

Issue No. 02



INITIUM

Initiate Innovate Inspire



“Whenever I speak with a customer I spend most of the time trying to understand his business cycle and the challenges that he faces along the way”

~ Mr. Sanjay Tiwari, Head of sales at MAERSK

A TRIP TO THE STATES OF DESERT ~ MANU Pg no: 11

“NO CITY IS BUILT IN A SINGLE DAY, SO THERE IS NO NEED FOR LOSING CONFIDENCE OVER A SINGLE FAILURE. WAIT FOR YOUR TURN AND WORK HARD FOR YOUR SUCCESS”

~ Team UNITED MINDS Pg no: 21

“JUST AS WE COOK DIFFERENT TYPES OF FOOD IN THE UTENSILS A MANAGER SHOULD ALSO BE A VESSEL OF DIFFERENT AND NEW IDEAS”

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CHECK OUT THE MOST IMPORTANT CHARACTERISTICS WHICH THE CORPORATE WORLD LOOKS FOR.....

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“Happiness Quotient has been recognised as a key parameter for success and unless you engage in a passion you can never be happy to work”

~ Mr. Sriram Acharya, Chief Manager of L&OD at IndusInd Bank

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- *“Bringing all the team members into a shared mindset and understanding of how they can contribute to success along with the key operating principles that will promote active communication and widespread involvement practices”*

~Mr.Girinarayanan, Chairman of NIPM

MESSAGE FROM GOVERNING COUNCIL -

Mr. B.S.PRAKASH

A vast majority of the students studying in many Business Schools in India carry on with the culture of the undergraduate institutions where they had studied earlier. The focus in undergraduate colleges- be it Engineering, or Commerce, or Science is mostly on academic excellence with a lot of pressure on achieving higher Marks or Grades at the cost of many valuable skills which are learnt through outside of the classroom activities. This focus gets carried over by these students when they are attending Business schools also.

Unfortunately, many of these students are unaware of the skill sets required for getting employment in the corporate world & also for excelling in their industry careers.

After being in the corporate world for more than 30 years, I think I can give some practical advice to these students.

The most important characteristics which the corporate world looks for in the students who pass out of the Business Schools are as under:

Self Confidence:

The very first quality which opens or shuts the door of the company whose executives are interviewing the student is this. I have found that many students score low on this mainly due to irrelevant fears- like lack of good English-speaking skills, low marks or grades, forgetting the concepts taught, not looking smart, etc. etc. These fears are unwarranted since I have myself picked up students who displayed tremendous confidence in themselves despite many such so-called negatives. And they had done extremely well in their future careers also.

Communication skills:

This does not mean English speaking skills. If the student can communicate effectively & confidently, a few grammatical

mistakes are generally overlooked. The key is again self-confidence.

Presentation skills:

Again, overlooked by many students despite getting a lot of opportunities during the two years of study. Many of them erroneously think that getting high marks in exams is more important not realising that the way they present is keenly watched by the senior executives in industry not only during the interviews but also during their working careers.

Leadership skills:

This is acquired through participation in many activities like sports, adventure activities, management festival competitions, organising events in the college, taking active role in various clubs, etc. If they have some certificates or awards, this will go a long way in proving this important skill.

Team working skills:

Management is all about team work. At all levels they will be working in teams & only when they can contribute to the success of the team by getting along & contributing with other team members they will be successful. These skills are again acquired mostly outside of the classrooms in sports, events, clubs etc. Compared to many other leading Business Schools in the country, NSB offers probably the best opportunities to develop these skills in the students during their two-year stint. It is in the hands of the students to take initiatives by themselves to participate in many such activities to develop these important skills & make themselves more valuable.

MESSAGE FROM EDITOR~IN~CHIEF

Dear Readers,

A weak link is better than a strong memory. Nothing exemplifies it better than the nostalgic feeling one gets when leafing through the dusty old pages of his/her college magazine. In this era of technology, nostalgia could ensue from discovering the e-magazine after a few years. It can make a reader travel down the lanes of memory, giving rise to a surge of emotions of many hues and colors.

Initium of National School of Business is going to give the same pleasure to all the brilliant minds who traverse through the portals of this temple of learning.

I am happy to see the amount of enthusiasm of eminent members of the college have to contribute to the magazine. Not to be outdone, our students have devoted time and plunged into creating powerful stories, heart-warming poems, vivid drawings and informative articles.

I stand awed by the sheer number of articles that have come pouring in for the magazine. This shows the positive and creative energy of faculty members and students present in the college.

We proudly publish the first college magazine in order to show to the world outside and also to remind the team of Initium and National School of Business, the progress we have made so far. We intend to continue presenting the talent and creativity of our student body and faculty through Initium.

I invite you to read and immerse yourself in the unfolding art and be exulted.

~ Prof Vinay Rao B.N



INTERVIEW WITH MR. SANJAY TIWARI, HEAD OF SALES, MAERSK



Q1. Having worked for world's No 1 shipping firm, playing multifaceted leadership roles in the field of marketing at Maersk, how has Indian Shipping and Logistics Industry evolved over a period of time?

Just to be clear, I have worked as the head of sales for Maersk Line India and in the airline industry in the US and NL before that. I have also just been a customer of the Port's services.

The volume of Indian exports and imports has of course grown significantly year on year over the past ten years. The diversity of Indian exports and imports has grown equally. Think about how much more fresh fruit is imported for Indian consumers, how many more luxury cars coming into the country, how many more white goods and electronics come into the country from the Far East. Think about the huge amounts of pharmaceuticals, automobiles, tractors and retail and apparel that are exported from the country to Europe and the U.S.

All of these commodities make specialized handling and attention to detail critical. No exporter of cars or apparel or

pharma would want his product damaged in anyway before it reaches the final customer.

Q2: In the current position of Partnering with 21 CC education to contribute to skill development and meeting upcoming needs of Indian Logistics and Shipping, Freight Forwarding, what are the skill gaps and expectations from these industries?

Good question. We just completed a survey for one of our clients who wanted to map the perceived skill gap of the logistics industry. A few areas appeared from the survey:

1. **Commercial skills.** The ability to sell at very senior levels, to convince them of the value of services being offered
2. **Digital skills.** The ability to think about the impact of block chain, artificial intelligence and digitalization in general in terms of their impact on supply chains. Digitalization is expected to be a major growth area in years to come. As 21CC we are passionate about helping aspiring and existing employees develop the skills needed to be productive in the logistics industry.

“Digitalization is expected to be a major growth area in years to come”

Q3: How is the current “Sagarmala Project” by the government, going to create the next generation water bound transportation possible in India, and eventually contributing to the reduction of logistical costs in India which is very high compared to global economies?

From what I have heard and read there are a few elements that are particularly appealing. The project is not only about creating connectivity between coastal and inland ports but also developing port communities in terms of infrastructure and even in terms of skills. Taking such a holistic view is very commendable because it's not only a question of building infrastructure but also a case of putting the people and societal infrastructure in place.

Q4: When China is pursuing Outer Ring Roads to the world through its Belt and Road Initiative, where does India stand on a global perspective?

India has been developing connectivity on a smaller scale with its immediate neighbours. If the road project via the Northeastern States to Myanmar and Thailand takes off then that would boost trade between India and Asean. The India to Central Asia connectivity still needs work and is more likely to consist of air links as opposed to road links.

Q5: Looking at the prospects of Logistics industry's unprecedented growth, what Indian academic institutions need to do to bridge the skill gaps envisaged for future.

I can think of three things:

1. In designing logistics and supply chain programs Indian academic institutions need to have a program structure that is logical and based on the underlying connectivity between logistics and supply chain topics. It's a very logical field so as opposed to randomly picking topics it's important to look at the underlying cohesion.
2. Courses should be very practical in nature and ideally be co-designed with people from the private and government sectors.
3. Students should get a chance to have internships in the private or Government sectors so that they can put their skills to use

We are working with the National School of Business to co-develop a logistics program along these lines.

Q6: What in your opinion is the current scenario on the interface between Industries and Academic institutions in India and what are the ways in which academia can contribute to the industries and vice versa?

Very good question. I think industry should make more use of academia than it does to help investigate problems and find solutions. An academic brings a rigour to the table in terms of how problems are methodologically defined and

then investigated. This is often missing in the world of business.

Similarly, people from the business world can educate you about the real life constraints that exist and which shape the final outcome that is achieved.

“An academic brings a rigour to the table in terms of how problems are methodologically defined and then investigated. This is often missing in the world of business”

Q7. Share us your personal views about some of the good practices and values the current generation have to live up to, to meet the expectations in order to climb the ladder in the industry.

For one always be inquisitive. Try to find out *why* something is happening, or *why* it matters, *what* the drivers of a business are. What are the components of a business and how do they interact. Whenever I speak with a customer I spend the most amount of time trying to understand his business cycle and the challenges that he faces along the way.

Secondly, try to do something you're passionate about. That doesn't mean that you leave every job where you face a small challenge, but you should ensure

that you're passionate about the industry that you're in and be convinced that you can make a difference.

“Whenever I speak with a customer I spend the most amount of time trying to understand his business cycle and the challenges that he faces along the way”

INTERVIEW WITH Mr. SRIRAM ACHARYA, CHIEF MANAGER, L & OD, INDUSIND BANK

Q1. How has your life's journey at NSB contributed to where you are today?

Predominantly, all B-Schools custom offers a set of tools for the future manager's tool belt which NSB was very good at giving but when I look back, I feel my 2 years were a litmus test for a curious student who learnt that learning need not happen only from instructors, but from fellow students as well. This ability to both contribute to, and benefit from, membership in a cohort and specific team even if it is a very short time has played a very crucial role in what I am today.

Q2. Having reached the role of Chief Manager in Learning & Organisation Development at IndusInd Bank, how did learnings from various corners made you to face the challenges?

With time I have learnt to value my bad times higher. For they are the biggest learning platforms and there are two quotes that I keep telling myself,

1. If it scares you, it might be a good thing to try."- Seth Godin
2. The key to failure is to please everybody."- Bill Cosby



Q3. Today's organizations, devoid of Learning and inculcating culture of learning cannot succeed and survive; how significant is the portfolio of L & OD to IndusInd Bank in the current competitive context?

There was an era when Training and Development was looked at as a COST CENTRE and the budgets allocated for them were always frugal, but now L&OD has evolved and with the dawn of the digital era, we are more equipped with data and analytics. Every guru agrees that organizations are more competitive, agile, and engaged when knowledge is constantly and

freely shared and thus we are on the cusp of a paradigm shift towards how this function is perceived. The advent of Machine Learning & AI has given greater insights into the learner and has paved way for better ROI. So much that we can isolate the effect of a learning intervention and pin it to employee productivity, leading to business impact.

In short, the function has efficiently grown to the corporate merits of a "Consulting Firm" and is no more a cost centre but a profit centre that adds business intelligence.

Q4. Being awarded the "Mentor of the year 2018" in the 8th edition of HR Excellence Awards, what would your words, as a mentor, be to the budding talent in the area of Human Resource Management?

HR is not just about Recruitment and Engagement. It is all about Talent Management and Employee Experience and this is an extremely competitive segment. It takes a very special set of competencies to be a

successful HR. The shelf life of anything new in HR is very short and unless you are updated and thirsty for more you will easily lose ground.

Q5. Banking and Financial Services sectors are at cusp of new wave of revolution? How academic institutions can develop meaningful and constructive interface, eventually contribute to these sectors?

With the advent of FinTech and the rate at which the entire BFSI sector is changing, it is imperative that institutions constantly update their syllabus and facilitating methodology. Learning can never be restricted to silos and cross functional acumen is the key to survival. Any institution that embraces this need of an agile learning system is all poised for greatness.

Q6 Today's millennial are transformers of tomorrow's world? How it is taken by the organisations you had worked so far? Do you agree with this view?

2020 is the year when most of the Baby Boomers and Gen-x will hang their boots and most of the power cabins will be occupied by Gen-Y. This leaves a huge

population of managers and managed to Millennials. It is an irrefutable fact that millennials ARE tomorrow and every organization I have worked either acknowledges that or had to inevitably swallow that 😊

Q7. The aspirations from today's Management grads is excellent and innovative presentation skills to show case their talents? In this direction how the academic institutions like NSB contributed to your success? Please specify the need for any such initiatives the current generations need to imbibe?

Today's Management grads have enough literature on skills required to succeed. Their access to information is huge. What most don't tell is to nurture and engage in a passion. A passion that is not 'WORK'. Something you look forward to, something you enjoy doing, something that helps you escape the constant barrage of noise that is constantly fed. It is very important to engage in such a passion at least 30 mins a day. It can be poetry, origami, reading, cycling or anything you love doing. Never let work dumb what you love because humans are hardwired to seek balance

and you can't let one grow and not the other. Happiness Quotient has been recognized as a key parameter for success and unless you engage in a passion you can never be happy to work.

Q8. What is the message to the succeeding batches at NSB?

Be optimistic yet grounded. Let go your need to be right and remember that your degree is just an entry ticket into corporate chaos and you always need your friends more to add sanity and strike the right balance.

“

The shelf life of anything new in HR is very short and unless you are updated and thirsty for more you will easily lose ground

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MARKETING



ZONE



V.G.SIDDHARTHA
FOUNDER-OWNER
CAFÉ COFFEE DAY

~PUSHPANJALI NAYAK
 (cohort 2017-19)

The journey of V.G.Siddhartha, the dynamic entrepreneur from Karnataka, from a rookie analyst at JM Financial to a founder and owner of India's one of the biggest coffee business. He is currently the chairman of the Amalgamated Bean Coffee Trading Company Ltd. This is the second largest coffee exporter of the country and also comprises to be a part of one of the Asia's fully integrated coffee companies (plantation, retailing, export). With him opening the café famously known as CCD is considered the creator of the "coffee revolution" in India as this is what brought the idea of café to India. Café Coffee Day has become India's largest and premier retail chain of cafes with over 1500+ cafes spread across 200 cities/towns across India.

The first being opened in 1996 at Brigade Road in Bangalore which still continues to be one of the most happening places in the city. Vienna, Austria or the Czech Republic also have the stops for the taste of a blend from the in home creator.

"First consolidated and pure coffee outlet to find its footprint across



the globe."

Siddhartha was awarded as the entrepreneur of the year title in 2003 by The Economic Times for "crafting a successful pan India Indian brand for a commodity business and giving Indian consumers a new lifestyle experience that is within the reach of a common man." Siddhartha is considered as a natural born entrepreneur with an uncanny ability to sniff out good deal. He is very quick and decisive with ideas and has always planned them

on the roots of in-house supplements. CCD's every need is catered from in-house sources right from coffee to logistics. Management consultants also have their say as CCD being a formidable competitor for foreign brands like Starbucks who wouldn't offer less expensive services. Just like coffee which he turned into a lifestyle brand, he has now decided to convert timber into value added furniture under the name DAFFCO. His combined group turnover is around 2000 to 2500 crores. He also has his impression on the financial and logistics services namely way 2 wealth securities and sical and also land development.



FINANCE



BUZZ



Impact of Mergers and Acquisitions

Mergers and acquisitions bring a lot of changes within the organization. The size of the organizations change, its stocks, shares and assets also change, even the ownership may change due to the mergers and acquisitions. The mergers and acquisitions play a major role on the activities of the organizations. However, the impact of mergers and acquisitions varies from entity to entity; it depends upon the group of people who are being discussed here. The impact of mergers and acquisitions also depend on the structure of the deal.

Have a look at the impact of Mergers and Acquisitions on different segments of business.

Impact on Management:

The percentage of job loss may be higher at the management level than the general employees. The reason behind this is the corporate cultural clash. Due to change in corporate

culture of organization, many managerial level professionals, on behalf of their superiors, need to implement the corporate policies that they might not agree with. It involves high level of stress.

Impact on Shareholders:

Impact of mergers and acquisitions also include some economic impact on the shareholders. If it is an acquisition, the shareholders of the acquired company get highly benefited from the acquisition as the acquiring company pays a hefty amount for the acquisition. On the other hand, the shareholders of the acquiring company suffer some losses after the acquisition due to the acquisition premium and augmented debt load, on the positive side the share prices of the acquiring company may increase.

Impact on Competition:

Mergers and acquisitions have different impact as far as market competitions are concerned. Different industry has different level of competitions after the mergers and acquisitions. For

example, the competition in the financial services industry is relatively constant. On the other hand, change of powers can also be observed among the market players. is relatively constant. On the other hand, change of powers can also be observed among the market players.

Impacts on Employees:

Mergers and acquisitions may have great economic impact on the employees of the organization. In fact, mergers and acquisitions could be pretty difficult for the employees as there could always be the possibility of layoffs after any merger or acquisition. If the merged company is pretty sufficient in terms of business capabilities, it doesn't need the same amount of employees that it previously had to do the same amount of business. As a result, layoffs are quite inevitable. Besides, those who are working, would also see some changes in the corporate culture. Due to the changes in the operating environment and business procedures, employees may also suffer from emotional and physical problems.



HR TODAY

~By MANU (COHORT 2017-19)

Q1: What is the purpose of HR management function in an Organization?

Answer:

HR is responsible for the right people and the right processes in the company to achieve the vision & strategy of the company/organization. I believe this statement is just the cover. It just gives a rough image of what HR does. Digging deep to understand this one statement, one realizes that HR is not just responsible for people and the processes. It is the responsibility of the HR to realize and ensure the organizational goals are met. It is the responsibility of the HR to maintain the environment of the organization and its image, ultimately reaching the final vision. People of the organization form the skeletal system of the organization. If a bone in our body is broken/misplaced/does not coordinate, the body cannot function right. Similarly, if people of the organization fail to function, the organization will find it difficult to stand its place in the market.

HR does not only recruit or train people. HR realizes the need of the organization and takes required action. HR ensures the strategy of the organization is followed, also that the strategy is in line with the vision of the organization.

Q2: Who are our internal customers and how do we add value to them?

Answer:

Our internal customers are the line managers and the employees. They create value for the stakeholders and we create value for them. We add value in a way to enhance individual and organizational capabilities, to improve the culture within the organization, ensure employee well-being, and to build harmonious industrial relations.

This reminds me of a Chinese TV Show that I have recently watched. It's titled "Princess Agents". This TV series is not how it sounds. It's historical and showcases how wars took place in earlier days (It is probably how it is today as well in various nations). This TV series have multiple leads, but the two main leads are Chu Chao and Yuwen Yue. Yuwen Yue is my favorite character in the entire series. He play the role of a general to the king. It can be seen that, if we translate the plot of the series

from a kingdom to a modern day organization, Yuwen Yue is the HR of the organization as he forms and executes strategies to protect the people of his nation by gathering information through his spies (agents) and engaging his trusted to protect and to maintain the peace within the nation. However, not everything can be controlled by a single man and a man with information is a threat. What i mean to say is that his role in the series is that of an HR in an organization. i.e., to understand the situation, to understand the vision, to form and execute strategies to protect the organization and its people and to achieve the Vision of the Organization. However, we can always only try and hope for the best as not everything can be known and controlled.

Q3: How does alignment of Business and HR happen?

Answer:

Business works with strategy and all HR work must be directly connected to the Business Strategy and Customer Needs. All HR work must be done in the context of how it will help leverage human competence to meet organizational objectives. From the article, it is understood that there are three levels of strategy: Corporate Level, Business Level, and Functional Level. Lower level of strategy is how the upper level of strategy is achieved. Important components of a strategy are: WHAT? WHY? WHEN? WHERE? WHO? And HOW? Most important among these is WHO. If the person executing the strategy is competent, the probability of the strategy to be a success is high.

Also, deciding WHAT? WHY? WHERE? and WHEN? depends on the circumstances, on the environment, on the situation which is carefully understood and analyzed by the managers especially an HR, as the situation created by people and people are understood by HRs.

Q4: To be successful & be recognized as a good HR specialist & management professional, what competencies and characteristics should you have?

Answer:

This is a question that has haunted me for quite some time now. What are the competencies and characteristics for a good HR specialist and a management professional? People would say having knowledge of how things are down and of what goes on around the world. To seek for opportunities and should be a problem solver. But how do you do that? Is there a book that tells exactly how you can solve ANY problem, or how you can achieve ANYTHING? Is there a

specific set of guidelines of what needs to be done? No, there isn't. We can only learn from experience. Experience may be ours or others. What we read in books is someone else's experience, learning these can be helpful in the time of need. But at the end of the day, according to me, a good manager (be it an HR, Marketing, Finance, Operations, etc...) should be able to understand the situation and should be curious to learn from everything going around them. A good manager should be able to connect the dots and must be in line with the vision of the organization to form strategies to achieve it with all that she/he learns and understands. A good manager should be able to communicate his thoughts and get others to collaborate with him/her to get things done.

Also, a good manager should have the drive to carry things out. The knowledge and understanding of what goes on around him/her. Ability to find the way to reach the destination. A mere fallen tree should not stop him/her from reaching the destination.

Q5: How do we contribute to the growth & Profit of Organizations & Growth and Well Being of people?

Answer:

We, HR Managers, do things with the sole objective of implementing the strategy of the organization and achieving the desired outcomes (business outcomes/people outcomes).

We work with the internal customers to achieve short/long term goals.

We design and implement Organization's HRM Systems/Processes, in such a way that they enhance the overall organizational performance and provide sustained competitive advantage and make it an enduring organization.

We attract and retain talent, develop and deliver policies and programs that strengthen the Human Capital of the organization. We build people capabilities and culture for the Organization to win and grow. We "Create Value" for Business and People. We are Business People and People's People.

As I am about to finish my MBA in another year, people always ask me, "What are your planning next?" Mostly they expect an answer like, "I would like to get into recruitment" or "I am thinking of joining training institutes". But that's not it. My perspective of HR is not just recruitment or training. From my understanding, HR is strategic. It is what a company depends on. If HR fails in its job/task, the company's backbone fails and it is likely to collapse.

NEWS & EVENTS

CRANIUM 2018

~ SONAM RANI (cohort 2018-20)

What started as a gloomy, half sleepy and a bit confused day became a day of experience of months, memories and moments that still leave a little smile on my face. On 9th Oct, 2018 I, with a group of 17 other individuals from my college attended Cranium, the International Fest at CMS Business School (Jain University).

Upon reaching, we were greeted with good breakfast that was protein for the brain storming thereafter. Then we were assigned different halls for various events. I was a part of the CSR event (Corporate Social Responsibility). The rounds started off with a bunch of students coming up to the stage to instruct us about the different levels and activities under this event. To my surprise there were six levels.

First, was the quiz and I must tell you it got difficult with every question. Second, was a situation based round, we were give a situation and we had to solve it and present it on a chart. Each participant came up with incredible ideas and creativity in their presentation. Third and Fourth rounds were similar except we were partnered up and given a single task of making a CSR budget and then selling it. God..!! It was not easy to convince people to give us a single penny but we did not give up and collected Rs892 for the Akshay Patra Foundation. Later we even presented our ideas in front of the Jury. Phew..!! That seemed like the end of that day's events but that was just the trailer of what was in store for us.

At 8:30 pm, we received a mail about the 5th round informing us about topics on which we were supposed to make a video on and send it to the organizers by 10pm. I sat on the basement staircase of my building and finished the task. That was not

the end, followed by it was another task to make presentation on how to solve the given problem in a very innovative way and the deadline was 12:30am. It was tough but I managed and submitted it on time.



But that again was not the end of the round but early at 7:30 am on 10th Oct, we were Called upon and asked to present it in front of the jury. It was scary but the confidence I showed in that plan got me all the way to the final round.

Sixth and final round, small task was given - 15mins to read a case and present it in front another set of jury and it wasn't going to be simple round, it was stress round where each suggestion was scrutinized, each plan was reviewed and the time to come up with ideas was just seconds. Overall they asked till I failed or my face got red. But after all this dramatic session, I learnt a lot. How to think, how to accept my mistakes and how to stick to my idea.

In the end, the fruit was sweeter than I expected when I became the 1st runner up of the Event, winning a cash prize of Rs 8,000 and loads of other goodies. The appreciation and applause were the cherry on the top when the name of NSB was written in silver letters.

WINNERS:

- 1) Bharath -Operations
- 2) Sonam Rani- CSR

NIPM Event ~ PRERANA

Prerana and event conducted on 24th October, 2018. This event was to inaugurate NIPM NSB Karnataka Students Chapter to 2018-20 Cohort. This event was called Prerana to motivate the students to focus on their career and to introduce NIPM chapter to the new batch. The event helped to understand the usefulness of NIPM Students Chapter and the function of NIPM. NIPM Karnataka Students Chapter is particularly beneficial for students wanting to pursue HR. But, that doesn't stop other specialization to fetch benefits from NIPM. NIPM Karnataka Students Chapter has a lot to offer but you need to take the benefit of it and participate in various events conducted by NIPM chapter.

Leadership

Redefined..

~ SANDHYA (COHORT 2017-19)

On 25th September 2018, Mr. Girinarayan G, Chairman of the NIPM (Karnataka Chapter) came as a guest lecturer at National School of Business entitled "leadership redefined" in the challenging environment.



In a career spanning more than 30 years, Mr. Girinarayan G has held senior leadership roles in HR across large Indian and Multinational Companies which included Terex Corporation, GE India, TATA Group, TCG Software, Siemens, Mercedes Benz and BPL Group. Currently, he is a partner with "Your HR Buddy" a leading human capital firm.

The lecture was given in the framework of the preparation for the management students to be aligned with the changing organization's needs. In his lecture, Mr. Girinarayan G discussed the future roles of the management students and their responsibilities towards the organization. He also introduced the participants to many exclusive examples and challenges in the world economy at large. He shared his own experiences how and why, in the advent of liberalization and globalization, corporates can no longer just rely on the formula that sustained innovation and growth for decades: a mix of top-down strategies, expensive R & D projects and rigid, highly structured innovation processes. He drew our

attention to the **VUCA Model**. This cool sounding acronym stands for:

Volatility: the quality of being subject to frequent, rapid and significant changes

Uncertainty: is a component of that situation, in which events and outcomes are unpredictable

Complexity: involves multiplicity of issues and factors, some of which may be intricately interconnected

Ambiguity: is manifested in a lack of clarity and the difficulty of understanding exactly what the situation is- and the combination of these is transforming the way we live, work, think and behave.

"VUCA is a part of industry's DNA"

V- VOLATILITY

U- UNCERTAINTY

C- COMPLEXITY

A- AMBIGUITY

In a different world today, leaders have dealt with volatility, uncertainty, complexity and ambiguity on the daily basis. **VUCA is a part of industry's DNA**. Today, the rapid pace of change is transforming the global business landscape and so is the case with VUCA which is again redefined or more so to point out correctly, an opportunity for leaders is to focus on building vision, understanding, clarity and agility as the pathway to cope and overcome the daunting and somewhat paralyzing impacts of the VUCA WORLD.

Volatility can be countered with **vision** as leaders provide and reinforce the way to forward and navigate the turbulence to achieve success.

From vision comes the opportunity to transform uncertainty to understanding bringing all team members into a shared mindset and understanding of how they can contribute to success along with the key operating principles that will

promote active communication and widespread involvement practices.

Complexity can be countered by **Clarity** that comes from building disciplines around the core basics, constantly reinforcing the real priorities and avoiding the dead-ends of non-value added activities. Dedication to being truly customer-centric and staying connected to giving and getting internal and external customer feedback can eradicate unnecessary complexity

Finally, **Ambiguity** can be countered with **Agility**. Organizations that systematically examine, measure and then strengthen leadership and organizational behaviours using development guides, coaching and interactive workshops find themselves in a position to make their **AGILITY** a competitive advantage in this increasing fast-paced world.

Taken together, the VUCA Paradigm is an apt metaphor for leaders who have to lead from the front and have to steer their companies through turbulent and choppy waters. As mentioned above, each of the features in the VUCA paradigm are interrelated and feed into each other with the result that the overall picture one gets is a business landscape that is chaotic, fluid, and ever changing.

"Bringing all team members into a shared mindset and understanding of how they can contribute to success along with the key operating principles that will promote active communication and widespread involvement practices"

Indeed, this is where the true and great leaders can distinguish themselves from the rest of the pack through their vision and sense of mission.

The one certainty we all can agree on is that our future world will continue to get faster, more turbulent, and much more VUCA!

A TRIP TO THE STATES OF DESERT

~MANU (cohort 2017-19)

What can you possibly do with a desert? Answer to that question is: Absolutely Anything.

The lucky seventeen students of National School of Business got to visit the United Arab Emirates. We got to visit the political capital of UAE, Abu Dhabi (Also a state I like to call the city of golden structures) and the state of magnificent structures that can make you feel real tiny, Dubai.

We landed in Dubai on 25th October, 2018 around 1:30pm. The plan for the day was to have lunch, check into our rooms at Hampton by Hilton (Hotel) and then leave to visit the Bollywood Park. Bollywood here is big. Bollywood Park is an adventure park, or shall I say an experience park. It offers you Bollywood themed experiences and entertainment, like dances and musicals. I suggest you check out the following site to know about the major attractions in Bollywood Park, because I can probably write a complete article just about that evening.

<https://www.bollywoodparksdubai.com/en/attractions>

We experienced different rides and I must say, the creativity that they have displayed along with the magnificent technology deserves a standing ovation for at least a 10 rounds. The steal of the park and our favorite is the Jaan-e-Jigar musical. It's an musical theatre with the show stealing vamp of the play called Marjani. To know more you will have to see it for yourself. I can still recall the play as it was with amazing expressions of Marjani. It was an unforgettable experience.

The next day was a Friday, which is the weekend there as it's the day they all pray. Therefore, we didn't have any industrial visits planned for the day. Instead, an adventurous afternoon for a desert safari. Yes, that's right! We had the opportunity to go for a desert safari in land cruisers. It was no less than a rollercoaster ride. Some of us could not help but yell out in fear and adrenaline every time the land cruiser went down the sand dune or up in an awkward angle. Some of us even raced up the sand dune in

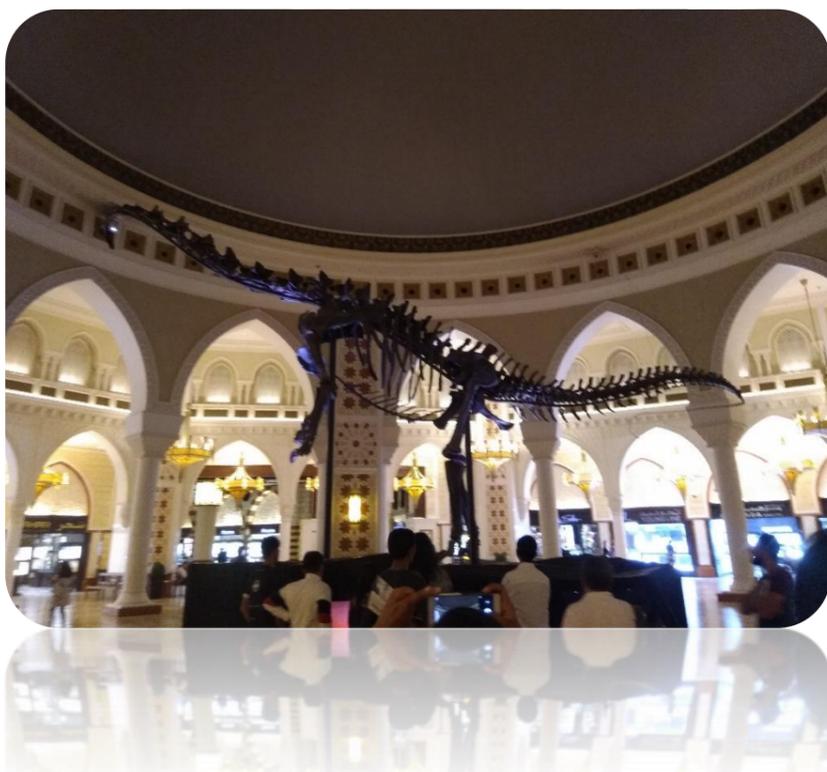
the desert when we paused for a break. Trust me friends, it's not easy to even walk on it. The sunset view from the desert was just so mesmerizingly beautiful. The sight of the sun shining its last rays of light as it sets into the desert sand is simply enchanting.



After the dessert safari our dinner was planned with 3 entertaining performances. We got to witness three forms of folk dances/performances. The first was a beautiful and captivating belly dance performance. The enticing belly dance performance was followed by an Egyptian folk dance form called Tanoura. In Arabic the word 'el-tanoura' means a long skirt. Tanoura is an Egyptian dance form where a man wears a long skirt and whirls. It is also referred to as the Swirling Tanoura. It is beautiful to watch especially when the dress lights up and the lights around are dimmed. I know, you might think it's simple. But it only looks simple, the skirt is quite heavy to swirl around with and it's not that easy to do as some of us got to experience it later on our cruise dinner (I will get to it). The Tanoura was followed by a fire performance where a man played with fired rods of metal and at some point it looked like he breathed out fire. Of course! Not literally, we all know how that works. It was an amazing dinner overall. On the third day there were two industrial visits planned. Our first industrial visit was to the headquarters of the Transworld group of companies, located in the Jebel Ali free zone. Jebel Ali free zone in Dubai is a free economic zone located in the Jebel Ali area at the far western end of Dubai. We got the chance to meet



the team and learn from the experts themselves about how logistics sector works and the various challenges that they face. Most exciting part of this visit was that we got to see and board a container ship. Yes! We went on a container ship to understand how it works. On the ship we saw the navigation deck and the engine room. On the navigation deck we saw various machines (Such as a radar) used for navigation purpose. Also, we were given a demo of how they plan their route. In the engine room we witnessed the magnanimity of a ship engine. So, one engine that runs the ship is of the height of three floors. It is controlled from a control room which is isolated and air conditioned as the engine produces a lot of heat. The drastic circumstances that the team on the ship works on are unimaginable. Outside the ship we also observed the movement of the containers from the ship and onto the land. I would love to describe my observations, but that would take a few more pages.



Our next stop was Dubai's Dairy Farm, Al Rawabi. Al Rawabi Dairy Company is a leading dairy and juice company in the UAE with a wide range of products from milk, yoghurt, laban, juice and functional products. Can you imagine cows in a desert? At this dairy, there are over 13,500 cows with an average of 36 being born every week. Artificial environment is created for their survival in the desert. Now, can you imagine technology being used to milk cows? Well, we saw it with our own eyes. Cows trained to work with the technology for the process of milking. Let me not get into those details for now. Also, 90% of the cow dung produced is supplied to the electricity board of Dubai for generating electricity. So, there is revenue coming from there as well.

Late evening we were on Dhow Cruise for our dinner. Dhow Cruise is a boat that was used for fishing before they

discovered oil buried under their land. It was a magnificent evening as the boat sailed while we had our dinner.

Next day morning we visited SunPower Gen. Sunpower Gen is a part of Supertech group. Supertech is one of the



leading business houses in the Middle East & Indian Sub-Continent for Industrial products and services in the field of Oil & Gas, Petro-chemical, Refineries, Fertilizer, Power Gen, Primary Steel, Automotive, Marine & Shipping and General Industries. SunPower under the influence of consumer demand, arising from 40 years of experience in Engineering Products & Solutions industry, gave a strong indication of the need of an entity which could provide services of the product range of Supertech, from turn-key solutions up to maintenance and repair. Here, we learnt the importance of customer delight and the importance of training in the field of services.

Our next industrial visit was to Ultratech Cement Ltd in Ras Al Khaimah (United Arab Emirates is a country with seven emirates (like States in India), Abu Dhabi (Capital), Ajman, Sharjah, Dubai, Fujairah, Ras Al Khaimah and Umm Al Quwain). Ultratech Cement is one of the leading cement producers globally. The brand embodies 'strength', 'reliability' and 'innovation'. We were given a presentation on the company and on how cement is manufactured. Well, the tech involved in manufacturing cement is magnanimous. We were also taken to the limestone mine. Limestone is one of the ingredients in making cement.

Between all the industrial visits, we made time in the evening for Dubai Darshan. We go to see Dubai from 124th floor of Burj Khalifa and the world famous musical fountain show. What made the day absolutely perfect was the sight of a golden Lamborghini.

That was our trip to Dubai. Our Next destination, Abu Dhabi. The capital of UAE. Now, there is no sign on the board that tells you have entered Abu Dhabi. You know you are in Abu Dhabi when you notice the change in Street Lights. **To Be Continued in next edition...**

CONVOCATION CEREMONY 2018

~ ABED ALI KHAN

The 17th of November, 2018, NSB was proud to award the PGPM and IMBA degrees to over 150 graduates of cohort 2016-18. This auspicious event was hosted at the brand new state of the art electronic city campus. And as always the day ended with an outstanding cultural display portraying the unity in diversity at NSB.

Alumni are in black gowns who are from all the states of India, representing the united grandeur of India. The convocation started on 3:30 pm with college flag hoisting followed by enlightening auspicious lamp light. The chief guest, president sir and the professors were welcomed on the dias. Vinay Rao sir welcomed president sir to give welcome speech followed by speeches of the chief guest and by all the professors who were on the dias. All the alumni were made to have convocation oath by president sir.



After the oath, alumni were given their PGPM and IMBA degrees, gold medals in respective streams of marketing, finance, human resources. The alumni were delighted with contentment for the achievements in the marvelous two years of their post-graduation. Parents, relatives of alumni were happy to see them being highly successful. Vote of thanks was delivered by professor Swarnadeep sir.

There was delicious dinner at NSB Recreation Park to all the attendees of the convocation. Post dinner there were cultural programs performed by 2017-19 batch students. There were dances, skit ,shheri. We were on cloud nine with the way we had our seniors convocation and the first convocation in the new campus of NSB. It is one of the eternal aesthetic memories in our lives.

SPORTS DAY

~ ASHIMA CHAKRABORTY

Games and Sports are as essential as Studies. They provide some change into the academic life of the college. They also develop the spirit of Sportsmanship and derive lots of stamina which makes an individual energetic. It also inculcates the qualities of Team Spirit.

Annual Sports Day is celebrated every year in NSB in the month of November. This Year it was held on 31st Nov, 2018. Preparation of Sports day started weeks ahead. The day started with March Past. There was a huge gathering in the College. In the end was a Beautiful and Memorable Experience.



★ ★ GARBA NIGHT ★ ★

Garba Nights are the most exciting nights and I didn't expect it to be 10% of what happens in Gujarat but fortunately, it was a good initiative taken by our batchmates and seniors in organizing the event. It was relaxing and most of all a good time spent with friends. Amazing Night.

~Sreha Prasad

It was the first time I attended Garba Night. It was really Amazing and we enjoyed a lot. Atlast we were treated with Sweets by the college.

~Kirti Chaurasia

Garba connect the world, gives it abundant joy and unites us with the nature. Being a Rajasthani, at the time of Navratri, away from my home crowd, having an opportunity for the celebration with a new crowd. We had a great time and experience. With the mixture of folk, bollywood and western music it was just an outstanding experience with friends of diversified cultural backgrounds. We feel proud to be the part of this mesmerizing event and set the benchmark of garba for coming batches.

~Harshita Patidar

It was the first time where I attended Garba Night and that too at NSB new campus. It was really good being with Friends and dancing to Garba Songs. I would say that it was just an awesome day that brought smile on everyone's face.

~Praja KJ

It was the first time I attended the garba night. It was almost similar to the Bathukamma festival celebrated in Telengana. I enjoyed a lot with my Friends

~C.Rohini

THE SOCIAL NETWORK (2010) - REVIEW

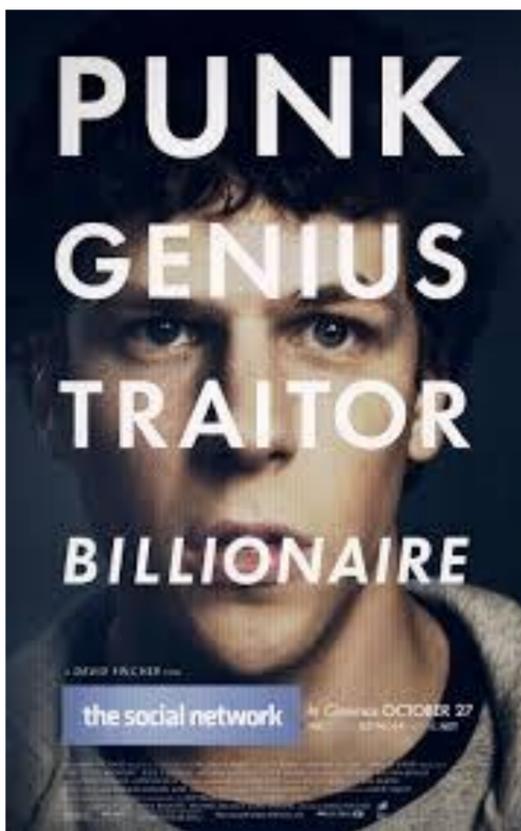
~ SAVAN PARMAR (COHORT 2018-20)

Cast

- Jesse Eisenberg
- Andrew Garfield
- Justin Timberlake
- Armie Hammer
- Max Minghella
- Josh Pence
- Rooney Mara
- Patrick Mapel
- Aaron Sorkin
- Joseph Mazzello

Director: David Fincher

IMDb rating: 7.7



Synopsis:

In this biopic, in October 2003, 19 year old Mark Zuckerberg dumped by his girlfriend went to Harvard University and started blogging, coding simultaneously and created Facebook.

Review:

The Social Network had high expectations- apart from the fascinating subject which will be of immediate interests to driven millennials the film was being helmed by David Fincher and penned by Aaron Sorkin.

The film justifies the expectations and all the credit goes to the men mentioned above. The Social Network is about friendship and jealousy intertwined with creativity and flashes of collaborative brilliance among a bunch of highly motivated young men. How much the film is close to the actual truth should be irrelevant as the screenplay itself is based on a book. But the resultant book is compatible for big screen fodder. The screenplay is as expected from Sorkin full of witty banter and cool exchanges. Fincher's direction is crisp, and the pacing is incredible.

Cinematography is suitable for the subject location and Fincher never overdoes anything. Of course, this is riveting drama because of the actors, many of them have become well established today and they are all exceptional.

Director David Fincher brings for the first time a biopic on Mark Zuckerberg played by Jesse Eisenberg. This is one of those films which went out of the expected plot and surprise in each scene. Completely different phase of Mark Zuckerberg. In Oct 2003, Harvard University student Mark Zuckerberg is dumped by his girlfriend Erica Albright played by Rooney Mara. Mark went back to his dorm. In anger starts blogging about Erica Albright, Simultaneously starts coding for his dream or idea that he came up with that he called Face mash.

The entire university is in the mood of partying while Mark is in the process of making the world we knew completely different. As he starts developing the Facemash. He later needed help from Rich college-mate Eduardo Saverin played well by Andrew Garfield. Later he is pleased by Mark to invest \$100 initially and \$1800 as he wanted for servers. He becomes the CFO of Facemash.

The website Facemash got so many visitors that the cyber security head of Harvard University was shocked. He was witnessing a traffic he had never seen before on any website in his life. Spreading this news all over the university like fire. The students named Cameron & Tyler Winklevoss (twins played by Armie Hammer) and their best friend Divya Narendra (Max Minghella) came up with an idea connectu.com which can connect whole Harvard University. Where one can make individual profile which gives to write about, status, likes and dislikes of the user. And they invited Mark and narrated as he knew coding as Facemash was topic of discussion across the Harvard university at that time.

Mark later went to his dorm and started working on the same idea and when Winklevoss bros called and emailed, Mark made excuses every time and ignored to meet. In 39 days created Facebook.

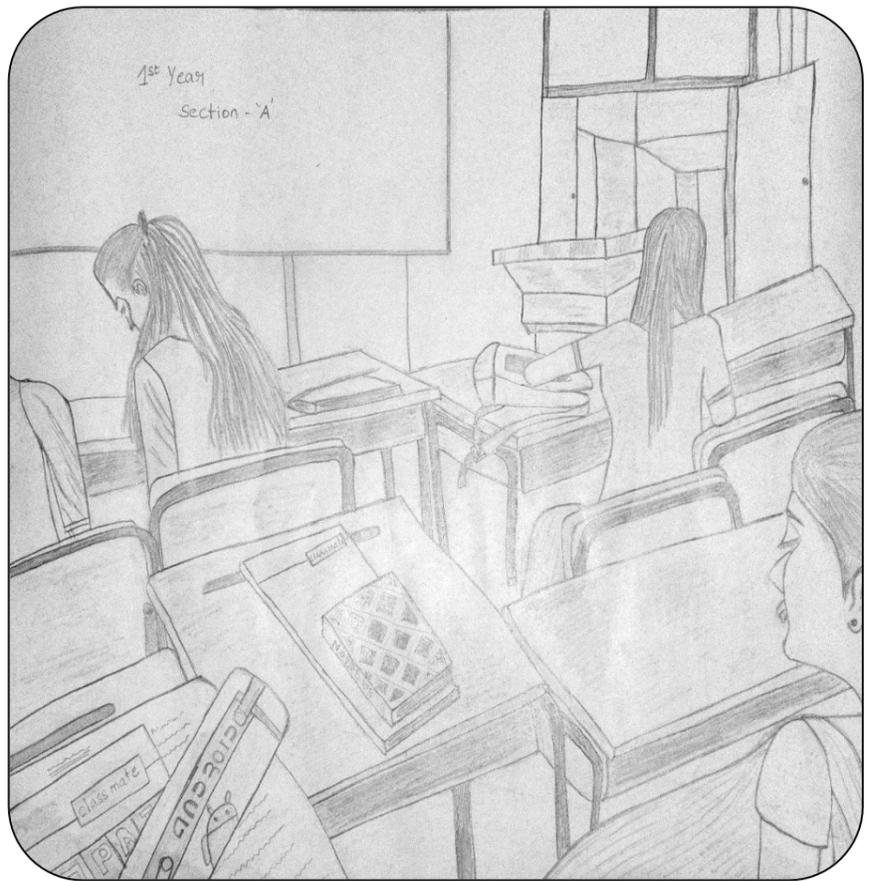
The Winklevoss bros and Narendra filed case against Mark Zuckerberg.

So, find out what happens when they encountered law suits in this beautifully directed The Social Network, extra ordinary person Mark wins or not?

THE ARTIST'S CORNER



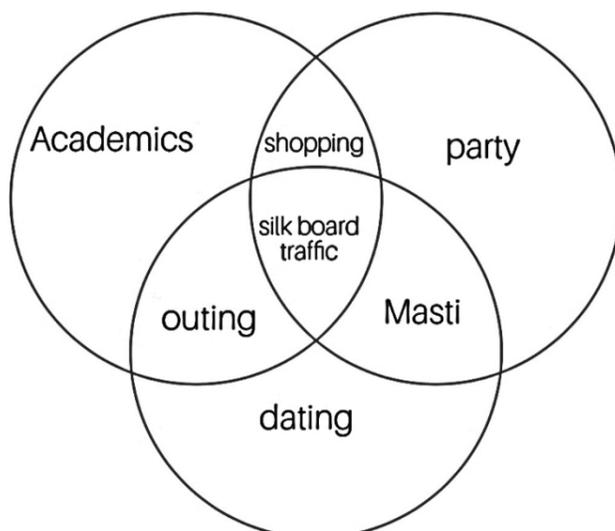
ART BY
JANMAJAY SAHOO



ART BY
SHANMUGA SHREE



when some one note down the points in the class.



~ BHARATH B.S
(COHORT 2018-20)

Few People.....

~ KARTHICK .M (MARKETING, COHORT 2017-19)

In life few people stay with us, few leave

Few walk through us, Few grow through us

Few understand, few try to understand

Few love, few hate...

Few want to be with us, we want few to be with us

We cry, we laugh, and we pretend to be happy, we may be happy

We lose few, we win few, we always loose to few, we never win few in life...

Like air passing in its way carrying the aroma it gets in its way,

We carry few in our mind always. Like air can smell only as one odour,

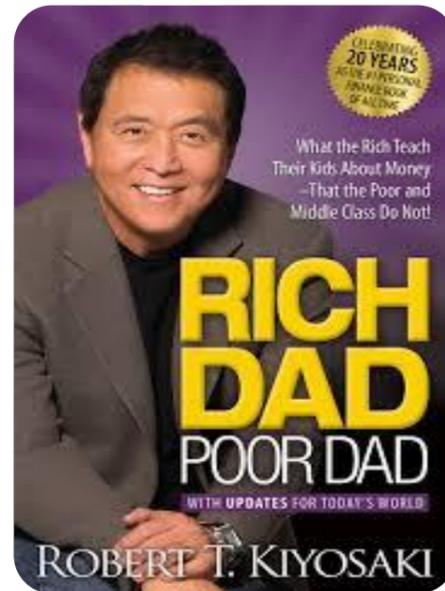
Let's have the odour of positivity and carry the positivity from few whom we touch in the way of life

Let's be a breeze of positivity in the way of few breaths.



RICH DAD POOR DAD - REVIEW

~ SREHA PRASAD (COHORT 2018-20)



Rich Dad Poor Dad by Robert Kiyosaki gives the readers a sound knowledge of money and how to make money work for us. This book involves basically 3 characters i.e, Robert who is the son, his actual father (poor dad) and Robert's best friend father (rich dad). It is about how differently rich and poor educate their children. The main essence of this book is that to be successful in life all we need is proper education about market and investment irrespective of how much money we make. Rich people focus on building assets whereas the middle class people are busy buying liabilities thinking they are their assets. This book focuses on inspiring people to start their own business as JOB is an acronym for 'Just over Broke'. In addition, main mgt skills required for all of us to be successful. According to the author here are Management of people, Management of system and Management of cash flow. Author emphasizes that main reason why people are not able to make money is that no matter how professional they are, if they are not financially literate it will not help people in their long run. Moreover it teaches us that it's all about how much money we save. Thus this book gives us insights about key mindsets all rich people share. Money comes and goes but if we have adequate information about how money works, we can work effectively and begin building wealth.

Waiting for you

~ MANU (COHORT 2017-19)

When the sun is up,
And the stars are gone
I shall be here,
Not waiting for too long.
When the sun sets,
And the moon is to rise,
I shall wait for you to come by.
My longing for you seems to not end
At least come by as a friend
I know you not,
Who are you?
This suspense is killing me too.
I wait for the day I can hold your hand,
I hope you wait for me too my friend.
Until next time



GIRL IN THE NEW CITY

~ALISHA (cohort 2018-20)



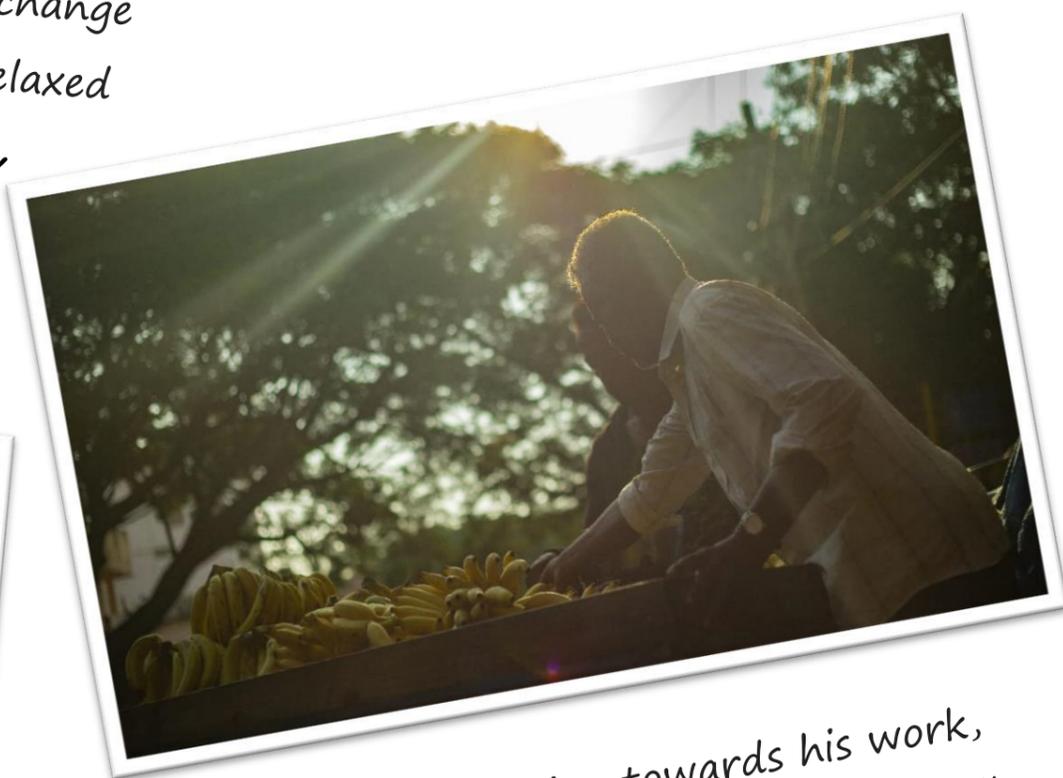
Alone... she is no longer scared!
She no longer fears to travel the road less travelled,
She now no longer fears to face nights with an empty stomach for now,
Her ultimate motivation is to live the life she is dreaming.
The life with thousands of captures,
Every capture telling its own story of freedom, story of her own.
She is here in this new city to do what she loved.
She is here in this new city being bold for all decisions.
She is enjoying her journey to be the unique amongst everyone.
She is now on the path to become what she always wished to be.
She is independent and calm and not following a part of this crowd.



PORTRAITS OF THE MONTH

When i feel sad, the best thing that can change my mood is nature and makes me feel relaxed

~ ANIL KUMAR REDDY
(Cohort 2018-20)



This person dedication towards his work, the sunrise checking his patience, but still irrespective of age this old man never want to give up on his work. So love the way you are and live the way you love.

~ SUPRIYA V
(Cohort 2018-20)



Our culture, our traditions, our language are the foundations upon which we build our identity

~ AKRITI TIWARI
(Cohort 2017-19)

JNAANADHARA CONTEST

SEED

~ UNITED MINDS

There is a saying "if you stand for a reason, be prepared to stand like a Tree. If you fell on the ground, fell as a seed that grows back to fight again"

Life is **wast** and every step we take teach us a lesson, be it a positive one or a negative one. There is definitely a message in each action, moment, behavior. The growth and stability in life is achieved only when we train ourselves to focus mainly on positively and eradicate negativity in our life .Being in a bad situation doesn't count as you have a bad life, but it shows us to get up and grow up. The nature around works magic. Most of our life lessons are learned by simply observing with a positive attitude.

Let us consider a small seed dispersed in the forest. The first challenge it face is to land on a safe and fertile ground without being consumed by birds .As soon as it reaches a fertile ground the next struggle shoots up, the need for rain, it stays there in a dormancy state and wait for a **hospetile** condition, and when finally the environment is suitable, it starts to grow by slowly giving rise to 2 leaflets to begin with, a week later 4 leaflets, then 6 then 8 and so on. The challenge won't end here it has to sustain from heavy rains, storm and stampage of large animals. Finally after each of these it has to compete for natural resources to grow between larger plants and trees. The year after year it slowly lowers it's root deeper and deeper, rising above the ground with confidence and willpower. Finally it grows into a tallest tree, without even fluttering against the strongest storm. It stands there majestically rejoicing its victory over the years. All we have to learn is, success is never achieved in a single step. One has to go through hardship at one point of time in everyone's life but one should have patience for the situation to pass and put forward each steps towards success with planning. No city is built in a single day, so there is no need for losing confidence over a single failure. Wait for your turn and work hard for your success.



“The tallest oak in the forest was once just a little nut which held its ground”

A MANAGER LEARNS FROM EVERYTHING

~ SYNERGY



We all know utensils are such a basic thing, we all see it on a daily basis and never give a thought about how it can teach us many things. But if we look closely into it we can learn management and even how to be a good manager.

Utensils are used on a daily basis to cook food, so we can learn how to be constantly working and being

productive it does not matter if it's a holiday or a regular day we need to be consistent.

We can also learn how to unite and motivate people to work towards a common goal, as the utensils hold all the food in a place so it does not get scattered. As the utensils are heated on a stove to make delicious food, a manager also has to be strong, productive and has to come up with good results even while he is facing immense heat, he also needs to protect his subordinates just as the utensils protect the food from getting burned directly or getting spoilt. Just as we cook different types of food in the utensils a manager should also be a vessel of different and new ideas. And lastly a manager should be able to serve everyone just as the utensils do.

“
JUST AS WE COOK
DIFFERENT TYPES OF
FOOD IN THE
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SHOULD ALSO BE A
VESSEL OF DIFFERENT
“
AND NEW IDEAS

GARMA GARAM

~ BUSUPALLI ANJI KUMAR

Uggani /spring biryani is a simple rustic south Indian sibling of poha. Unlike poha which is made from flattened rice uggani is made from murmura. The better half of this Uggani is mirchi bajji .Its usually served with mirchi bajji mostly famous in Andhra.

HOW TO PREPARE?

Cooking time: 10 minutes

INGREDIENTS:

- 10 cups- Murmura
- 1- Onion
- 3 Tablespoon-oil
- 3- Green chillies
- 1/8 Teaspoon- mustard seeds
- 1/8 Teaspoon -turmeric/haldi
- 2 sprigs-curry leaves
- 2 Table spoon-coriander leaves
- 1/4 Cup-roasted gram powder/putanala powder
- Salt to taste
- Lemon wedges and onion rings for garnish



PROCEDURE

1. Add Murmura to big bowl of water in 3 batches and squeeze it gently and with both hands and place in a plate.
2. To a kadhai add oil, once the oil gets heated add mustard seeds to it followed by curry leaves and green chillies.
3. Add onions to it and cook until the onions are soft.
4. Turn off the flame and add turmeric, salt give a quick stir and add the soaked murmura.
5. Mix it well until it gets completely mixed well.
6. Add coriander and place it on low flame for just 1 minute.
7. Serve it hot with your choice of bhajia, lemon, and onions.

BRAIN STORM

- Q1. Name of COCA-COLA in China?
Q2. Which Company paid \$14million to settle a copyright law suit on the 'Happy Birthday' song?
Q3. What was Google originally named?
Q4. Name the cosmetics company whose owner ate a spoonful of the product everyday till his death?
Q5. Which company serves 1% of the world's population every day?

(Send your answers to nsb.initium@gmail.com)

FACTOIDS

1. All employees at Amazon including CEO Jeff Bezos spend 2 days every 2years working at the company's customer service desk.
2. Volkswagen Group owns some of the world's biggest auto brands- Audi, Bentley, Bugatti, Lamborghini, Porsche, SEAT, and Skoda. It also sells motorcycles under the Ducati brand.
3. The 1st Mc Donald's drive-thru was opened near a military base in Arizona "to serve soldiers who weren't permitted to get out of their cars while wearing fatigues".
4. There are coffee houses in Russia where food and drink is free, but you pay for time.
5. American's buying a Volvo can get a free holiday to Sweden (all costs covered) to test drive their new car.

PUZZLE ANSWERS

ACROSS:

- 1) JARGON
- 3) ETHICS
- 4) ENTREPRENEUR
- 5) PATANJALI
- 10) SEZ (SPECIAL ECONOMIC ZONES)
- 12) SWOT
- 14) JORDINDIAN

DOWN:

- 2) RETARGETING
- 6) PESTLE
- 7) HENRY FORD
- 9) NLS
- 11) GST
- 13) CAP
- 15) JNAANADHARA
- 8) BNA

JNAANADHARA TROPHY

TEAM NAME	POINTS
<i>SYNERGY</i>	<i>13</i>
<i>PANCHARATNA</i>	<i>9</i>
<i>UNITED MINDS</i>	<i>8</i>
<i>BRAINOHOLIC BANDITS</i>	<i>8</i>