

# Saransh

October 2022

Quarterly Newsletter

Volume 1 Issue 2



Faculty of  
Management Studies

# Nation Builders

## WHAT'S INSIDE

Nation Builders	3
Business School Dynamism	4 - 7
Industry Institute Interface	8
The Tale of The Two "Maharajahs"	9
CMS Got Talent	10
My First Experience at CMS Business School	11
How CMS Faculty Impacted my Life?	12
How Nestle Got Japan to Drink Coffee?	13
Big John Doesn't Pay	14
Shadow the CEO	15
He Swam with Sharks for an Ice Cream	16
Books to Read	17
Must Watch Ted Talks	18
How JAIN Transformed Me?	19
The Cockroach Theory	20
Inspiring Entrepreneur	21
Enrich Your Knowledge	22
Did You Know	23
Pictures Speak a 1000 Words	24
On the Lighter Side	25
Business Across the World	26
Ready for the Challenge?	27

### Chief Editor

Dr. Dinesh Nilkant  
Director, CMS Business School  
JAIN (Deemed-to-be University)

### Advisory Board

Dr. Chenraj Roychand  
Chancellor  
JAIN (Deemed-to-be University)

Dr. Raj Singh  
Vice-Chancellor  
JAIN (Deemed-to-be University)

Dr. Harold Andrew Patrick  
Professor and Dean – Academics  
CMS Business School  
JAIN (Deemed-to-be University)

### Editorial Board

#### Faculty

Dr. Syed Kazim  
Associate Professor, GM Area

Dr. Sumbul Samreen  
Assistant Professor, GM Area

Dr. Shalini Rao  
Assistant Professor, GM Area

Dr. Hemanth Kumar S  
Program Coordinator, GM Area

#### Students

Mr. Puneet Jain  
Ms. Arya Gopinath  
Ms. Rida Tanaaz Khan  
Mr. Gowtham S N

# Editorial

When Sarvepalli Radhakrishnan became the President of India, some of his students and friends requested him to allow them to celebrate his birthday, on the 5th of September. He replied, that instead of celebrating his birthday, it would be his proud privilege if 5th September is observed as Teachers' Day. His birthday has since been celebrated as Teachers Day in India.

Nelson Mandela said, "Education is the most powerful weapon you can use to change the world." Today we can validate it. Education allows us to understand the world in which we live. Through education, we have become mindful of what happens around us. The Education Commission (1964-65) opined, "The destiny of India is being shaped in her classroom". Thus, it may be added that the destiny of these classrooms can be shaped in the institution of education with committed teachers. These two statements show us the importance of teachers in harnessing a better world.

William Arthur Ward, an American writer said, "The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires." We as teachers need to analyze, what we do. The influence of a teacher extends beyond the classroom, well into the future of the student. Being a teacher is a great responsibility and the noblest of all professions because a teacher is the reason why all the other professions exist. Hence teaching is considered the mother of all professions. Thus, the teachers act as Nation Builders.

The teachers at CMS Business School work tirelessly and selflessly to provide quality education to the students and focus on their holistic development. The teachers strive to do justice to every responsibility given to them.

This is a time to not only celebrate but to also look back and self-introspect whether we are able to do justice to the noble role of a teacher. We need to self-introspect with the help of a formula, What Went Well (WWW), What Went Wrong (WWW), and What Can Be Improved (WCBI).

I would like to end the editorial with two quotes from Sarvepalli Radhakrishnan. He said, "Reading a book gives us the habit of solitary reflection and true enjoyment". "When we think we know, we cease to learn".

**Dr. Syed Kazim**  
Editor



## Business School Dynamism

### Inauguration - MBA Batch 2020-24



The Inauguration of MBA Batch 2020-24 was held on 1st August at MLR Convention Centre, Brigade Millennium, Bengaluru from 9:30 am to 6:00 pm. The keynote address was delivered by Shri. Narendra Goidani, Founder and CEO, Life School, Pune. Dr. Chenraj Roychand, Chancellor, JAIN (Deemed-to-be University), Dr. Raj Singh, Vice Chancellor, JAIN (Deemed-to-be University), Dr. Dinesh Nilkant, Director, CMS Business School, JAIN (Deemed-to-be University) and Dr. Harold Andrew Patrick, Dean, CMS Business School, JAIN (Deemed-to-be University) addressed the fresh batch of students.

The program also featured the introduction of Faculty Members, the launch of CMS Business School's Newsletter SARANSH, a session on 'Art of Communication' by Prof. Madhavan Shankaran, a magic show, and cultural activities by the second-year MBA students. More than 1,000 students participated in the program. The program was spearheaded by Dr. MH Sharieff, Professor, CMS Business School.



### Business School Dynamism

#### Accredited by the National Board of Accreditation (NBA)

CMS Business School, JAIN (Deemed-to-be University) has been accredited by the National Board of Accreditation (NBA) for three years from 2022-2025.



#### Bronze Membership from Business Graduates Association (BGA)

CMS Business School, JAIN (Deemed-to-be University) has received the Bronze Membership from Business Graduates Association (BGA), UK, towards Association of MBAs (AMBA) Accreditation.

#### SEBI's Nationwide Financial Market Quiz

CMS Business School Students won the first round of SEBI's Nationwide Financial Market Quiz which is being conducted under the auspices of Azadi ka Amrit Mahotsav to commemorate the celebration of 75 years of India's Independence. Our institute was been selected for the regional round of this quiz contest. Mr. Krishnan S (2021-23) and Mr. William Vinod (2020-22) represented CMS Business School. This Quiz is being conducted to promote financial literacy among citizens by actively engaging and educating them about financial markets. Our students won the first round of the quiz contest and were rewarded with Rs. 5,000 each. The quiz was conducted at the National Institute of Securities Markets (NISM), Patanganga, Maharashtra on 23rd and 24th July 2022. Dr. Rajiv U Kalebar was the faculty coordinator.



#### Decoding Research in Finance

To make the students aware of report writing and to understand the nuances of literature review, the Finance Area, CMS Business School has organized a webinar "Decoding Research in Finance", for its student cohort on 19th July 2022 from 6:00 pm to 7:00 pm. The objective of this program was to help the audience group appreciate and understand the purpose and basic requirements of an effective literature review in the research journey. Critique the research materials, execute strategies for organizing, and drafting a good literature review, and effectively write and present the research reports. Dr. Madhavi R, enlightened the students on the art of report writing followed by the session "Strategies for writing Literature Reviews", by Dr. Divyesh Kumar.



#### Corporate Training at Mahaswami Software Pvt. Ltd.

Dr. M K Lodi, Adjunct Professor, General Management Area, CMS Business School, JAIN (Deemed-to-be University) conducted Corporate Training for the employees of Mahaswami Software Pvt. Ltd. on their campus on the 9th, 10th, and 11th August on Soft Skills. The training was well received and the company proposes to avail of more such services. 10 employees participated in the training.



### Business School Dynamism

#### Fest Champions at Alliance University

CMS Business School, JAIN (Deemed-to-be University), won the Overall Best Performance Championship Trophy at the Literary Fest hosted by Alliance University, held on 11th August 2022. More than 20 institutions participated in the Fest. Vinay B R, Arjun Deshpande, Nandashree, Nishtha Khater, Iswarya S, Animesh Harsh, Kakarla Sri Vidya, Sowmya P, Anjali Baid, Aditya Huddar, K Priyanka and Sandhya emerged as winners.



#### Faculty Development Workshop on References and Citations using Mendeley

The Marketing Area organised a Faculty Workshop on the topic, 'References and Citations using Mendeley' by Dr. Raja Sankaran, Associate Professor, Marketing Area at CMS Business School, on 3rd September 2022 between 9:00 am and 11.30 am. Various topics such as the importance of referencing, the need for a reference manager, inserting citations and bibliography in word, understanding and using Mendeley library, adding a new referencing style, Mendeley cite and reference manager were covered. The workshop attracted a large turnout among faculty members who received immense value add from the program.



#### Faculty Corporate Meet

OB & HRM Area organized an interactive session on 'Latest Trends in HRM' on 3rd September 2022 from 10:00 am to 12:00 noon. Vardaraj A V, Director - Operations, SAP Labs, addressed the participants. The resource person spoke about various new terminologies which came into relevance post-COVID-19 and also spoke about the top 10 trends in HR with relevant corporate examples. The presentation was followed by a healthy discussion. Dr. Dinesh Nilkant Rao, Area Coordinator of OB & HRM facilitated the guest. 10 faculty members participated in the event. The event was coordinated by Dr. Uma Warriar, Professor, OB & HRM Area, CMS Business School, JAIN (Deemed-to-be University).



#### Teachers Day Celebration

The Teachers' Day celebration was held on 5th September 2022 at Auditorium 5 between 2:30 pm and 3:30 pm. Dr. Dinesh Nilkant, Director, and Dr. Harold Patrick, Dean, CMS Business School, JAIN (Deemed-to-be University) addressed the faculty members. Dr. Shalini Rao, Dr. Selvi S, Dr. V Y John, Dr. Sireesha Nanduri, and Prof. Anurag Jain shared their respective journeys of becoming a teacher. The students conducted various games and cultural activities to entertain the faculty members. The celebration was followed by high tea. The program was coordinated by Mr. Harsha S, Manager, and Student Council.



#### MONTAGE: An Agglomeration of Financial Ideas

MONTAGE: An Agglomeration of Financial Ideas, the FIG Activity for MBA students in Semester I (Batch 2022-2024) under Finance Area FIG Club is organized on 10th September 2022. Montage is a FIG club activity competition with the objective to develop creativity, originality, and reasoning. The student's allotted on-the-spot theme 'Fintech' participated with full enthusiasm and judged on this basis of Rubrics-visual impact, creativity, aesthetic display, clarity, and originality of work.



### Business School Dynamism

#### IPR – Journey of Ins and Outs – Faculty Enrichment Programme

Arthakaran, the Faculty Enrichment Cell of CMS Business School, JAIN (Deemed-to-be University) organised a programme for the in-house faculty members on 10th September 2022. The programme started with the opening remarks by Dr. Harold Andrew Patrick, Dean – Academic, CMS Business School, JAIN (Deemed-to-be University). Dr. Praveen Gujjar, Associate Professor, CMS Business School, JAIN (Deemed-to-be University) and Prof. Naveen Kumar, Assistant Professor, Business Analytics Area, CMS Business School, JAIN (Deemed-to-be University) addressed the participants. The presentation was followed by Q&A session. The programme was coordinated by Dr. Sumbul Samreen, Assistant Professor, General Management Area, CMS Business School, JAIN (Deemed-to-be University).



#### Training on Behaviour & Mentoring Analyst

A 4-day training program on Behavior & Mentoring Analyst was conducted. Mr. Satyen Menon, the Founder and Chief Executive of Talent Metrix addressed the participants. The training session was followed by an online test for the participants. The session concluded with a comprehensive debriefing session. The concluding session was held on 15th September 2022. 20 faculty members successfully completed their training. Dr. Harold Andrew Patrick, Dean – Academics, CMS Business School, JAIN (Deemed-to-be University), distributed the certificates to the participants. The Program was coordinated by Dr. M K Lodi, Adjunct Professor, General Management Area, CMS Business School.



#### Resume Writing Workshop

A Resume Writing Workshop was conducted on 16th September 2022 from 8:00 pm to 9:00 pm on the Zoom platform. The workshop covered the vital aspects of a Resume and its contents. The session was conducted by Dr. M K Lodi, Adjunct Professor, General Management Area, CMS Business School, JAIN (Deemed-to-be University). He spoke about the common mistakes students usually commit when preparing a resume and how to avoid these. The speaker also gave examples of how to build a resume and how to present the Resume. He also outlined what attributes companies look for and how to address these requirements and incorporate them into the resume. The program was coordinated by Dr. Rajiv U Kalebar.



#### Seminar on Swachhata

The Student Council organized a Seminar on 'Swachhata'. The Seminar was part of the celebration of 'Swachhata Pakhwada' initiated by the University Grant Commission (UGC). The program was conducted on 27th September 2022. The program started with the opening remarks by Dr. Harold Andrew Patrick, Dean, CMS Business School. The program featured presentations on various topics relating to Cleanliness. The Seminar also featured Short Film Screening, a Signature Campaign, and Appreciation to Housekeeping Staff. Students actively participated in the Seminar. Dr. Syed Kazim, Associate Professor organized the program.



## Industry Institute Interface



**Mr. N Raveendranath Kaushik**  
Cost and Management Accountant  
Raveendranath Kaushik & Associates

1<sup>st</sup> September 2022



**Mr. Ramakrishna Joshi**  
Founder  
MoneyJet

6<sup>th</sup> September 2022



**Dr. Sirajur Rahman**  
Director  
Institute of HRD

6<sup>th</sup> September 2022



**Mr. Shereyar D Vakil**  
GE Corporate  
Consultant General ElectricGE

6<sup>th</sup> September 2022



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

6<sup>th</sup> September 2022



**Ms. Divya Choudhary**  
Lead Data Scientist  
Vmware

7<sup>th</sup> September 2022



**Ms. Deeksha Shereen**  
Digital Regional Head - South  
CNBC| CNN| News18

7<sup>th</sup> September 2022



**Dr. Antony K**  
Head - Operations Research  
Infosys

7<sup>th</sup> September 2022



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

8<sup>th</sup> September 2022



**Mr. Adinarayana Murthy**  
Data Scientist  
HP

8<sup>th</sup> September 2022



**Dr. Karanam Nagaraja Rao**  
State Operations Manager (Rtd)  
Bajaj Allianz, Karnataka

9<sup>th</sup> September 2022



**Mr. Venugopal Gupta**  
CEO  
Maxsello Consultancy Earlier

9<sup>th</sup> September 2022



**Ms. C A Bhavya**  
Chartered Accountant  
Karnataka State Law University (KSLU)

13<sup>th</sup> September 2022



**Mr. G.V Prasanna Kumar Reddy**  
Chartered Accountant  
GVPKR & Associates

14<sup>th</sup> September 2022



**Prof. Dr. P Arunachalam**  
Professor & Chairperson  
School of Applied Economics  
Cochin University, Kochi

21<sup>st</sup> September 2022



**Mr. Rajat Shah**  
Finance & Investment Leader

27<sup>th</sup> September 2022



## **The Tale of The Two “Maharajahs”**

Did you know? Jehangir Ratanji Dadabhoi Tata AKA JRD Tata is the founder of India’s Flagship airline ‘AIR INDIA’ which was named Tata Airlines back then. Not many know that JRD Tata was the first to receive Commercial Pilot License back in 1929. From flying an aircraft to starting an airline, JRD Tata is famously known as the FATHER OF INDIAN CIVIL AVIATION. In the year 1932, TATA Airlines commenced its operations. Everything was going smoothly for Tata Airlines until 1947 when India attained independence. After this the government took control of Tata Airlines. Given that the government had no experience running an airline, JRD Tata strongly opposed the plan to nationalize the airline.

Following nationalization, the government acquired a 49% stake in the airline and changed its name to AIR INDIA. Things shifted dramatically in 1952 when the Government completely nationalized Air India and removed it from Tata’s ownership. For the following 40 years, Air India had the complete domestic airline market share and was regarded as one of the gems in the crown of the National Government. Following the deregulation in the early 1990s, six private airlines took the skies while Air India continued to provide first-class services and maintained control over the majority of the nation's international traffic. It began to lose domestic market share to carriers like Jet Airways and Sahara Airlines, which did not provide opulent services, but had reasonable domestic flight prices.

After 68 years, the TATA’s welcomed back AIR INDIA on January 27, 2022. Thus bringing it a full circle and back to its origins. Air India is currently updating its objectives to take advantage of the abundant of new changes brought about . Air India is dedicated to enhancing its current capabilities and expanding its scope for additional capabilities, a stronger competitive edge, and eventually more growth. This is done with a constant emphasis on being the best and placing customers at the centre of all processes. The next stage in Air India's evolution is now all about the ardent pursuit of excellence not just domestically but also internationally. According to a spokesperson quoted in a recent news article, Tata Sons Ltd. intends to raise \$4 billion dollars to inject additional funding into Air India.

The future will reveal how successful Air India will be under Tata, but the question remains unanswered.



**Mr. Harshith K M**  
Teaching Assistant  
General Management  
& Aviation



## CMS Got Talent



Nothing like the thrill of walking through the jungle looking for a tiger and knowing that they could be watching you already. His gait, no less than a hero and fierce like none other. To put all this on a piece of paper seemed impossible. But it only seems impossible until it's done.



**Ms. Shreya V**  
MBA Batch 2022-24

Representing Positivity. You cannot stop a wave but you can learn how to surf. Similarly, we cannot avoid our life challenges but we can make the best out of them. I live in a coastal area and every time I'm stressed or sad, I go to the beach. I'm sure it's not just me. The waves give us so many positive vibes and make us calm. It also reminds us that life has lots of ups and downs but in the end, it will all be all right.



**Ms. Payal J Bolar**  
MBA Batch 2021-23

## My First Experience at CMS Business School

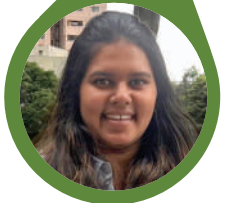
They weren't lying when they said that CMS is WAY different from my bachelor's college. But the structure of my day is the thing I love the most about CMS. In high school, you are stuck in one building for eight hours and aside from lunch and gym class, it is school, school, and more school for those long eight hours I love how CMS has allowed me to schedule my day the way I want it. The biggest change from high school to CMS is the structure of my day. I love not being confined to one building for the whole day. The professors we have at CMS have truly made my experience much better. They help in clearing doubts; infact help in every possible way they could. The Professors have a good experience in both academics as well in corporate.

**Mohd. Yasin, MBA Batch 2022-24**



The University provided an excellent start with the bridge course and the boot camp to build up the base which will ultimately be useful for the upcoming learnings. During the initial days, we were introduced to professors of each discipline who were experts in various disciplines and they made sure that we got indulged very well in the program by making it interesting and interactive. The facility provided essential relaxation during the breaks alongside adding a serene view of the race course. To sum it up - I can say that my MBA journey started with a happy spark and I am sure that this journey will add many amazing experiences and memories with my batch mates.

**Namrata Karnavat, MBA Batch 2022-24**



A month... Yes, it's been a month since I stepped into the campus. Here I am independent; I don't have my parents impose curfews or order me around. I have to be orderly or choose to live in a pigsty. This freedom comes with responsibility and a huge adjustment. My college made sure that I use my freedom wisely and efficiently. I automatically earned myself a ticket to freedom. However, it came with a price. Unlike undergrad school, where there is routine class time, in B-school, classes vary depending on the Tap-R Model. A concept where 3 different courses are covered within 18 days, simultaneously. This new concept created a ruckus in my routine lifestyle. Can someone imagine sitting for 2 hours straight? Well, it takes time and patience, and I am getting adjusted to this new routine.

**Sneha Jain, MBA Batch 2022-24**



The environment in the CMS Business School made me transmigrate into one of the most adventurous stories of classic literature - 'Alice in Wonderland. It all started with a jump scare that undoubtedly brought nightmares at first. But the more I breathed the air here, the more it felt like becoming an interesting part of life, that is yet to be explored. While the amazing teachers felt like becoming lighthouses to sailors, the experienced SYs came as a ray of hope in the darkness. As stated earlier, it is the same as Alice in Wonderland; the moment we entered the rabbit hole, challenges promised to greet us every day. We're yet to know what our future holds for us.

**Ruchi Kumari, MBA Batch 2022-24**



Finally, CMS Business School! The commencement of a much-anticipated new phase to life, Post Covid. It has just been a month and I must say Wow!! It has been truly been a Joy filled journey and overwhelming to see the student diversity. I have been truly amazed by how welcoming, open, non-judgmental, flexible, and friendly people, especially our 2nd-year colleagues and my fellow dear peers have been so far. From the students to the respected faculties and every staff I have come across so far. I am grateful for the ample opportunities provided until now that have helped me break barriers and come out of my shackles to be confident and better at my communication and express myself.

**Rohith Ravi, MBA Batch 2022-24**



## How CMS Faculty Impacted my Life?



**Mohit Fating, MBA Batch 2021-23**

The faculty at CMS are amazing guides. They are more like friends than teachers to us. They are dedicated towards helping students to understand the subjects in a comprehensive manner. They know how to keep the class attentive. They conduct fun and entertaining activities in class to retain students' interest.

**Harini Rajan, MBA Batch 2021-23**



Faculty at CMS have a multitude of characteristics from whom we learn something inventive and creative. Though every one of us is from a different background they have created a comfortable and inspiring study space and instilled multicultural awareness. By identifying the motivation and observations made by them, I have already set out on the path to excel!



**Nikitha Surana, MBA Batch 2021-23**

My decision to attend CMS B-school for my higher education was indeed right. The professors here have helped me identify my area of interest and the knowledge needed for it. The professors always assisted me in growing and evolving in every domain, from editing resumes to picking out the best internship.

**Akchhay Kant Jha, MBA Batch 2021-23**



To me, the most important quality of a good faculty is kindness, which I am fortunate to have. Being an engineering student, the transition to a management area was tough. Despite that our faculties had the patience to help me develop habits that are helping me to survive and succeed in my new field.



**Rakesh Senapati, MBA Batch 2021-23**

CMS has some of the best faculty teams that I have come across during my academic life. They have been a helping hand not only in academics but also during my internships too. Apart from that, each one of them is unique in their teaching methods as they tend to add some new value to their teaching, every now and then.

**Amoghavarsh S. Kinagi, MBA Batch 2021-23**



CMS has some of the best faculty who have good work experience in the corporate which helped us understand the current scenarios. The professors have always assisted me in growing and developing in every necessary area, from editing resumes to picking out the best internship.



**Pabbathi Satyanarayana, MBA Batch 2021-23**

The faculty have helped in shaping my personality as per the needs of the corporate world. They have taught me how to interact with different types of people and evolve through those interactions. They have also recommended me various courses that I can do to give my resume that competitive edge.

**Subhiksha Giri Rao, MBA Batch 2021-23**



As a student of CMS, I've learned from a lot of different faculties. These faculties have generally helped me in developing my career and creating an opportunity in every possible way. They urged me to learn different skills which will render me industry ready.



**Shalini, MBA Batch 2021-23**

I want to express my gratitude to all of the professors at CMS. For their patience and for building an atmosphere in which we can both flourish and fail. For watching after as well as guiding us. For embracing a growth mentality with us and allowing us to question without being judgemental.

**Preetham Ramesh, MBA Batch 2021-23**



My choice to go to CMS B-school for my higher education was indeed the right one. The teachers here have assisted me in excelling in my area of interest and have provided me with the relevant information required for it. The teachers have helped me evolve and develop.

## How Nestle Got Japan to Drink Coffee?



### A Tea Loving Country

In the 1970s Nestle was struggling to sell its instant coffee in Japan. The reason was that Japan had been a tea-drinking country for thousands of years, and had no attachment or fondness for coffee.

### A Tea Loving Country

Nestle hired French marketing consultant Clotaire Rapaille, known for his research on the emotional bonds humans form with objects in their culture. Post his study, Rapaille suggested a long-term strategy to get children to like Nestle's coffee flavor from an early age, through sweets.

### A Sweet Gesture

Nestle flooded the market with coffee-flavored sweets and candies which became extremely popular with the Japanese youth. This strategy helped the people to acquire a taste for the drink.

### The Shift to Coffee

A decade later, Nestle re-entered the Japanese market with a new range of coffee offerings. By this time, many of their 'candy customers' were of working age and consumed caffeine. This time Nestle's instant coffee quickly took hold over the market.

### Nescafe Ambassador

In 2012, Nestle supplied officers with Nescafe coffee machines and appointed Nescafe Ambassadors who would make coffee for their colleagues. The campaign reportedly ensured that good coffee was available in workplaces and it also aimed to encourage people to socialize.

### Meet Pepper

In 2014, the company started using a humanoid robot called Pepper to sell coffee machines in appliance stores and to show consumers how to brew and serve coffee. The robot became an instant hit.

### Serving Coffee and Sleep

In February 2019, Nestle opened a permanent sleep café in Tokyo, where one could nap on comfortable mattresses and drink coffee.

### Coffee's Success

By 2020, Japan became the 7th largest importer of coffee in the world, consuming over 430 million tonnes.

### An Effective Strategy Indeed!



### Big John Doesn't Pay

One fine day, a bus driver went to the bus garage, started his bus, and drove off along the route. No problems for the first few stops - a few people got on, a few got off, and things went generally well.

At the next stop, however, a big hulk of a guy got on. Six feet eight, built like a wrestler, arms hanging down to the ground. He glared at the driver and said, "Big John doesn't pay!" and sat down at the back. Did I mention that the driver was five feet three, thin, and meek? Well, he was. Naturally, he didn't argue with Big John, but he wasn't happy about it.

The next day the same thing happened, Big John got on again, made a show of refusing to pay, and sat down. And the next day, and the next.

This disturbed the bus driver, who started losing sleep over the way Big John was taking advantage of him. Finally, he could stand it no longer. He signed up for body-building courses, karate, judo, and all that good stuff. By the end of the summer, he had become quite strong; what's more, he felt really good about himself.

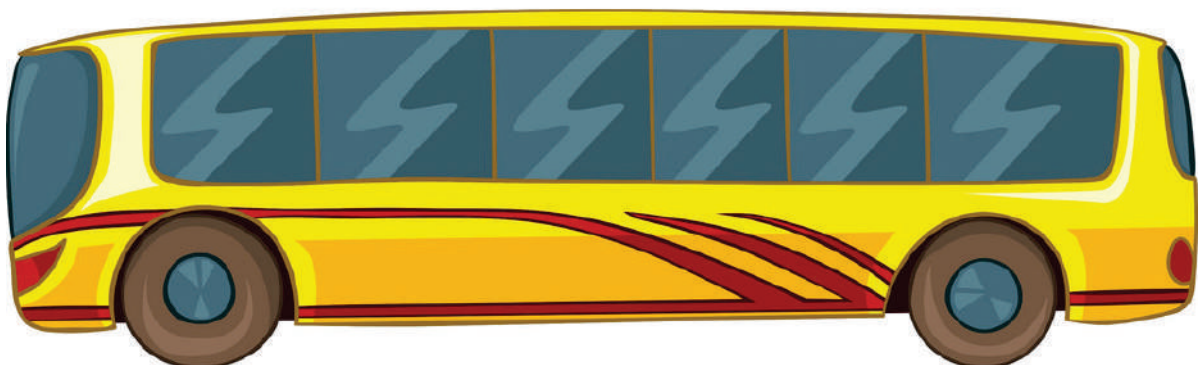
So, on the next Monday, when Big John once again got on the bus and said, "Big John doesn't pay!"

The driver stood up, glared back at the passenger, and screamed, "And why not?" With a surprised look on his face; Big John replied, "Big John has a Bus Pass."



### Lessons

- **Be sure to identify the problem clearly before working hard to solve it.**
- **If you start working on the solution, before understanding the problem, you will end up wasting a lot of time and other resources.**
- **Most problems have simple solutions; we complicate them.**
- **Confront your problems early, don't lose sleep over them.**



### Shadow the CEO

Dr. R M Sudhakar founded 'Empower Business and Smart Living' the EBSL Group. He is a Technopreneur and works toward building a prosperous society. Sudhakar coined the word Technopreneur which means 'an entrepreneur who uses technology to grow his / her business fast and profitable. He has been a Technologist & an Entrepreneur for 20 Years. Previously he worked for 2 years at an IT Solutions Company. He is an alumnus of Manipal University & JAIN University.

#### Please share a few insights about your company.

Home Automat is focused on providing complete security & automation solution for the residential segment from lighting systems to entertainment. The residential segment is further classified into IBS (Individual Building Solutions) and MDUs (Multi-Dwelling Units). Home Automat empowers residents to smart living with Safety, Security & Convenience. Home Automat enables Builders of Gated communities (Apartments or Villas) to sell their units fast and profitably with Technological products that benefit the end customers with respect to Safety, Security & Automation eventually resulting in Smart Living.

#### To what extent business growth is dependent upon technology?

Technology is very much important in today's world, but it differs from business to business. In the case of a complete technology business / mobile app business, or any kind of online course, the base depends on the technology. Whereas, if it is some other business where technology is optional to run the organization, it just accesses a support system. So, there it is optional. But if any business has to upscale, intervention of technology will certainly help.

#### Is smart living the future of lifestyle?

Today things have evolved dramatically, especially post Covid. People are completely dependent on technology. Even as on date, a lot of people work from home. Instead of travelling physically to meet clients, virtual meetings have grown in importance. Things are going to be much smarter and people are living in their houses much more than they would have earlier thought, Hence they expect more comfort. So that includes the right lighting, the ambience, entertainment, audio, video, etc. All of these are very important. People who have not used much of audio-video, are using it substantially and this has already given a boost to the smart living market. It is a billion-dollar industry and is expected to skyrocket in terms of growth.

#### What challenges lie ahead for students aspiring to become technopreneurs?

Every industry is good for anyone who has got a market share. It's not like no one can enter the market, however, you have to find what drives you, and then you can get into the market. Then one needs to figure out how one can be unique. One needs to be the best version of himself/ herself. Besides, as I mentioned earlier, one should know how to bring funds, how to connect with people, how to do sales, and finally how to use technology to your own advantage.

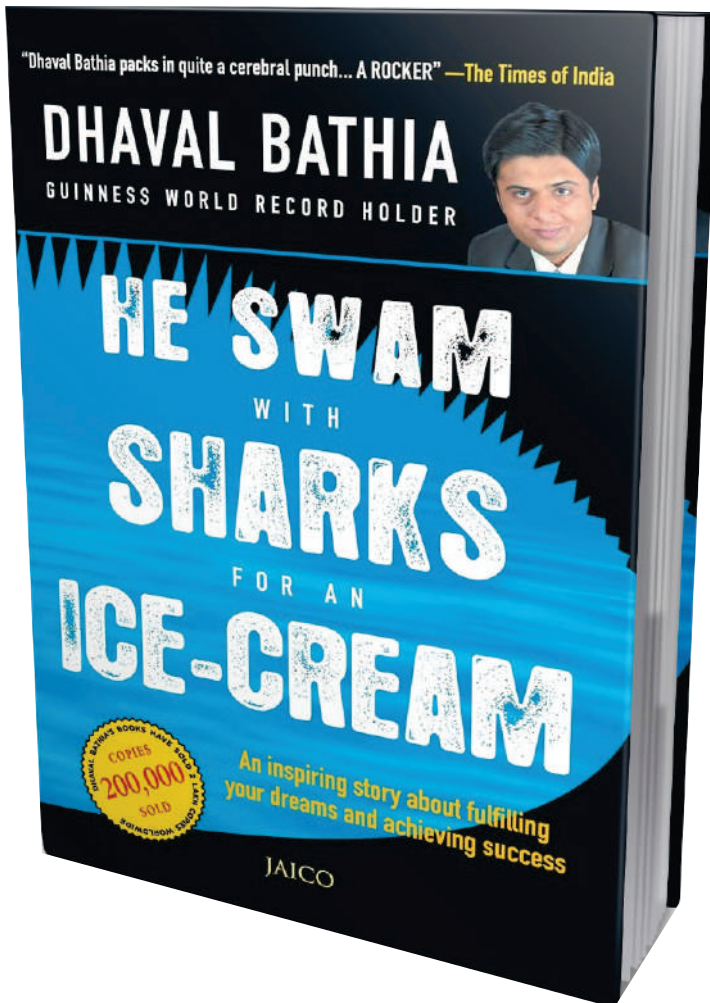


Dr. R M Sudhakar

Interview by Mr. Puneet Jain (MBA Batch 2021-23)

## He Swam with Sharks for an Ice Cream

- By Dhaval Bathia



The book tells the story of an old man, a successful businessman, and his diary which contains secrets to success.

Everyone dreams to be wealthy and successful. However, only a few succeed. Yet, if one knew the secrets, the characteristics that these few successful people possessed, it might help others realize their dreams too. Many self-help books set out to teach readers how to achieve success in many aspects of life. This book is a self-help book with a difference. It teaches its lessons through a story.

The two protagonists are young corporate employees, Abhi and Dave. In their late twenties, they are just beginning to wear off the edges of the youthful enthusiasm with which they started their career. They are asked to meet a retired businessman, Hari Bhai, an old man, who succeeded in becoming a billionaire. The man has recorded his secrets in a diary which he is now willing to share with others.

Hari Bhai learned his lessons from Dhirubhai Ambani, the Indian Industrialist who founded the Reliance Group. The old man uses many incidents from Ambani's life and from other old man uses many incidents from Ambani's life and other successful people like Ray Kroc, Ratan Tata, and Bill Gates to impart valuable lessons.

Abhi and Dave listen to Hari Bhai as he tells them about his own life and the business lessons he learned. Throughout the book, the readers also gain some wisdom on how to keep employees motivated, and how to plan well for business growth.

The title itself is inspired by an incident that is said to have occurred in Ambani's life. Never a man to back down from challenges, he is once said to have swum through shark-infested waters just to win an ice cream as a prize. The motivation was not the ice cream but the challenge.

In one of the chapters, he explains – He had has to deliver the material from one place to another. Due to a lorry strike, nobody was willing to come forward to transport the material. To honour the commitment, he decided to purchase a new lorry, deliver the material, and later sell the lorry. This is called commitment. Similarly, there are a lot of inspiring stories which are indeed enjoyable.

I would recommend this book to students who want to discriminate between leadership from entrepreneurship. The wisdom this book shares is quite underrated. It changes our attitude towards money, work, and thought processes.

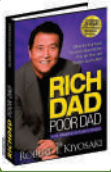
The author explains three secret laws of money. He explains how one can scientifically create multiple wealth flows in his life and become rich without actually putting effort into the process. This is the best part of the book.



**Ms. Vaishakhi Udayakumar**  
MBA Batch 2021-23

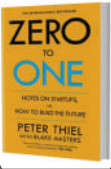


## Books to Read



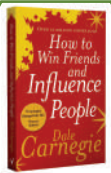
### **Rich Dad Poor Dad** by Robert Kiyosaki

The book tells the story of a boy with two fathers, one rich, and one poor. It helps one to develop the mindset and financial knowledge you need to build a life of wealth and freedom.



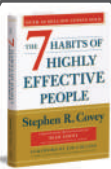
### **Zero To One** by Peter Thiel with Blake Masters

The book is an inside look at Peter Thiel's philosophy and strategy for making your startups successful. It talks about the lessons he learnt from funding and selling PayPal, investing in Facebook, and becoming a billionaire in the process.



### **How To Win Friends and Influence People** by Dale Carnegie

The book teaches several principles to become a likeable person, handle your relationships well, win others over and help them change their behaviour without being intrusive.



### **7 Habits of Highly Effective People** by Stephen Covey

The book teaches you both personal and professional effectiveness by changing your view of how the world works and giving you 7 habits, which, if adopted well, will lead you to immense success.



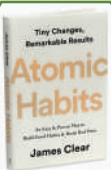
### **Good To Great** by Jim Collins

The book has examined what it takes, for ordinary companies to become great and outperform their competitor. The book has analysed 28 companies over a span of 30 years, that either managed to make the transition or fell prey to their bad habits.



### **IKIGAI** by Francesc Miralles and Hector Garcia

The book explains how you can live a longer and happier life by having a purposeful, existence. Eating healthy and not retiring.



### **Atomic Habits** by James Clear

It is the definitive guide to breaking bad behaviours and adopting good ones in four steps, showing you how small, incremental, everyday routines compound into massive, positive change over time.



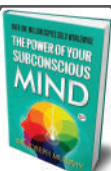
### **Outliers** by Malcolm Gladwell

The book explains why "the self-made man" is a myth and what truly lies behind the success of the best people in their field. Often a series of lucky events, rare opportunities, and other external factors, seemingly out of a layman's control result in success.



### **Financial Freedom** by Grant Sabatier

The book shows a proven path to earning money and becoming financially free, at an early stage of our lives. The author, Grant Sabatier, outlines a seven-step process to achieve financial freedom by making more money in less time, so you have more time for the things you love.



### **The Power of Subconscious Mind** by Joseph Murphy

The book is a spiritual self-help classic, which teaches you how to use visualization and other suggestion techniques to adapt your unconscious behaviour in positive ways.

## Must Watch Ted Talks



**Management lessons from Chinese business and philosophy**

By

**Fang Ruan**



**How to break bad management habits before they reach the next generation of leaders**

By

**Elizabeth Lyle**



**Why good leaders make you feel safe**

By

**Simon Sinek**



**India's invisible innovation**

By

**Nirmalya Kumar**



**Reigniting creativity in business**

By

**Alan Iny**



**The small business hustle**

By

**Karim Abouelnaga**



**How data will transform business**

By

**Philip Evans**



**The power of purpose in business**

By

**Ashley M. Grice**



**How to build a company where the best ideas win**

By

**Ray Dalio**



**Profit's not always the point**

By

**Harish Manwani**



## How JAIN Transformed Me?

Good Memories are made of these...

My journey with CMS Business School is one that I will cherish for life. Within a very short period, not only was I able to learn a lot, but also made lifelong friends. I evolved at the personal level and excelled academically too.

I was highly involved in extracurricular activities and I headed multiple events. I was a part of all the extracurricular activities, starting from Teacher's day celebrations to Cranium, which covered almost all the events that took place in CMS Business School. Both Cranium and Parichay are the flagship events of the university, and I can proudly say that I played a major role in organizing these events.

Cranium, being an International Fest, gave me a wider range of exposure to improve my organizing, leadership, and people skills. On the other hand, Parichay helped me connect with the freshers.

CMS provides a unique and wide-ranging learning experience. Needless to say, it prepared me for my future career by giving me a competitive edge. Not only does CMS impart academic knowledge, but it also makes you industry ready.

The faculty at CMS Business School is outstanding and they made learning easy and fun. I was a student of Business analytics. This specialization taught me to play around with data and made me understand the wonders data can do in the current world.

I'm grateful to the placement cell for guiding and supporting me through this entire journey of my placements. I owe my college and the placement cell for helping me land a job in a Big four with a good package. I work as a Cyber Security Associate in PWC and my job here is way more interesting than I had thought it would be. The team here is extremely friendly and they constantly inspire me to learn something new every day.

I thoroughly enjoyed my student journey at CMS Business School while pursuing my MBA Programme. My advice for the current batch is to make the most of the opportunities provided and attempt things that you haven't been able to try before. Come out of your shell and remain in the thick of action. But most importantly live a little, take some chances and make as many memories as you can.



**Ms. Sushma HR**  
MBA Batch 2020-22



## The Cockroach Theory

At a restaurant, a cockroach suddenly flew out of nowhere and perched on a lady. She began to scream out of fear. With a panic-stricken face and trembling voice, she started jumping, with both her hands desperately trying to get rid of the cockroach.

Her reaction was contagious, as everyone in her group also began to panic. The lady finally managed to push the cockroach away but it landed on another lady in the group. Now, it was the turn of the other lady in the group to continue the drama.

The waiter rushed forward to their rescue. In the relay of throwing, the cockroach next fell upon the waiter. The waiter stood firm, composed himself, and observed the behavior of the cockroach on his shirt. When he was confident enough, he grabbed it with his fingers and threw it out of the restaurant.

Sipping coffee and watching the amusement, a person picked up a few thoughts and started wondering, was the cockroach responsible for their histrionic behavior? If so, then why was the waiter not disturbed? He handled it near to perfection, without any chaos.

It is not the cockroach, but the inability of the ladies to handle the disturbance caused by the cockroach, that disturbed the ladies.

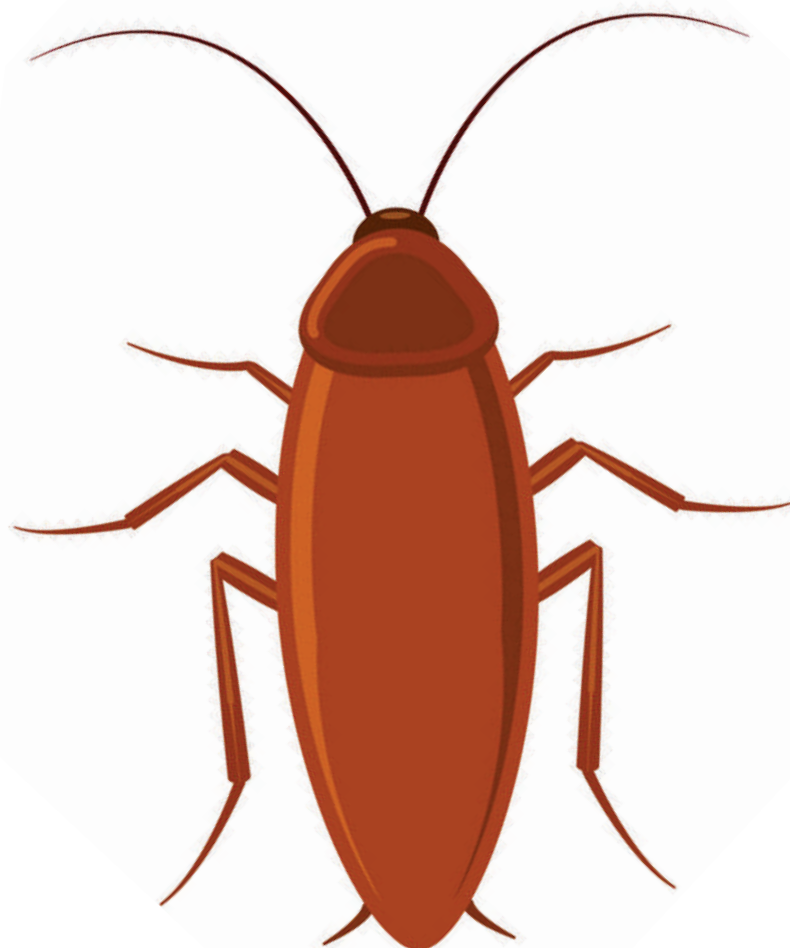
It was not the shouting of one's dad or boss or wife that disturbs an individual. It is one's inability to handle the disturbances caused by their shouting that actually disturbs them. It is not the traffic jams on the road that disturbs, but one's inability to handle the disturbance caused by the traffic jam.

### Lessons

- **More than the problem, it is the reaction to the problem that creates chaos in one's life.**
- **Do not react in life. Always respond.**

### Conclusion

**The woman reacted, whereas the waiter responded. Reactions are always instinctive whereas responses are always well thought out, just, and right to save a situation from going out of hand, to avoid cracks in a relationship, and to avoid taking decisions in anger, anxiety, stress, or hurry.**



## Inspiring Entrepreneur

### How TruckBook is building a world-class AI platform for truck owner-operators



TruckBook offers smart load booking that allows owner-operators to maximize their revenue. It also helps them find optimized routes to reduce deadhead miles while giving them control and full flexibility over their own schedules.

“While the world is being disrupted by digital technology, there is no reason for truckers to be left behind struggling with the right freight capacity and navigation; where they have to wait for weeks to receive the payment for not having access to cutting-edge online tools,” says Pardeep Bajwa, CEO and founder of US-based logistics startup TruckBook, as he reveals what motivated him to build TruckBook, a tech-enabled app dedicated to shippers, owner-operators and truck drivers.

Launched in 2018, TruckBook is a digital freight platform that connects shippers to thousands of verified carriers registered with it. With its global product and technology center in Bengaluru, TruckBook offers smart load booking that allows owner-operators to maximize their revenue. It also helps them find optimized routes to reduce deadhead miles while giving them control and full flexibility over their own schedules. Apart from Bengaluru, TruckBook has offices in Mohali and Delhi-NCR. The platform is currently being used by over 10,000 owner-operators and 1 million drivers for availing endless capacity, smart load booking, and exploring job opportunities. TruckBook claims that their iOS and Android apps are the number one app made by truckers for truckers.



## Redefining the Trucking Industry

With over 1 million truckers onboard, TruckBook aims to build the largest community of truckers where they can find top-ranked jobs, and places of interest and grow together. Backed by futuristic trucking technology, TruckBook has over 50,000 active loads sourced by various load boards. Its automated dispatching system creates optimized schedules resulting in minimum deadhead miles, currently at 7.2 percent, and carbon emissions ensuring sustainable freight moving with minimal wastage of money and fuel.

After receiving a pre-seed funding of USD 300,000 from T3RA Group in January 2020, it expanded its operations to serve shippers and owner-operators. It acquired LeoTrans and PackerTrans in December 2021 to introduce dispatch services. TruckBook further raised USD 3 million in seed funding from Sacramento-based venture capital firm Moneta Ventures in April 2022. The funding is likely to strengthen TruckBook in its mission to redefine the trucking industry with a combination of artificial intelligence and automated solutions to enable owner-operators to maximise their business potential.

By constantly liaising with their peers in the US, TruckBook’s small and aggressively growing product and tech team based in Bengaluru is trying to understand the day-to-day challenges of truckers in the US and building on user-experience expectations. They are also engaging with active research regarding the quickest available routes to their destination. As a result, the TruckBook team has successfully built a tech-first application, the most convenient easy-to-use platform for truckers with more than 500,000 downloads in a very short period. TruckBook is currently connecting leading brands of the industry with tailored capacity while ensuring top-notch shipping services with minimum deadhead miles.

Source: Your Story

## Enrich Your Knowledge

### Deep-Dive

To explore something extensively. It's a nice way of saying "research something until you can take no more".

### Buy-in

To get someone to agree to your idea. Often, it's referring to managers or people outside your team.

### Blue Ocean

A new market with no or little competition or barriers standing in the way of businesses and innovators.

### Red Ocean

Market space where industry boundaries are defined and companies try to outperform their rivals to grab a greater share of the existing market.

### Blue Sky Thinking

Extremely creative problem-solving and innovative new ideas.

### Silver Bullet

A simple and effective solution to a problem or challenge.

### Trim the Fat

The act of removing unnecessary details, resources, or individuals from a company or project.

### Hard Stop

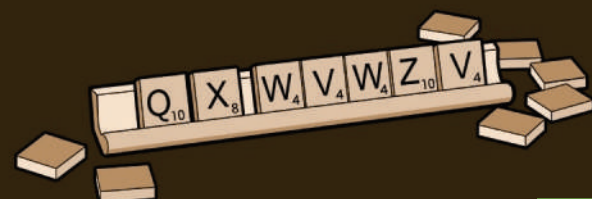
A specific time when a meeting or discussion needs to end.

### Bring to the Table

To describe a certain skill or expertise that an individual can offer to a company or project. The phrase is most often used as a question.

### Tiger Team

A group of individuals who share an area of expertise that a business or organization assembles to develop an action plan for a specific problem or challenge.:



## Did You Know?

### Brands perceived as Indian origin but actually originated outside India

Origin country means where the brand was first launched, not where the parent company is based



Vespa  
🇮🇹 Italy



BSA Cycles  
🇬🇧 UK



Indian Motorcycles  
🇺🇸 USA



Bisleri  
🇮🇹 Italy



Johnson's  
🇺🇸 USA



Maggi  
🇨🇭 Switzerland



Bournvita  
🇬🇧 UK



Vaseline  
🇬🇧 UK



Vicks  
🇺🇸 USA



Star TV  
🇭🇰 Hong Kong



Bose  
🇺🇸 USA



Lifebuoy  
🇬🇧 UK



Lux  
🇺🇸 USA



Reynolds  
🇺🇸 USA

**Bata**



Bata  
🇨🇪 Czech Republic



Tide  
🇺🇸 USA



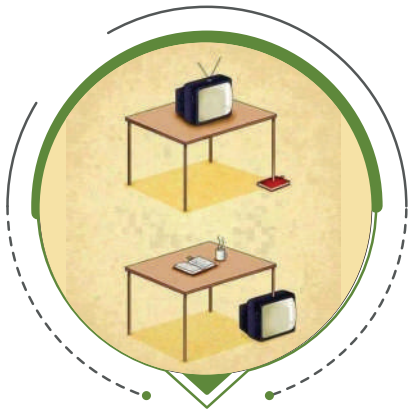
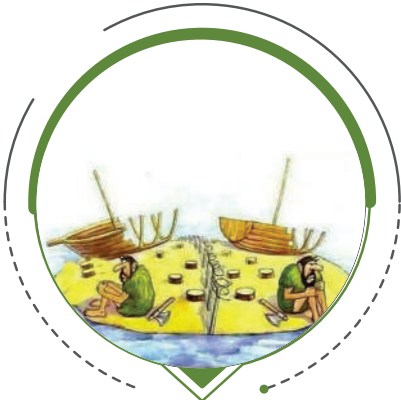
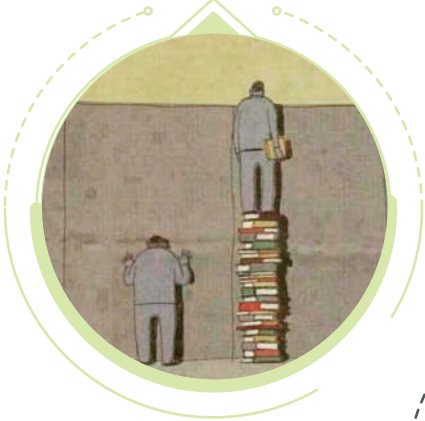
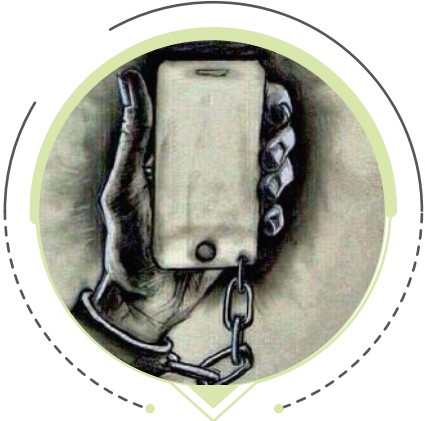
Surf Excel  
🇵🇰 Pakistan



Colgate  
🇺🇸 USA

Credits: Palak Zatakia (@palakzat)

Picture Speaks a 1000 Words





# On the Lighter Side

If they were Indian Brands!



## Business Across the World



### India surpassed Britain and became the world's fifth largest economy

India has overtaken the U.K. to become the world's fifth-largest economy and is now behind only the United States, China, Japan and Germany, according to IMF projections. A decade back, India was ranked 11th among the large economies while the U.K. was at the 5th position.



### Unplanned Leaves, Employee Stress, and Attrition cost India Inc \$14 billion

Deloitte suggests that poor mental health amongst employees has cost Indian employers Rs.1.1 lakh crore or \$14 billion in the past one year. At least 29% of the employees took planned or unplanned leave to deal with workplace-related stressors.



### Gautam Adani becomes 2nd richest man in the world as per Forbes

Adani Group's Chairperson Gautam Adani's wealth surged to make him the second richest man in the world, according to Forbes' billionaire's list. While the richest man, Elon Musk's net worth stood at \$273.5 billion, Adani's net worth rose to \$154.7 billion.



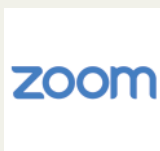
### Indian-origin Laxman Narasimhan, a former PepsiCo executive, is new CEO of Starbucks

Indian-origin Laxman Narasimhan has been named as the new Chief Executive Officer (CEO) of coffee giant Starbucks. Laxman Narasimhan was the CEO of Reckitt, which also makes Durex condoms, Enfamil baby formula, and Mucinex cold syrup.



### Wipro pips HCL Tech in m-cap to become the third most-valued Indian IT firm

IT major Wipro, on Friday, regained the position as India's third most-valued information technology (IT) company, surpassing HCL Technologies in terms of market capitalisation (market-cap). Wipro stood at number 12 in the overall m-cap ranking with an m-cap of Rs. 2.65 trillion. HCL Technologies, meanwhile, slipped to number 13 with an m-cap of Rs 2.62 trillion.



### Zoom cuts annual forecast as revenue growth hits record low

Zoom now faces an uphill task of onboarding high-paying clients to sustain its growth, and has seen expenses rise as it shells out more dollars to attract customers.



### Reliance Jio to spend \$25B on 5G rollout, debut in October, and reach every town

Reliance Jio Infocomm, India's top telecom mobile operator, has earmarked a spending of \$25 billion on the rollout of its 5G services that it plans to debut in key cities this Diwali during October 2022. The company, which has amassed more than 421 million telecom subscribers, will extend its 5G network to "every town" in India by the end of 2023.



### Microsoft joins Government's ONDC to 'break' Amazon, Flipkart dominance

Through ONDC, Microsoft intends to introduce social e-commerce in the Indian market. It will also launch a shopping app in India, which will be available on the ONDC network and will allow buyers to discover the best price offered by retailers and sellers.



### Shiprocket becomes India's 106th unicorn, raised \$33.5 million

Shiprocket, a logistics technology platform founded in 2017 and supported by Zomato, raised \$33.5 million (about Rs. 270 crore) in a fundraising round co-led by Temasek and Lightrock India. Shiprocket became the 106th unicorn in India. With the new capital, Shiprocket was valued at about \$1.2 billion.



### Norms to Check Misleading Ads by Social Media Influencers Likely Soon

The Government will soon come out with guidelines for social media influencers, making it mandatory for them to declare their association with the product they endorse. The Department of Consumer Affairs is coming out with guidelines on social media influencers. It is creating dos and don'ts for them.

## Ready for the Challenge?

1. Which of the following country has the largest exporter of arms during 2017-21, as per the SIPRI report?
2. Which company launched 'Savdhan Rahein, Safe Rahein' a public awareness campaign on financial fraud risks?
3. The report titled 'Connected Commerce: Creating a Roadmap for a Digitally Inclusive Bharat' has been launched by the NITI Aayog in collaboration with. Name the company?
4. Which Indian PSU regained market capitalization of Rs 50,000 crore and entered the 100 most valued Indian firms?
5. Which company has partnered with a not-for-profit organization, SEEDS to launch a community COVID-19 vaccination drive and set up COVID care centers?
6. Who is the winner of the 2021 UNESCO/Guillermo Cano World Press Freedom Prize?
7. Mahesh Balasubramanian has been appointed as the new MD of which life insurance company? Name it.
8. Which company has regained its position as the 3rd largest Indian IT services company by market capitalization of Rs. 2.65 trillion?
9. As per the Brand Finance Insurance 100 report for 2021, which company has topped as the world's most valuable insurance brand?
10. SHWAS and AROG are the two new loan products launched by an institution amid the fight against COVID-19. Name the institute.
11. Which company has acquired delivery startup DailyJoy?
12. Which bank has emerged as the top arranger of corporate bond deals in 2020-21 (Fy21)?
13. Aceware FinTech Services, a fintech services company launched its first neobank in which state in India?
14. Who has been appointed as the managing director of Sundaram Finance Ltd?
15. Who has signed an agreement with the JPCL to take over the Rangit - IV Hydroelectric Project in Sikkim?

### Note:

1. The Quiz Contest is only open to students of CMS Business School.
2. The last date to submit the answers is 5th October 2022.
3. The winners will be decided based on early responses and correct answers.
4. The winners will be given a prize.
5. Scan the QR code to answer the questions.



### Quiz Winners of Volume 1 Issue 1

- 1st - Sushmitha Surendra (MBA Batch 2021-23)  
 2nd - Gaurav Kumar (MBA Batch 2021-23)  
 3rd - A Venkat Sandeep (Batch 2021-23)





**JAIN**  
DEEMED-TO-BE UNIVERSITY

CMS  
BUSINESS  
SCHOOL

CMS Business School, JAIN (Deemed-to-be University)  
No.17, Sheshadri Road, Gandhi Nagar, Bengaluru -560009  
P: +91 80 4684 0400 | E: [bschool@cms.ac.in](mailto:bschool@cms.ac.in)  
[bschool.cms.ac.in](http://bschool.cms.ac.in)



- JAIN (Deemed-to-be University)  
- CMS Business School



- Jainuniversityofficial  
- cmsbschool\_ju



- JAIN (Deemed-to-be University) Official  
- CMSBSchool