

SAPIENCE

IMNU'S ALUMNI NEWSLETTER

CHANGING TIMES 2.0 **A Special Edition**

INDEX

Particulars	Page No.
<i>1. Building data models that everyone can understand and more importantly believe.</i>	3
<i>2. Corona Diaries: Power of Choice</i>	5
<i>3. Lockdown- A blessing in disguise</i>	6
<i>4. Covid-19: A boon or a bane?</i>	8
<i>5. Technology disruption transforming the business: Virtual on boarding being the new trend today</i>	10
<i>6. Tough Times never last, but Tough People do</i>	11
<i>7. Branding during COVID</i>	12
<i>8. Who would have thought?</i>	13
<i>9. The days, These Days!</i>	15
<i>10. Glimpse of the Events</i>	
<ul style="list-style-type: none"> • <i>Digital Analytics and Art of Storytelling – Webinar by Kaizen</i> 	16
<ul style="list-style-type: none"> • <i>FinTalk on Economic Impact of COVID 19 on India vis-à-vis the world – Webinar by Finesse</i> 	17
<ul style="list-style-type: none"> • <i>Virtual Meet - Kaizen</i> 	18
<ul style="list-style-type: none"> • <i>Webinar on Leveraging Digitalization in Business – Webinar by NiCHE</i> 	18
<ul style="list-style-type: none"> • <i>Resume Building Webinar</i> 	19
<ul style="list-style-type: none"> • <i>Caring, Listening & Empathy – Webinar by Imprintz</i> 	19
<ul style="list-style-type: none"> • <i>Entrepreneurship in Times of Covid-19: Challenges and Opportunities – Webinar by Swayam</i> 	20
<i>11. Alumni Contribution</i>	21

Building data models that everyone can understand and more importantly believe.

Faculty Article

Author: Mr. Balakrishnan Unny & Mr. Neil Harwani



COVID-19 has been a disruption to every facet of our life. Everyone has been tirelessly working on ways and means to bring back some normalcy to their lives. The data scientists aren't far behind in this matter as well. Government agencies across the world are relying upon data-driven decision making for pandemic response strategies. Data is increasingly deployed as the first shield in the fight against COVID-19 pandemic. You may have come across certain data visualisations and associated studies that elaborate on how to deal with the pandemic. As the number of people getting involved in analysing these numbers increases so does the differing outcomes. At this juncture we can review and extend a Ted Talk by Mona Chalabiⁱ, data editor for the Guardian newspaper. In the Ted Talk on “How to spot a bad statistic”, three questions were deliberated upon.

The first question is "can you see uncertainty?"

Unless you are familiar with statistical modelling, understanding complex statistical analysis which relies upon a certain degree of probability is extremely difficult. Most of the general public do not have the requisite mathematical and statistical background to understand how certain a model is behaving and here is where data visualisation helps. However, what we need to understand is that data visualisation tends to overemphasize the certainty of a study. Hence the data visualizations must be designed to provide the reader with an overall understanding rather than relaying specifics and the margin of error also needs to be provided.

The second question was "can I see myself in the data?"

In the Talk, Mona Chalabi talks about being able to put yourself within the context as much as possible. In socio-technical studies, the context is often defined by the researcher to solve a particular set of questions within self-defined boundaries. Later these results are then generalized assuming a certain margin of error. Bias is an important consideration while understanding the context of the study. To give an example of how bias infiltrates data models, it was found that a popular facial recognition software was not able to recognise Non-Caucasian faces as the algorithm was trained exclusively on Caucasian facesⁱⁱ. Bias is existent in every stage of research/data modelling and requires careful deliberation to avoid the same. The contemporary literature and practitioner reports are littered with both the villains and heroes alike in dealing with bias.

The third question that was discussed was "how was the data collected?"

This question can be rephrased to “what was the methodology of research adopted?”. As the research methodology limits both the data analysis tools that you can apply and generalizability of the results. Often the ability of the researcher is put to the test in the appropriate selection of research methodology. The accurate methodology ensures you avoid the “garbage in garbage out” conundrum. As an example, New York City sanitation department used mobile-based reporting

by citizens to predict rodent infestation. However, it threw out an interesting result, that city's affluent locations reported more rodents than the less affluent locations. This was because the citizens in the high-end localities had access to the internet-based mobile systems better than those living in less affluent locations. Thus, the collected data must be vetted appropriately before the models are built.

Additionally, we can ask another question "how are the variables defined?"

This is a classic problem in research. For example, let us take the age-old question of customer satisfaction. One can define based on the collection of complex subconstructs that span across multiple questions or as simple as whether there was a repeat purchase. Hence how are variables being defined influences the data you collect and thereby the results you obtain. So, before using the output of the data models, the validity of the definitions needs to be established empirically and logically.

Also, model selection/feature engineering/algorithms being used play a role too.

Hence another question can be "Is my model out of context, irrelevant or has unnecessary complexity leading to it not being understood?"

Topics like dimensionality reduction, selection of important features, and selection of the right model also play a role in building data models. Over-reliance on a single technique like neural networks or ensemble or other methods can also create problems in the outcomes or "explainability" of outcomes. As an example: neural networks are well suited to audio, video, pictorial analysis and similar unstructured datasets whereas standard algorithms like regression, etc. are suited for structured data. Speed of training, type of data, selection of features, model building, accuracy required, repeatability, maintainability, and scenario modelling/feature engineering play an important part in outcomes. One needs to realize these points, as problems in data science/software/computer science/technology have various creative ways to solve the same problem. Context, goals, outcomes, etc. need to be fine-tuned so that the explainability is maintained the data science pipeline we have setup. Explainability and automation in data science need careful thought.

Also, the last question is "who is involved?"

Academicians have been criticised often that they don't write to be read. This is not a problem limited to academicians. We have to be aware that while presenting the results in a format that is understandable the crux of the argument is not lost. Additionally, most data modelling projects require a multi-faceted team that have a broad range of skills.

While building data models the above questions need to be addressed to ensure that the data models are understood and there is minimum doubt on the reliability of results. Note that this article has been written based on the author's experience in data modelling projects and may not be exhaustive. Any additional thoughts are always welcome.

Corona Diaries: Power of Choice

Alumni Article

Author: Ms. Aastha Tatia

Batch: 2004-06



Are you someone who is wondering how to cope with Corona lockdown?

Are you feeling anxious about how will things get back to normal after the lockdown?

One thing is for sure, the Corona pandemic will define a new normal. And rightly so, this is Mother Earth's way of saying, "Enough is Enough".

It's time for the entire human race to stop running the rat race, pause and reflect inwards. It's a huge opportunity to know ourselves better, to understand what we really want and to gauge upon our actions.

As I was reflecting upon the whole situation, I realised that one amazing thing that has happened is that Covid-19 has brought us all together. We are all connected and are standing with each other. We have now started to represent HUMAN RACE in true sense. At the top of this Human Race pyramid are the Corona warriors who have given a powerful lesson on Compassion.

Sitting in our homes, close to our families, with all basics taken care of, do we really have anything to fear? We may surely fear... if we choose to FOCUS on it. I have consciously chosen to focus on self-reflection, what I really want, what stops me from having it, what am I passionate about. I have chosen to focus on expressing my GRATITUDE for all the little things that often go unnoticed. I have chosen to define my path going forward and my actions for the same. All of this gives me immense POWER to bounce back day after day.

Yes, we are facing a pandemic and situation is tough. What's on the other side will be determined, to a large extent, by WHAT and HOW we define it now. I want to leave you with some questions to ponder over - What do you want to Focus on and what energy do you want to send out into the Universe?

Every contribution counts, what do you want to contribute - love, energy, power OR fear, anxiety, hopelessness?

What is the lesson you've learnt from this episode?

Your answers to these questions will determine your actions and also the way you feel. So, go ahead and decide.

REMEMBER YOU ALWAYS HAVE A CHOICE!

Lockdown- A blessing in disguise

Alumni Article

Author: Mr. Harsh Mehta

Batch: 2009-11



Dear Nirmayans,

Greetings of the day!!

Hope and pray that you and your dear ones are doing great and keeping Covid at bay by social distancing.

I had been a co-editor for magIMNUopus (our in-campus magazine for IMNU during our batch 09-11) and ever since then, never really got the time or opportunity to write anything out of heart or an urge to share.

But this situation called for it and here I am, eager to share my learnings and what keeps me busy and ticking in times of social distancing and lockdown.

Just for the record, we are working in the domain of smart homes and intelligent buildings and our operations which is field work, completely takes a hit and projects are on hold since lockdown. Due to the 21 days of lockdown (*as earlier declared*), we were looking at 3 challenges. 21 days is the exact time period adequate enough for a habit to settle down, either good or not so good.

- i. As a company, our No. 1 priority was our team and to articulate it further, we wanted to focus on 3 things – fitness, team engagement and upgradation of their knowledge and skills. We went on to purchase subscriptions of few international training/ certifications associations for our tech company team and enrolled each of them onto the platforms and assigned category wise trainings with timelines for each member ranging from technicians, engineers, project heads, sales team and accounts team. Against the time that we had, there was more content than we ever got exposed to and there were so many things we wanted to achieve and shortcomings to overcome. We created schedules for team huddle which is once a week wherein each member comes on zoom and we spend quality time to discuss/ share/ celebrate their family time learning cooking, photography, board games, card games and their key takeaways from the trainings. We used these Zoom calls to bond further by lockdown games and that enhanced their engagement with the company and effectively, their skills too were elevated by the global certification trainings. Not to mention, health goals and accomplishments were also discussed and awarded, so as to make sure laziness and complacency doesn't settle it at any point in time. Apart from that, we had a schedule for leadership meetings involving key people from the company to chart out other activities and identify the areas to work on to improve productivity and operations post-lockdown and to come out with strategies for client engagement. This team also undertook the long-pending software deployment, website development and new personnel recruitment in conjunctions with our placement consultants. Lockdown also essentially gave us the opportunity of serving the community in general by means of our technology and implementation. We played an active role in providing motion sensor based human detection solution for quite a few sanitization booths that were deployed to screen and sanitize medical workers and volunteers before they move in and while they move out of buildings like hospitals, police stations, etc.

ii. Our critical task was client engagement. Our solutions are mainly perceived as luxury and comfort solutions, which might be the first to take a hit post lockdown and most certain to take a backseat among homeowners' priorities. Given that hypothesis, we wanted to make sure we are in touch with them, assist them to use their systems wisely and guide them to make use of the content available to enrich their experience. We initiated a Client Outreach Program (COP@FAS) and contacted almost every single client we have served in the past to help them with any issue or assist them with software upgrades/ customisations or to guide them to use Netflix or other services in their Home Theatres designed by us. This dramatically enhanced their trust in our team and processes and few of them even committed and discussed their upcoming project requirements with us. This was a major reinforcement in our plans for the future and we cemented our identity and recall in their minds and hearts.

iii. As an individual, I made a goal to work on 3 key aspects for my own self – Fitness, Knowledge upgradation and Future plans looking at a long-term horizon. My first resolution was to imbibe fitness as a routine and utilise the 21-day lockdown to form a habit and institutionalise it in my schedule permanently. It has been the 29th day today and I haven't missed a single day so far, not even a Sunday after a late-night Netflix episode. I have invested at least 4 hours every single day to upgrade my knowledge on our industry by means of selective webinars, online trainings and a few certification programs and it's been extremely satisfying and rewarding in terms of preparing ourselves to face the market post-lockdown. We also used every single day to dedicate an hour towards enhancing our network and connecting to the right stakeholders of our industry as architects, developers, etc to educate them, learn from them, and be available to them at all times and explore mutually symbiotic opportunities for times to come. And as part of strategic decisions, we have identified 3 key domains where we want to scale up and reach out, and we have already started forging partnerships and associations to build further and create entities of tomorrow. Lockdown, as a said, has been a blessing in disguise. It has essentially given me the time to connect childishly to my 4-year old son and spend some quality mischievous moments with him and create ruckus around the house. One of the best uses I made of each of my Sunday was to connect all my family members across geographies, on Zoom at a predefined time slot and engage them on a multitude of activities, which exponentially enhanced our bonding, love, admiration and respect for each one of us. It was essential to give our next generation the feel of warmth, legacy and respect for our relationships and goodwill that we, as a family, have earned through all these generations and to make sure that our actions, preserve it, reinforce it and nurture it to unprecedented heights.

I personally believe that, few years down the line, when we look back at the lockdown times, we shall have a story to tell, we shall have to answer a few questions, we shall have to challenge ourselves whether we utilised it for better or worse. Every small step taken towards making ourselves and making this world a better place, will eventually lead to a holistic growth and sustainable living for all of us. And I am glad that we could do what we thought was the best for the company, the team, the family and everyone around us.

I would like to end my story here with a quote by Rahul Dravid whom I fondly respect, "It is impossible to fail completely & it is impossible to succeed perfectly. But it is always possible to perform dedicatedly..."

Covid-19: A boon or a bane?

Alumni Article

Author: Mr. Raj Kantawala

Batch: 2011-13



Greetings! Hope all of you are coping well with the current global epidemic!

“**Man is a social animal**” – Isn’t this a very familiar phrase of your school textbook? In the modern social media driven world, the phrase has probably evolved to “**Man is largely a social media animal!**” Lockdown has provided us with an unprecedented opportunity to revisit the original phrase once again and apply it in our professional and personal lives. How? Undoubtedly, Social media consumption has exponentially grown during lock down. But isn’t it up to an individual to keep a check on when, how much and how one consumes it? Put it otherwise, lockdown has provided a forced break from the usual busy routine and reconnect with old friends, relatives or colleagues, albeit possible only through a few digital media!

Cricket commentators and coaches often say “**Go back to the drawing board and stick to the basics**”, whenever a cricketer performs badly overseas. Possibly, lock down has done exactly that. It has allowed us to reflect on our existing fallacies and rope in new ideas to cope with the new normal. As MBAs (or future MBAs), the same could be expected from us at an organization level. In my view, it is this ability that probably separates MBAs from non-MBAs!! So, how should an ideal manager deal with the lockdown situation?

HKS Mode of Learning! The response could possibly be a) take quick, best possible but no-regret decisions, b) learn and adapt on the fly, c) think outside-the-box, d) put teams and people first, e) communicate loud and clear, f) create partnerships outside your existing domain. For, some of you wondering, recall HKS Mode of Learning is how Prof H.K. Srivastava used to teach us at IMNU a few years ago. The following quote by Lawton R. Burns summarizes the situation:

“**Managing through the crisis is somewhat akin to managing corporate strategy**”

From consumer to banking to utilities to technology, all industries might get massively transformed in the post lock down world. Right from the way we commute to the way we communicate! Most of us might easily understand the possibly-earlier-vague differences between luxuries and necessities. Multiple cars (depreciating assets) in garages or parking lots add little value right if driving is not restricted. It is a classic case of **demand and supply mismatch**, similar to what happened to Crude in late April! At the other extreme are citizens who are still deprived of the basic necessities and livelihoods for many reasons. What little essentials most of us have right now, might be luxuries for many impacted by the crisis. Managements reluctant to switch to resource effective modes (like video-conferencing) in the pre-lock down world will be forced to defer their spending on large conferences for some time now. Another **corporate self-realization** is

that there is unlimited content to learn and/or perform rather than devoting full time to professional work. Exception here would be many whose official working hours (from home) have increased post the lock down. The present context looks identical to [a scene](#) I recall from the movie “3 Idiots”.

When Lock down 1.0 was first announced, most of us were clueless on how to utilize our early summer vacation! Survival through that phase depicts that it is possible to live without the pleasures of the pre-lockdown world. On a personal level, I avoid following Covid-19 cases like an RSS-feed cricket score and minimize regional newspaper content. However, I do follow the news in detail for the purpose of my blog. Indeed, working from home has led many to pursue or develop a lot of new hobbies, which the pre-lockdown world might have made less likely. To illustrate, a number of organizations have come up with free online courses for citizens.

Therefore, at the end, I leave it to you to decide whether the entire lock down episode is a boon or bane! Thanks for reading through!

Feel free to reach out to me at rajkantawala.imnu@gmail.com or read my thoughts on my [blog](#)! Stay Safe, Live Happy and Long!

Technology disruption transforming the business: Virtual onboarding being the new trend today

Alumni Article

Author: Mr. Kutub Jhabuawala

Batch: 2016-18



Hi Guys,

I want to share my unique experience of joining Hewlett Packard enterprises amidst lockdown during coronavirus Pandemic.

My offer was placed three days before the lockdown and these were the critical times, we were witnessing news around the corner wherein companies were in talks of laying off the employees, revoking or delaying the offer. I was concerned about my future as I had already resigned from the previous employer and sceptical on what would happen as my entire future was at stake. The whole world was almost about going to recession but as they say technology can make anything possible.

Amidst all this, HR came out with great solutions with the help of the technology where they are able to overcome all these fears and save the dreams of a plethora of people.

HR team at HPE recommended with all their HR functions such as recruitment, onboarding, payrolls even training and development. HR around the world had prepared virtual onboarding as a solution to recommence with the offer letters after the recruitment process. And this was the new normal with all tech savvy companies such as Amazon, Accenture tech M, Wipro honouring the offers and saving the future of thousands of IT employees.

So, what is virtual onboarding?

Virtual onboarding is a virtual part of the offline onboarding process, where employees need to assemble in the event room to start with the process, but here in virtual onboarding, employees need to log in with their BYOD to the invited virtual corporate platform.

HR around the IT world are continuously seeking ways to blend the on-boarding model with the teams using a variety of virtual tools to personally engage with new joiners.

Digital Transformation is making it possible to provide employees with all the possible resources they can, which can help the efficiency and effectiveness of the employees.

This model should be followed by HR and business leaders of other core sectors which had hardly emphasized on work from home solution, who had been laggards in digital transformation and were hugely relying on old style traditional business model. Only businesses that were digitally prepared could survive during the crisis.

For all my colleagues out there, who have established their own start-ups please ensure to enrich the experience of new employee as overall, **it's a *virtual orientation* experience that gets them off to the right start in the first impression.**

#Covid-19 accelerating digital transformation!

Tough Times never last, but Tough People do

Student Article

Author: Mr. Harshul Bhatnagar

Batch: 2018-20



The entire world has been grappled with something that started off as an epidemic, changing its face to a pandemic and now is no less than a phenomenon in itself. A phenomenon that has strangled the entire gamut of life and parameters associated with it, majorly three in number – **Health** (Healthcare-vs-Selfcare), **Economy** (Demand-Supply-Stability) and **Society** (Welfare-vs-Culture).

It is these three parameters and their nitty-gritties that would shape the present and the future of everyone, especially the Batch of 2020! From those teary-eyed unprecedented byes to eagerly (anxiously!) waiting for their rendezvous with the corporate world, these “not-so-students” and “not-so-employees” are into the times that stand as most challenging not only professionally but also, personally.

However, challenging is just another word for ‘experiencing the new’. Addressing the first parameter ‘Healthcare-vs-Selfcare’, it indicates that as a young force, we ought to understand that once readily available, medical institutions have now become one of the rare destinations, as far as proneness to infection is concerned. This highlights towards preparing the ‘self’ and making sure that our immunity is strong enough to fight the evil off!

The second parameter, ‘Demand-Supply-Stability’ is something for which the Batch of 2020 had prepared itself for two long years. But in future lie clouds of uncertainty, tough yet conquerable. The two years of MBA do take a toll on a lot of things – professional and personal. Filling the gaps in academic knowledge as well as enhancing the already known which couldn’t be done in the last two years could be the first step towards making ourselves prepared professionally. This could be achieved via means of online courses, internships, reading and what not! Another professional enrichment could include developing and expanding the network (especially in the domain we wish to excel) via LinkedIn like platforms. A mere greeting to any stalwart of the industry, along with a message depicting your keen interest to learn more could do wonders – a foundation to **Mentor Based Learning** is laid. Personal development, also equally important could be achieved via means of ‘nourishing our lives’ by pursuing our interests that we might have long forgotten in the race – music, writing, exercising, cooking, photography, the list is endless.

Last but not the least, ‘Welfare-vs-Culture’ intends to emphasise towards genesis and evolution of a ‘Culture’ of adapting the change and moulding ourselves accordingly rather than being dependent on the authorities to do so! Nearly three months of stagnancy should have been more than enough to inculcate a culture of ‘Living with’ the Virus for the time being rather than hiding from it. Wearing masks, maintaining hygiene, distancing socially (and not sentimentally) and staying aware about oneself and others is good to go for as starters. Rest, obviously time would decide.

One last thing, *“We are warriors and not mere survivors”*.

Branding during COVID

Student Article

Author: Ms. Nirupa Jayakrishnan

Batch: 2018-20



I am an idealist. I did raise my voice quite ardently when my core finance friend argued about the futility of marketing. Over the past two years, as I saw brands tweak their identities and break their heads over trying to create meaning and relevance in the minds of their inconsistent consumers, I watched in awe. But it is today more than ever that I see the sheer struggle brands face to attract consumers who are stuck in a world that they never before explored. And it is today that the marketing departments face the real test of creativity.

With fewer mediums to express themselves and a slew of issues to address even in this stressful period of lockdown, some brands did manage to stand out. While brands like Paytm, Netflix, Parle G (Highest-grossing FMCG brand) and Tiktok organically made their way to the top due to the mere nature of the service and since their usage is the only few ways that we use as a mode of survival among the many restrictions that have been imposed. But there are others who depended on their marketing and rebranding strategies for survival and have entered my mind lately. One such witty campaign was done by one of my favourite food brands, Burger king who introduced their social distancing whooper with extra layers of onions to keep people away. The simplicity and the wit in this campaign not only induced a bit of hunger but also helped me to cool off and see the world a little less seriously. Being a foodie and one who uses food to cope with bad moods, the last thing I expected was an ad of a burger to change my mind rather than a real one in front of me. Another prominent brand, PepsiCo smartly used social media to bring a feeling of adoration for their brand. When actor Arjun Kapoor made a quirky tweet saying every time he comes across a mango, it reminds him of Katrina Kaif, with reference to the infamous slice advertisement, a brand she happens to endorse, PepsiCo immediately sent a box of slice to the Actor on behalf of Katrina Kaif. Yet many others resorted to unconventional ideas to stay in the business. The prominent alcohol brand Budweiser started fashion apparel to surge the demand through a different category while brands like Horlicks resorted to emotional campaigns by paying tribute to hospital staff who toil day in and out to restore COVID patients to life, by putting their own life at risk while we sit in the comfort of our homes frowning about the extended lockdown. One another brand that surprised me with top of mind recall is Google that is trending for the alleged rumour that they are bringing in the voice of Mr Amitabh Bachchan for Google maps. Two things may happen, with his deep baritone voice either people are going to aimlessly navigate Google maps from their homes just so Mr Bachchan could direct their lives or in case you happen to move in the wrong direction, you might get reprimanded with the infamous dialogue “Parampara, Pratihtha, Anushasan..”

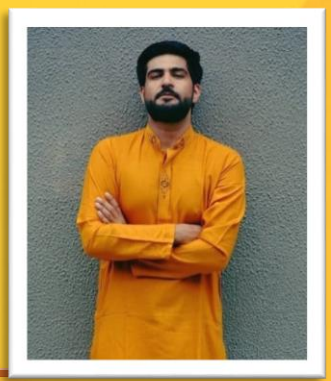
One of the things it taught me is that to stay ahead, a brand needs to smoothly amalgamate technology and marketing along with its participation in the community. It is important to start with a sense of purpose about what feeling or mood the campaign wants to invoke to come closer to the customer. While standing out is difficult, it isn't impossible and many a time, the brand needs to step out of its comfort zone to fight for mind share among their consumer even in the midst of COVID and even if that means transporting their products halfway across the world to satisfy one consumer. And what we see today is clearly that. Moreover, if Red bull can send a man to space, no-limit is the new limit.

Who would have thought?

Student Article

Author: Mr. Kartik Tickoo

Batch: 2019-21



Calendar read 31st of December while the watch devoured 11:55pm. The entire planet was just 5 minutes away from welcoming another Decade which made almost 7.5 billion humans on this planet jubilant. Entire planet counted minutes to welcome the new year with the Times Square glowing like a Diamond of various shades, the Sydney Harbour Bridge full with fireworks which created flames like cloud nebula with its colours, the Las Vegas filled with humans like a road filled with leaves during the season of benevolence: the spring. Tokyo, set up as colourfully as a rainbow. There were new hopes, new excitement and new preparations for the New Year and hence, new decade but **who would have thought** what was going to happen next?

During all these commemorations and feeling of ecstasy, there was an untoward particle which was obscured as well as inconspicuous and was leisurely making a place for itself in the human world. Weeks passed, the celebrations slowed, new year's pacts broke already, people began to go back to their daily routine and then, one day, unheard, never seen virus was detected in Wuhan, China. It was not a computer virus, but an original human virus. The world didn't grasp its effect as **who would have thought** how it would change the history? It wasn't long enough when medics started to understand its potentiality until the virus dismantled everything that came in between, and then, out of nowhere, the human race saw something menacing. Initially, China and even WHO thought that the virus was just because of some wet market in Wuhan, and only the people who have been there were affected but later, the true picture came out and it was revealed that the virus was highly contagious and had human to human transmission but then, **who would have thought** at which magnitude it would transmit? China, unable to contain the spread announced complete lockdown in Hubei Province with Wuhan, the capital city of Hubei, the epicentre of the virus on 23rd January. And hence, the virus came to be known to the world as Novel Coronavirus. Entire planet kept an eye on China regarding the coronavirus thinking the virus won't spread to their country as it did in China as **who would have thought** how much contagious it was. There were videos doing rounds on the internet, about how miserable the lives of people of Wuhan was during that point of time. International and national media showed how hospitals were overwhelmed and how patients died even before receiving treatment in hospitals. There were rounds of rumours on the internet, that maybe lakhs of people have been infected and that the Government is hiding the true data regarding the infections and mortality. Even before there was any vaccine or a medicine for the virus, there were more discussions about how the virus originated and how it entered the human race. Some argued that the virus originated from Huanan sea food market from bats and others were of the opinion that the virus originated from a Wuhan Lab. On 30th Jan, WHO declared world health emergency and on Mar 11th it declared the coronavirus a Pandemic.

Amongst all this, the virus slowly started spreading its base to South Korea and then to Europe who weren't ready to tackle the mighty novel coronavirus. It started from Italy and then to Spain, Germany, UK, France and most of the Europe. While, the condition somehow improved in China, it was the turn of Italy, to witness some agony. On papers and official data, Italy suffered much more than China did. Italy and Europe, the new epicentre of the outbreak, were unable to cope up with the Pandemic, and hence, saw 1000's of their people dying everyday making them vulnerable and feeble. There was a situation, where army trucks were brought to carry the dead bodies of the deceased as there was a shortfall of ambulances. Even the cemeteries were overwhelmed and the dead bodies had to wait for days for the coffins to reach them. During this point of time, almost 3 billion people on the planet were under complete lockdown as almost every country on the planet was infected with coronavirus. Governments were helpless, scientist were clueless, medics were anxious and people traumatized as there was no proper analysis or data regarding the behaviour of new lethal coronavirus. The only choice, the Governments sought feasible was to lockdown the entire nation which was already the case in most of the countries. **Who would have thought**, this would happen?

Lockdown was something which was never heard of, and most people on this planet haven't seen something so drastic ever in their lives. Entire world shut down, it seemed the planet was on a break, obviously not a vacation break as what was happening was infrequent, and probably it won't happen again in this generation.

Who would have thought that a place like Times Square, which was filled with noise and presence of so many lives would be as silent as a graveyard? Who would have thought that a "wonder of the world" the Colosseum, which had tourists all over it would be as empty as space? Who would have thought that a place like the Eiffel Tower, who was always filled with excitement of people, would be as dull as a ditch water? Who would have thought that the entire planet would be as scared as a mouse in a Snake's Cage?

One would argue that these places obviously would have locked down because of huge public gatherings but did anyone expected an airplane banned to be in the air? Did anyone thought the public transport which was the heartbeat of various cities were banned to carry public? Did anyone thought the restaurants would be banned to serve food to the people? Did anyone expected movie halls which were meant to entertain people being banned from running a movie? Did anyone expected the schools and colleges meant to educate the youth be barred to allow students to enter the premises? Who would have thought that the divine Mecca would be closed? Who would have thought there would be cancellation of Olympic Games? And at last, did anyone who believed in 'right to freedom' thought that people would be asked to remain shut in their homes and not come out? It seemed, that the movie '2012' was actually playing in real life just with a different scenario. There was mayhem running all over the world with news channels having nothing but the news regarding the spreads and deaths, the internet continuously flooding with information regarding the novel coronavirus, the Governments releasing helpline numbers. Telephonic conversation between any two people being dominated by the topic of coronavirus. Wild animals were seen on the road more than any human could be and it seemed the humans were now caged in a zoo. All one could hear was about the lockdown and pray about flattening of the curve. There were predictions of when the virus would reach its peak etc. Its effect could have been felt by the fact that the people even scared to talk to other human and maintain a distance as '**Social Distancing**' becoming the new normal.

Gradually, after some countries witnessed their peak, started seeing decline in number of new infections and mortality rate and that was the omen, that these countries must start easing lockdowns. Restaurants began to open up, roads were once again witnessing human presence, public places were slowly opening up, public transport with less capacity started operating and somehow during all this, we realized that the human history has seen another division: pre-corona and post-corona times. Despite all this happening, scientist all over the world worked at never seen before rate to develop a vaccine which could possibly end the fight against this pernicious virus. For the first time, it seemed that the world has come together to fight a common enemy with the politicians, scientists, medics and police staff working together with a common aim to remove the existence of this foreign element from the human world. At this time, there are 5.5 million cases globally with death toll reaching around 3.5 lakhs but there is conclusion, that no matter how much technologically advanced we think we are; the truth is we are not ready to fight an unanticipated virus. AI might have taken over, smart phones may have become smarter, maybe we will be landing spacecrafts to many more planets but that advancements mean nothing if we are not able to contain a virus as human a life is way more precious than the development of science. There are predictions about the first, second and the third wave of the coronavirus as seen in previous major Pandemics but the lives saved and the damage control in this Pandemic is directly proportional to technological advancement of Science. Despite all the chaos, funk and agitation, the human species once again, proved that whatever the hardship be, the human will have always come out to be stronger because **who would have thought** anything of that sort would ever happen?

*The days, These Days!**Student Article**Author: Mr. Prem Patel**Batch: 2019-2021*

The days these days
 take much time to pass than
 they used to back few days.
 but the days, these days
 have mounted the depth
 of lives we used to live back few days.

the days these days
 seem to be overwhelmed
 with boredom and glare to endure
 than they used to seem back few days.
 but the days these days
 opened doors to ruminate,
 over things we neglected back few days.

the days these days
 confined the lives between few walls
 unlike back few days.
 but the days these days
 liberated the lives to think and realise
 value of the essentials
 which was latent back few days.

the days these days
 have distanced our lives

from people and things
 we thought as life and everything
 back few days.

but the days these days
 have brought closer the people and things
 that actually are life and everything
 which wasn't the same back few days.

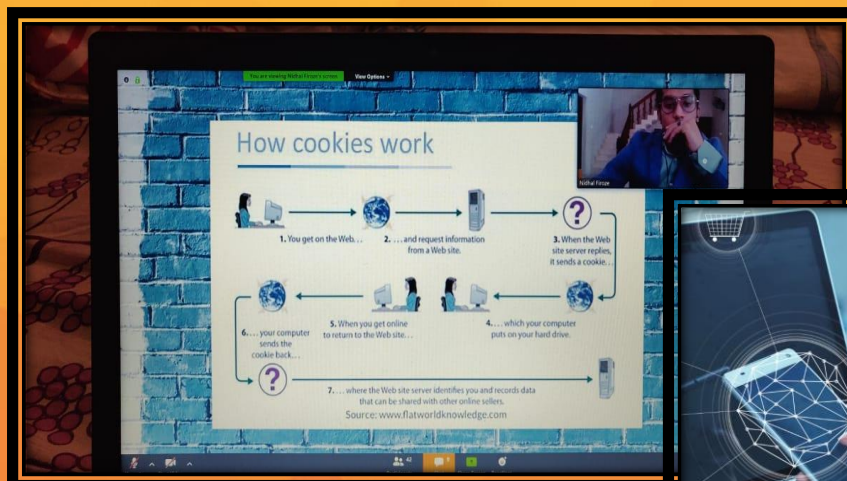
the days these days
 have deprived of things
 we used to live with back few days.
 but the days these days
 have enriched our lives
 in finding comfort and ease
 in all that we hadn't back few days.

the days these days
 have halved the lives
 we use to live back few days.
 but the days these days
 have doubled the value and
 meaning of life and things
 which we didn't back few days.

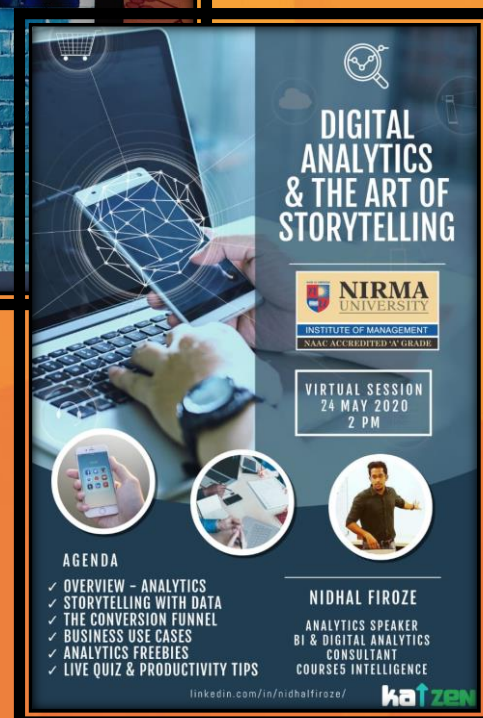
GLIMPSE OF THE EVENTS

1. Webinar on Digital Analytics & The Art of Storytelling– Kaizen Committee

One of our Alumnus- **Mr. Nidhal Firoze** (MBA-FT 2015-17) along with **Kaizen** had organised a webinar on 24th May 2020 on digital analytics and the art of storytelling. The webinar covered the importance of digital analytics and it proved helpful to the students by providing information about various online sites and portals for digital analysis as well as the basics for digital marketing.



Snapshot of the Webinar



Poster of the Webinar

2. FinTalk on Economic Impact of COVID 19 on India vis-à-vis the world – Finesse Club

Novel Coronavirus has been the biggest disruption faced by the Indian economy and global community at large. In order to understand the implications of COVID-19 on our country as well as the world at large, **Finesse**, the Finance Club of IMNU organised a FinTalk on 30th May 2020 for the same. The panellists for the session were **Dr. Devendra Pant** (Chief economic head of public finance at India Rating and Research), **Mr. Janak Shah** (Co-founder at The Money Roller), **Mr Gaurav Dewan** (Associate at JP Morgan Chase & Co.). The session was moderated by our faculty member **Dr. Nirmal Soni**.



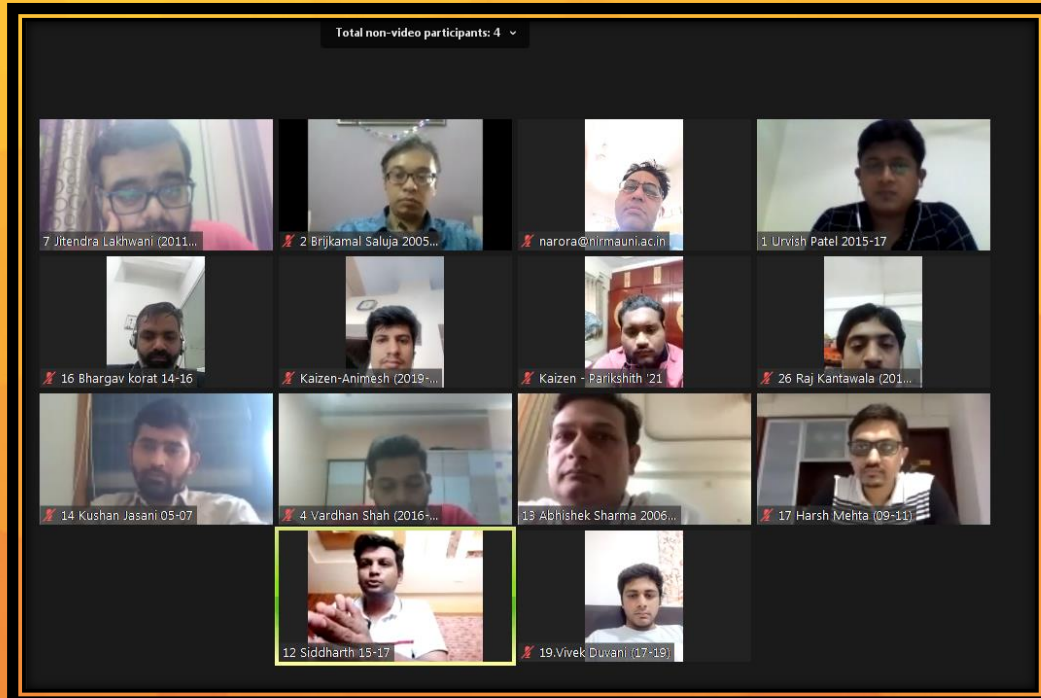
Snapshot from Webinar

 FINTALK WEBINAR 	
ECONOMIC IMPACT OF COVID-19 ON INDIA VIS-A-VIS THE WORLD	
	Dr. Devendra Pant Chief Economist and Head of Public Finance at India Ratings & Research (A Fitch Group Company)
	Mr. Janak Shah Co-founder at The Money Roller
	Mr. Gaurav Dewan (CFA, FRM) Associate at JPMorgan Chase & Co.
	Dr. Nirmal Soni Prof. in Finance and Economics area at IMNU
Mode: Zoom Application Date: 30th May, 2020 Time: 5:00 to 7:00 P.m.	
	

Poster of the Webinar

3. Virtual Meet- Kaizen

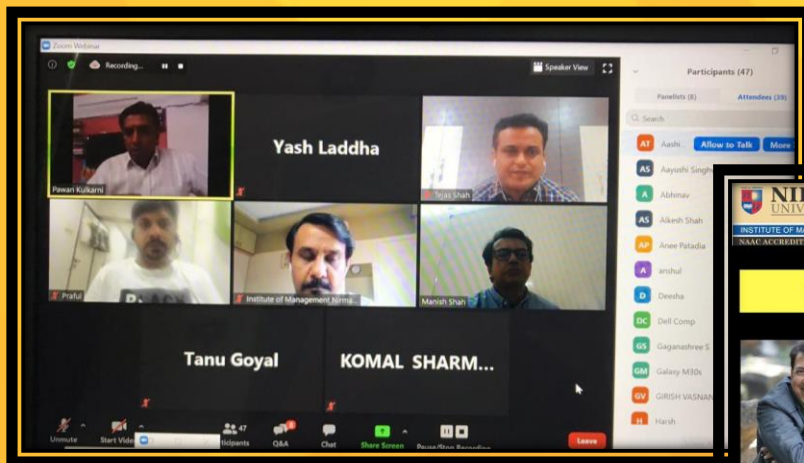
A virtual meet was organised by the **Alumni** from Ahmedabad on 31st May 2020 along with **Kaizen Committee** to come forward and talk about their work and businesses and how they can grow together by helping each other as well as the institute in any way possible.



Snapshot of the Webinar

4. Webinar on Leveraging Digitalization in Business- NiCHE Club

In these changing times, digitalization is a must and it is becoming the new normal. A lot of uncertainties are being faced by the businesses during this time. To navigate these uncharted territories, NiCHE, the Marketing Club of IMNU had organised this webinar. The panellists for the same were- **Mr. Manish Shah** (CEO at JCR Fashion Retail Limited), **Mr. Pawan Kulkarni** (GM at JB chemicals and Pharmaceuticals Ltd.) and **Mr. Praful Jain** (Digital Marketing Professional). The session was moderated by our faculty members **Dr. Tejas Shah** and **Dr. Mayank Bhatia**.



Snapshot of the Webinar



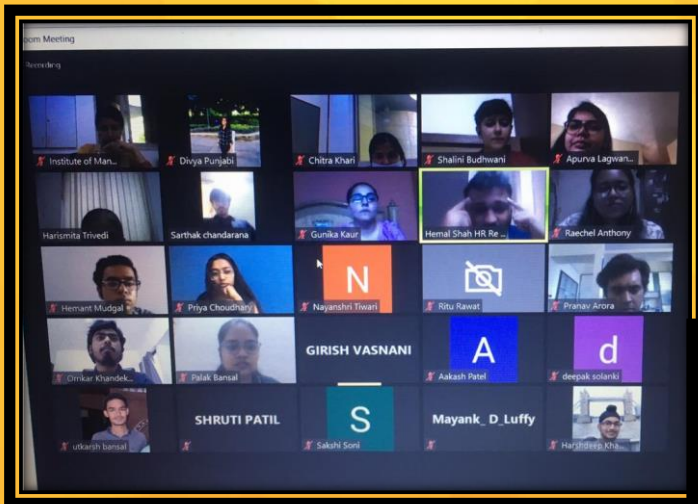
Poster of the Webinar

5. Webinar on Resume Building

A webinar on “Creating Effective Resume” was conducted by one of our Alumna **Ms. Richa Mehta** (MBA-FT 2012-14) on 6th June 2020. The session focussed on how the students can build an effective resume in these testing times so that they can get better opportunities in the coming placement season.

6. Webinar on Caring, Listening & Empathy - IMPRINTZ Club

As sustaining business is becoming difficult in these testing times, so team **IMPRINTZ** – The HR Club of IMNU had organised a webinar with **Mr. Hemal Shah** on 11th June 2020. He is an industry expert and he spoke about the need for caring, listening and empathy in this pandemic situation. The session moderator was our faculty **Prof. Harismita Trivedi**.



Snapshot of the Webinar



Poster of the Webinar

7. Webinar on Entrepreneurship in Times of Covid-19: Challenges and Opportunities – Swayam Club

Although COVID-19 has shut down the regular life but it has opened the door of exquisite thinking and time to think upon the innovative ideas for the renewed and changed world. To be able to find ways to cope up with problems caused at difficult stages of our career the Entrepreneurship Club of IMNU- Swayam organised a webinar on (14th June,2020). It was chaired by **Mr. Rajeev Chari** (Co-founder & COO nu,mb,erz), **Mr. Sam Subramaniam** (CEO- Brand Capital of The Times of India Group) and **Deepshikha Kumar Anand** (Founder and Managing Partner of SpeakIn). The session was moderated by our faculty member **Prof. Rajesh Kikani**.



Snapshot of the Webinar



Poster of the Webinar

ALUMNI CONTRIBUTION

Summer Internships, as we all know is an extremely crucial part of an MBA Program. The Pandemic has surely taken a toll on the summer internships of our students.

However, we have also witnessed how our beloved Alumni have helped the students and in turn their Alma Mater in whichever possible way they could. We will be forever grateful to you and we hope the students would do justice to the amazing opportunities you have bestowed upon us. We are really thankful to all our Alumni for their constant support and encouragement. However, to name a few, we would like to extend our heartfelt gratitude to:

Batch	Name	Company
1999-01	Ms. Roli Bhat	Adaaya Farm
1999-01	Mr. Sapan Oza	Infinity Ads
1999-01	Mr. Kushal M. Shah	Kayla Summerhill LLC
1999-01	Mr. Milind Sarwate	Nutricharge
2004-06	Mr. Hemant Nitsure	DirectusHR
2004-06	Mr. Dharmendra Surana	Aadishwar Food Products
2006-08	Mr. Amit Kumar Gupta	Dress365
2011-13	Mr. Jitendra Lakhwani	Mantras2Success Consultants
2012-14	Mr. Anshul Sinha	Motilal Oswal
2013-15	Mr. George Edison Cheeran	Ananda Vak Solutions LLP
2013-15	Mr. Kamesh Joshi	Parser Labs
2013-15	Mr. Mayank Pokhrana	SimplyGuest.com

Thank you

from

The Sapience Team

Arya Dhamorikar
Kanu Priya Chourasia
K Parikshith Nair
Nikita Vyas
Prem Patel
Rujuta Advant
Simran Preet Singh Jawa

In case you wish to contribute to our next edition,
Kindly get in touch with us at kaizen.im@nirmauni.ac.in

Hope you liked the changes we have made in the special edition of Sapience.
We would love to hear your feedback and suggestions on
kaizen.im@nirmauni.ac.in

To be in touch with the current happenings at IMNU & stay connected with us,
Kindly register yourself on Alma-Connect