Batch 2022-24)



Working Tirelessly Behind the Scenes



Mr. Prithviraj
Librarian



Dr. Shekara H P
Librarian



Mr. Harsha S
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