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EDUCATION TRUST

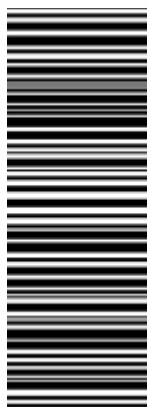
**NITTE SCHOOL OF MANAGEMENT**

# NSOM TIMES



**JUSTICE K S HEGDE MEMORIAL AWARDS  
FOR THE YEAR**

**2020-21**



Bi-Monthly House Magazine of NSOM

**VOLUME 3 | ISSUE 3 | MAY - JUNE 2021**

[www.nsom.ac.in](http://www.nsom.ac.in)

# FOUNDER



## Justice K.S. Hegde

(1909-1990)

Justice K S Hegde, former Judge of Supreme Court of India and former speaker of Lok Sabha established Nitte Education Trust way back in 1979 with the sole objective of serving the cause of education and rendering services to society. What was started in the form of one school at Nitte in 1979 has grown into a conglomerate of leading educational institutions of world class. Nitte Education Trust has under its aegis Nitte (Deemed to be University) and more than forty institutions in the arena of medicine, dentistry, nursing, Para-medical, engineering, management, pharmacy, fashion technology, first grade colleges, P U colleges, International schools and so on. Nitte group of institutions have a student strength of 2500 and faculty members of more than 4500.





# CHAIRMAN'S MESSAGE

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We are in the midst of knowledge revolution happening across the globe. Knowledge dissemination knows no bounds. Management Institutes of the country play a vital role in shaping up future thought and corporate leaders. The kind of knowledge inputs that these Institutes impart should be in tune with expectations and aspirations. The business models are complex and multidimensional. The method of management education would have to be industry specific and corporate centred. Field based studies, case analysis, experiential learning and so on must find sufficient coverage in the syllabus. Management students should be able to deal with corporate clients, ethos as day-one-desk-fit.

I am pleased to note that Nitte School of Management, Bengaluru is moving ahead in right direction. Regular interaction with industries and Corporates is a must. Let students be exposed to project assignments with business houses. Class room learning should be replaced by in-house training at least by 30%. Let this magazine contain student insights on such corporate learning. This will help enhance student employability too. The disconnect between class room learning and business/corporate working should overcome consciously. Let the house magazine become the forum of voice to issues such as these.

**Prof. Dr. N R Shetty,**

**Chairman, NITTE School of Management, Bengaluru**

# ADMINISTRATOR'S MESSAGE

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I am happy to note that Nitte School of Management, Bengaluru has been able to sustain its house magazine, 'NSOM Times' with quality inputs since its first publication during March this year. One feature that I found especially appealing is the student interface with Corporate Executives. You could cover two such interactions with HR heads of Airbus and Siemens, Bengaluru. I learn that recently your students had discussion with MD & CEO, Randstad India. It is essential that management students have such exposure to corporate world more often than not. Business students are future business leaders and entrepreneurs. They must have a few 'talking points' on any given business domain. Such skill comes first from reading, listening and then from 'conversation' with others. These days, I see in television channels young graduates conversing with business magnates with ease and poise.

I think the efforts put in by the School through this house magazine is in one right direction. In a span of two years of management course let the PGDM students be exposed to business initiatives, nitty gritty of negotiation, mergers, takeovers, turnaround strategies and so on.

I like to see students making creative contribution in these critical areas to this magazine and eventually be noticed by future recruiters. Let them note that success comes to those who are success conscious. Such consciousness comes about through endeavours of participation and collaboration. I hope the magazine will catch up to expectation grow in stature.

**Rohit Punja**

**Administrator, NITTE Education Trust, Bengaluru**



# DIRECTOR'S NOTE

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It is gratifying to note that NSOM Times is rolling into its third edition and that more and more management students are coming forward to contribute in their own way. To win anything in this world you must begin!. The same is the case with writing. I know of great teachers who just do not write. How I wish great communicators also wrote. Fortunately, at our institute both teachers and students take active interest in this regard. This time around, our theme has been on Positivity, Positive orientation and positive attitudes. Now that we are all just back from long drawn Corona related issues, we must push ourselves forward with double the speed, quality and output. To do or not to do anything in this world is a matter of choice. Between stimulus and response there is a thing called 'choice'. Ensure that your choice to look ahead and look up is driven by positive outlook. Management Institutes are just a step behind corporates, business houses and recruiting companies. What kind of employee you will be tomorrow hinges upon what you do, how much you exert, what role you will play as students in the Institute corridors. Two years of fruitful and engaging stay in our Institute can convert your next forty years or so into a saga of success and journey of achievements.

We will have brand new batch of PGDM students joining soon. As new faces dot the campus, old faces should remain all the more chubby, cheerful and contributing. I assure you that the team of faculty, staff and I are looking forward to have a blend of new and old as our ambassadors. I wish you all great times ahead.

**Dr. M Venugopal**

**Director, NITTE School of Management, Bengaluru**



It is my pleasure to welcome you all to the third edition of our house magazine 'NSOM Times'. We thought it is befitting to dedicate this version to thoughts and insights on positivity especially because we are all entering a new phase of life and career just after the Carona times. I am reminded of a quote which says, 'Difficulties in life are intended to make us better and not bitter'. Yes friends, tough times we did have, practically every sector went through trying times, every country had upheavals of one kind or the other but then, we are all bigger, better and brighter than all the challenges bundled together and stacked before us! When great Ten Singh stood before Himalaya before taking the first step up, it is said, he told to himself these words, 'You may be the mountain but right now you cannot grow while I will!'

This time around, we had a special guest from the corporate sector interacting with our PGDM students. He is Mr. Srikanth Vachaspathi, General Manager and Head HR, Siemens, Bengaluru. We carry a write up on the topical HR issues and challenges he interacted with our students. Surely it may interest you and add value to your HR thoughts and vistas.

We understand life backwards but then we have to live it forward. As Zig Ziggler once said, 'Whenever you feel low, get up, dress up, look up and never give up'. When the challenges are new our responses would have to new too. We at Nitte School of Management wish our students in particular best of student days, promising career and fulfilling life ahead.

**Dr. N.J. Shetty**

**Editor-In-Chief, NITTE School of Management, Bengaluru**



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Contribution of articles, news, poems, photographs, drawings, cartoons, etc; is invited from PGDM Students, faculty members, employees and alumni of Nitte School of Management, Bengaluru.

# WORKING ON POSITIVE EMOTIONS...

Life is very unpredictable. Entering into a day with something positive is crucial. It is rather easier to feel positive when everything goes well, but real positive thinking is revealed when you can maintain it during difficult times and it is then that your commitment to be positive arises and becomes known. A positive attitude is not just about sporting a smile on the face every time, but also maintaining that optimistic mindset and attitude even during challenging times. It is often said that what a good or a bad diet does to the body, positive and negative thoughts do the same to the mind! When you feed the mind with positive thoughts, you will see amazing changes in and around you. Repeating positive affirmations every day is a great way to train the mind to think positively.

**Dr. Sandhya**  
Professor, NSOM

A positive mindset is an attitude that helps get good and desired results. The power of positivity is immense, and it can help convert the energy into a reality. A positive mindset doesn't just benefit your professional life, it is also essential for a successful and meaningful personal life. As per the Seligman studies, building positive psychological mindset, makes the life worth living, constitutes the pleasant life, the engaged life, and the meaningful life. "PERMA" is an acronym for the five facets of wellbeing according to Seligman:



**When you feed the mind with positive thoughts, you will see amazing changes in and around you.**



P – Positive Emotions: Enjoying yourself in the moment, i.e., experiencing positive emotions      E – Engagement: Having a sense of engagement, in something we enjoy and excel at, is an important piece of wellbeing      R – (Positive) Relationships: Humans are social creatures, and having deep, meaningful relationships with others is vital to      our wellbeing M – Meaning: When you dedicate yourselves to a cause or recognize something bigger than yourselves, you experience a sense of meaning that cannot be traded with any other.      A – Accomplishment / Achievement: thriving to succeed and to achieve your goals, and bettering yourselves.

To enhance a sense of authentic happiness and wellbeing, focus on experiencing more positive emotions, working on improving your engagement, improve the quality of your relationships with others, seek out meaning and keep your focus on achieving your goals in balance with all other important things in life.



# DRIVERS OF EMPLOYEE MOTIVATION DURING POST COVID TIMES

The success of every organization depends on employees' involvement in organizational tasks and endeavors. Everything has changed the working environment during this global pandemic. A major challenge that emerged is how to keep employees motivated. This global pandemic has forced many businesses to make drastic changes to the workplace. The responsibility of management in every organisation is to introduce policies and work culture that foster the emotional connections between employees at workplaces and inspire them to remain obligated to the company for the long-term.

One thing all of us have learnt during these challenging times is to manage ourselves. The learning curve for IT managers was initially steep after IT companies were closed and started manage all their employees remotely. Yet this new way of functioning has brought valuable lessons about how to boost employee engagement. How exactly organizations should manage their employees during post covid times? Help employees to cope up: The current situation may have kept the employees either confused or worried about what next? Employers will do

well to give free hands to their employee to cope up with the work and achieve the target assigned. At this point of time, employees may not be able to take unwarranted work pressure. Keep faith on employee: Lack of trust is your can be the biggest handicap to get ahead with them. When we build trust with employees, it makes them feel confident doing their job. It improves the productivity of employee. Don't create a wall between you and your employee: Employees are greatest assets of your company, you have to take care of your employee in this pandemic situation and they will in turn take care of your business adequately. Allow employees to use their talents and skills: A winner is someone who recognizes his God-given talent, works towards goals with skills, and uses these skills towards accomplishment of organizational mission with personal passion. That is the only way to make them feel comfortable and contributing. Maintain a positive work culture: This pandemic made all of us to work from home. Now is the time to make employee to work comfortably. Creating stressful situations leads to a depletion and exhaustion of resources in the mind and body with dysfunctional effects on job performance and overall organizational effectiveness. Even though many organisations have faced challenges in modifying their management structure and styles during COVID-19, lessons learned about employee engagement will bring positive changes in employee mind sets.



**A Winner is someone who recognize his God given talent.**



**Raghavendra R**  
Associate Professor, NSOM

# YOUR GOALS MUST INSPIRE YOU ENOUGH.

Without solid goals in sight we cannot enter roles in life. If you can not play a role how can you ever generate activities that bring results, profit, name, fame etc. If you don't deserve how can you desire? Set goals for yourself right today because tomorrow it may be too late. While setting goals remember the SMART rule: S – Specific M – Measurable A – Achievable R – realistic T – Time bound

**Hard work:** Our main problem is not ignorance, it is inaction. Hard work helps you get results in life. Remember the old saying 'No pain, no gain' The path of an achiever is not smooth and easy going. There are challenges and constraints almost at every juncture. Successful people make their own path by walking first! If you don't find the path you have to make the one. This calls for adequate efforts on a continuous basis.

**Self-discipline:** Self-discipline is to accept responsibility on your own. There is no shirking from work or giving reasons for not doing. Self-discipline is the foundation for your success in life. The world outside watches you whether you have it or lack it. Self-discipline makes you the leader or follower with consummate ease, poise, and dignity. You are wanted every where.



**G. Koteswar Rao**  
Asst. Professor & COE, NSOM



**Remember the Old saying:  
No Pain. No Gain.**



**Develop new skills:** The world we live in is a wonder of wonders. Possibilities that exist are inexhaustible. Where does then the limitation lie? It is in our opinion about us. We have a poor image of ourselves. Come out of these self limiting thoughts and try new things in life to be better equipped. People who have succeeded have taken the risk of falling and failing. Failure only means that you have not succeeded yet. Read at least one new book per week.

**Character:** Build your personality based on character. You know some mighty organizations have had their fall because of unethical practices resorted to by a few at the top levels. The society can accept us as poor, incompetent, less qualified ..... but certainly not as bereft of good character. Nowhere in the world is wealth certificate demanded, what they ask for invariably is the character certificate!



# TOUGH TIMES DO NOT LAST BUT TOUGH PEOPLE DO...

The constant bombardment of message 'BE POSITIVE' is something we always hear from everyone and everywhere. It is true most of the times. Think GOOD say GOOD with this only at least good environment may emerge. The positive energy plays a very vital role in every one's life. Positive thinking assumes takes precedence in the current situation especially when the going is tough. We all know the time will change; tough days will get over soon and normalcy will restore like before.

Keeping ourselves motivated during these tough days is important to look forward to good things happening and work forward for a brighter day. Any tough situation gives us innumerable lessons to learn. Current situation also provided a lot of opportunity to become better digital savvy, more independent, experiment new opportunities and better ways of working in changed atmosphere and situation. We all learned new platform to contact each other, communicate effectively without physical contact, better usage of digital currency, virtual transactions. So much so, even senior citizens became digital oriented. We started spending more time with our family, understood



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**The Positive energy plays a vital role in every one's life.**

”



**Mr. Ganesh B**  
Asst. Professor, NSOM

each other better, adjusted and shared virtual office with the family, family bondage became stronger – all these were contributions of the current tough situation when we look at it positively. My message at this situation to each one of you is to think positively and look around. We can learn a lot from any tough situation that will take us further forward.

# MILITARY MINDSET WILL GET YOU CLOSER TO YOUR GOALS

There's a saying in the military that goes 'The more you sweat in peace the less you bleed in war'. The principles behind the military training might differ from that of a regular classroom or college degree but in reality, they can be equally utilized for living a life filled with confidence, courage, discipline and strength. The military personnel are put under rigorous physical and mental training that pushes the limit of the human body and mind. As a result of which stress, pain, trauma, heat, cold and just about any life-threatening situation can be survived, endured and overcome by a soldier. So how can we make use of the military mindset to become sharper, stronger and better than we are? Is there a pattern to this mindset that can help us get closer to our goals and achieve them? Yes!! The right mindset can make all the difference.

“ **The more you sweat in peace, the less you bleed in war.** ”

Step 1: Train your Brain Being punctual is the first (and easiest) way to train your brain. Punctuality breeds discipline which in turn breeds mental strength (remember - the mind is also a muscle). Start waking up early in life. If you snooze, you lose!

Step 2: Do Something Different Start by giving your brain new situations and simulations on a daily level. Routine is the recipe to safety but to develop mental courage, you'll have to break the patterns of routine. Pick up a new hobby or learn a new skill or start meditation or yoga. To be successful, you must learn how to build the right amount of mental confidence and preparedness and for that you must embrace the unknown.

A military mindset can be summarized in the following mental attributes :

1. A mindset with discipline
2. A mindset with courage
3. A mindset with purpose

To develop all (or any) of the above attributes, you don't have to undergo any tough military training! Let us see the three steps to follow.



**Mr. Sony Akkara**  
Group Captain - Student, PGDM

Step 3: Have a goal in life Pick a goal in life. If you can't, make a list of things that interest you and then find what can be that one goal that drives you. Your goal could be anything from eating healthy, getting fit, reading a new book or learning swimming. Always tell yourself that you can do it, even on days you think you cannot do it. And finally, if you attempt something give it your best shot!

# RELATIONSHIP IS TO BE RELATED!

Everyone wants to be a leader in this world. The moment you think, you want to be a leader start visualizing and 'reciting' the mantra of leadership. This mental resolve puts us at the starting point of our journey to the world of leadership. One of the most often asked questions about leadership is 'are leaders born or made?' I would most certainly say they are made.

There are some unique qualities that a leader should have. The first most important thing is to be a socialized person. It means that one must engage oneself with others outside the comfort zone. Nowadays, people are more concerned about technology. They tend to be confined and engaged with gadgets and systems. Dependence on mobile phone is one such example that practically immobilises the present young and productive population. Where then they would work

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**Most often asked,  
Are Leaders are  
born or made ?**

”

**Mr.Mutum British**  
Student, PGDM



with people around, understand values of inter-personal relations and know the ground realities? As you relate yourself with others around in study circles, workplaces, societal connections you are likely to come in touch with great purposes, extraordinary projects and many such opportunities. In such alignment with others, your thoughts break their bounds and fructify in the company of others. As thoughts transcend limits, your consciousness expands in every direction and you will find yourself in a new, great and wonderful world. There is a huge difference between a leader, a boss, and a master. A leader inspires others, listens, and reacts accordingly whereas a boss reacts in his own way to others about what is to be done. Here comes the adaptability part. When I came for the first time to Bangalore, I started greeting people with Namaste gesture and that alone helped me to connect myself with others even though I did not know the syllables of Kannada! Relationship and connectivity is not just about speaking good English or their languages. It is about exchanging ideas, feelings, thought and concerns. I came to Bangalore with broken English but with my body language I influenced and convinced people around me. Today I have grown in stature in both linguistic ability and relationship skills.



# GETTING ALONG WITH OTHERS IS GOING ALONG WITH THEM

In today's world humanity, trust, empathy, have become like an endangered species. It is very hard to find these qualities in people now a days. As HR people we have to make sure the employees possess these qualities in them. Humanity means being kind to people and understanding them. Now a days people have become so busy in their own life that they don't even care about what's going on around them. Sometimes even though we are surrounded by many people we seem to ignore them.

**Ravali M**  
Student, NSOM

“ **Humanity means being kind to people and understanding them.** ”

atmosphere of trust and mutuality is created, employees begin to feel that they are working for their own company and that could lead to greater level of employee retention. Empathy is the ability to emotionally understand what other people feel and seeing things from their point of angle as far as possible. If an employee is not performing well we have to understand the reason behind it and try to solve the issue or at least guide them remotely. Being empathetic and a good listener is the first step to getting close to people around us. Let us learn to accept others as they are rather than what they ought to be. Do you

Trust is belief in others. I heard it from my grandfather that in olden days they did not even take bond papers for lending money to close friends or relatives. When we trust a person even they will start trusting us. It's like Newton's third law that for every action in nature there is an equal and opposite reaction. In an organization if we don't trust each other we can't work as a team. We can't work for a common goal together in the absence of mutual trust. When an



know why God has created and Nature has nurtured so many people? The message perhaps is that in this Mother Earth there is place for everyone who has a need but not the greed! Each one is different but at the same time each one is distinct! Tolerating each one in this planet is actually acknowledging the Creator for his decision and Order for varieties!

# PREPARING OURSELVES FOR A CORPORATE CAREER

Among other things that come as part of PGDM course, one thing that fascinates me is the opportunity to understand life and relations that we must build with the world outside. To fit into dynamics of corporate world, we should develop essential qualities and skills. Every student while pursuing a management course is exposed to Maxwell's theory but there are only a few who work on them and internalise. Skills on communication, persuasion, critical thinking, writing ability and a host of others are essential to all of us.



**Critical thinking is also an important skill.**



**Mr. Sudarshan**  
Student, PGDM

Our future employers look at our attitudes, humaneness, interpersonal skills, empathy and many others. They expect them to be present in us but may not train us on them! So before entering the corporate world we should be having enough of such qualities to survive or to grow in the corporate world. As we are in the learning phase we have to demonstrate lots of enthusiasm in learning new things so that the rigor for learning and doing can be kept up at all times.

Critical thinking is also an important skill to be learned to be able to do well in future assignments. Situation being the same, we have seen some business units doing well while many others are left behind. The difference lies in the approach and orientation. As students of management, we have to orient ourselves to new expectations and challenges. Management education especially PGDM provides us the best possible opportunities to learn concepts, work on ideas and get results. Winning is a matter of habit which can be consciously learnt.

# DISCIPLINE SHOULD BE OUR WAY OF LIFE

When you hear about work Discipline what comes to your mind? I remember my mother as my first guru who taught me discipline in my early life and ever after. Discipline matters in all walks of our life and it is seen more in its absence! It is about how we conduct ourselves in personal and interpersonal matters. Like your mother, you will come across many people with fatherly presence and motherly care.

We learnt discipline since our childhood as our mother taught us how to greet elders, how to behave in public, how to respect people, how to eat, how to conduct ourselves in school and other places and so on and on. As we grow older, the discipline in us should get deeper and grow stronger. It should be our personal responsibility to grow and make a mark.

**Mr. Balaji Reddy**  
Student, NSOM



**Discipline matters in all walks of our life.**



Discipline decides what kind of a person you are. For example consider that you have an interview at 10:00am but you reached the place at 10:30am. Chances are that you will create a bad impression. They may think that you are an easy going person and that you won't complete the work in given time. Lack of discipline leads to failures, disrespect and confusion in one's life. Good discipline generates a positive attitude in one's life which is the most essential thing that everyone needs in his life. Discipline also creates confidence and eagerness in a person. Because of these things, they become active in each and every in of their life. When a person stays disciplined, he will be able to earn physical, psychological and mental health impact and benefits. Above all, discipline is a short cut to reach the desired outcome sooner than later.



# A GLIMPSE ON NSOM EVENTS AND ACTIVITIES

July 05, 2021

## Seven Secrets of Successful Entrepreneur

A webinar on 'Seven Secrets of Successful Entrepreneurs' was hosted on June 5, 2021. The resource persons who shared their wisdom and insight on the topic were a) Dr Raaja Chockalingam, Entrepreneur & Leadership Coach and Mr Sridhar Rayasam, CEO, Mindchannel Educational Services, Bengaluru. Dr M Venugopal, Director, NSOM briefed on Nitte group of institutions and introduced the speakers. Dr. N J Shetty, Professor, NSOM anchored the event.



June 19, 2021

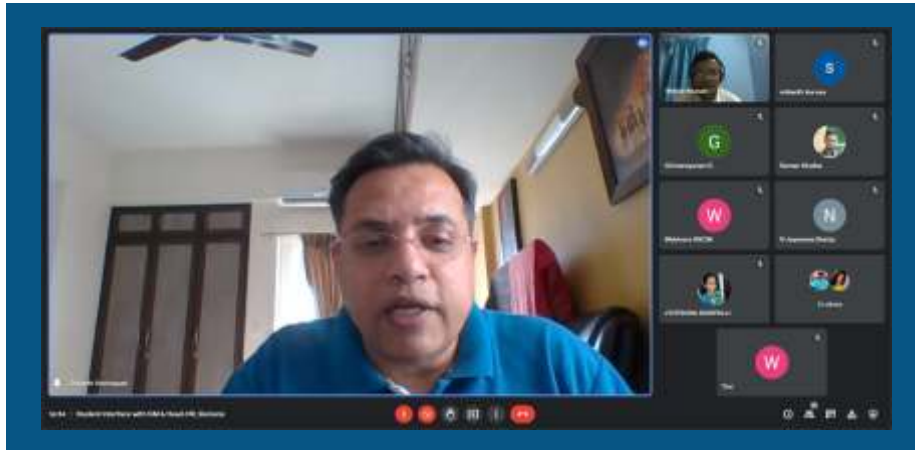
## An Introduction to Investment Banking and Risk Analysis



In the webinar on 'The Investment Banking and Risk Analysis' conducted by the Institute on June 19, 2021 there were two resource persons to contribute. a ) CA Anala Padmanabha, Consultant, World Bank and b) Dr N J Shetty, Professor, NSOM, Bengaluru. They deliberated on Investment Banking and Risk Analysis respectively. Dr M Venugopal, Director, NSOM introduced the speakers and also touched upon Nitte Group of Institutions. Dr. Richa Tiwari, Asst. Professor, NSOM anchored the event. The webinar was well attended to.

# A GLIMPSE ON NSOM EVENTS AND ACTIVITIES

## Student Interface with Mr. Srikanth Vachaspathi, GM & Head HR, Siemens.



Our PGDM students in HR specialisation had a unique day on June 28, 2021. They were quite excited to have an on-line interactive session with Mr. Srikanth Vachaspathi, General Manager and Head, HR, Siemens, Bengaluru. Mr Vachaspathi dwelt on issues which needed HR intervention post pandemic scenario. It was perceived to be invaluable as the inputs were coming from a HR leader of global presence. Dr. M Venugopal, Director, NSOM, briefed on our group of institutions. Dr. N J Shetty anchored the event.

**June 16, 2021**

## Late Justice KS Hegde Awards-2021

On June 16, 2021, six of the staff members of NSOM were given away with Justice K S Hegde Memorial awards for their outstanding contribution in respective domains for the year 2020-21. They are:

- ✓ Dr. Prof. N J Shetty - Academics
- ✓ Dr. Richa Tiwari - Research
- ✓ Prof. Koteswar Rao – Administration
- ✓ Mr Sanjib Jha - Admissions
- ✓ Aravind R - System Administration (IT)
- ✓ Chethan Shetty : Digital Marketing



Mr. Rohit Punja, Administrator, NET-Bengaluru, Dr H C Nagaraj, Principal, NMIT, Dr V Sridhar, Dean, NMIT and Dr M Venugopal, Director, NSOM graced the occasion.

# OUR STUDENT INTERNEES ARE PLEASED TO SAY THIS...



**Ankitha Kar**  
Specialisation in  
Operations and HRM

Working as internee with India Retail and Hospitality Pvt Ltd was of special opportunity for me. I was exposed to the domain of Buying and Merchandising. I could get closer to non-specialised retail trade in Airport Stores. Some of the job areas I could lay the hands on were article creation, monitoring stock level, ABC analysis and such other. My learning of the work systems and processes was quite enriching thanks to the management of the company. I was able to connect some of class room learnings with practical and hands on training at IRHPL. I thank Dr. M Venugopal, Director, faculty and staff of NSOM for this opportunity.



**Apurva Singh**  
Specialisation in HR

I truly enjoyed my three months' internship in India retails & hospitality private limited as a junior HR Executive and now have very valuable experience under my belt. This practical experience will help me secure my job of my choice. I got a feeling that hands-on experience for a student can do a lot good. I must thank my Institute for providing this unique opportunity and guiding me to get ahead from time to time. An opportunity to visit Bangalore domestic and international airport and observe a few HR processes was the high point in my internship assignment.



**Kavyashree K P**  
Specialisation in HR

As a part of my PGDM course, I had the privilege of working with at '42 Students' Bengaluru, as a HR Internee. It provided me with ample opportunities to study HR processes and functioning. The organisation mentored me into internalizing the nuances of working, dealing with clients and solving problems systematically. I liked the informality with which the senior professionals trained me with a touch of excellence and professionalism. I am sure this will be of foundational value for my future career.



**Shambhavi Pandey**  
Specialisation in HR

I consider myself privileged to have worked as a trainee with Q Terrier Security Services. The company is a reputed and leading security service company in Bengaluru with pan India presence. I was delighted to see the transparent management practices and ethical dimensions to dealing with employees and clients. I am sure my internship with this organisation would help me in shaping myself up in various organizational and leadership matters. I thank my Institute for providing me with this unique opportunity.



# OUR INTERNEES ARE PLACED TO SAY THIS...



**Kuruva Srikanth**  
Finance Specialization

As an internee of Indian Retails and Hospitality I worked in receipts and payments section and got closer to many a finance functions. I excelled myself and the Company recognized it by offering me a position immediately after internship got over. However I represented to them to keep the offer on hold till I completed my PGDM course. They have around 25 outlets in finance stream in India. I could pick up lots of confidence and expertise thanks to my personal involvement coupled with their encouragement. I remain grateful to my beloved Institute for making this possible.

## List of PGDM Students undergoing Internship

Sl.No.	Name	Specialization	Name of the Internship Company
1	Shambhavi Pandey	Human Resources	Q Terrier Security Services
2	Ankitha Kar	Operations Management	Q Terrier Security Services
3	Mutum British	Digital Marketing	Husys Consulting Ltd.
4	Richard Stanlay	Operations Management	Ken42
5	Anjali Pol	Human Resources	42 Students
6	Pennukonda Vallasani Sai Eshwar	Financial Management	Ken 42
7	Kuruva Srikanth	Financial Management	India Retail & Hospitality Pvt.Ltd
8	Madhav Kumar Jha	Healthcare Management	Ramaiah Hospital
9	Sangadi Venkat Kiran	Business Analytics	India Retail & Hospitality Pvt.Ltd
10	Aakarsh Ram	Operations Management	Desk Work
11	Raman Khulbe	Digital Marketing	Desk Work
12	Kalavakollu Sai Venkatesh	Digital Marketing	Husys Consulting Ltd.
13	Shrikanth Jayaram Achari	Financial Management	Bull and Bear Advisory
14	Arjun Shashidhar	Healthcare Management	Ramaiah Hospital
15	Shambhavi Sandilya	Marketing Management	India Retail & Hospitality Pvt. Ltd
16	Shalini Kanchan Panda	Business Analytics	India Retail & Hospitality Pvt. Ltd
17	Meenakshi Aishwarya Mudragada	Business Analytics	42 Students
18	Meghana S Devadiga	Financial Management	42 Students
19	Sujo George	Human Resources	PWC Bangalore
20	Boddu Chakrapani	Operations Management	India Retail & Hospitality Pvt. Ltd
21	Apurwa Singh	Human Resources	India Retail & Hospitality Pvt. Ltd
22	Sanjana Kunder	Human Resources	Flipcarbon Integrated Pvt.Solutions Ltd
23	Mangina Himalatha Nageswari	Financial Management	Desk Work
24	Madanu Prudviraj	Financial Management	Desk Work
25	Yanamala Anil Kumar	Financial Management	India Retail & Hospitality Pvt. Ltd
26	Swathi Mishra	Human Resources	AVAYA
27	Kavyashree K.R	Human Resources	42 Students
28	Harshitha P Rao	Human Resources	India Retail & Hospitality Pvt. Ltd

# OUR INTERNEES ARE PLACED IN COMPANYS

**Arjun Shashidhar**

Placement:  
E-Clinical Works



**Meenakshi Aishwarya**

Placement:  
H R Software



**Srikanth Achari**

Placement:  
Square Yards



**Aakarsh Ram**

Placement:  
IBM



**Anjali Paul**

Placement:  
E-Clinical Works



**Dr. Swathi Mishra**

Placement:  
STI Infotech



**Harshitha Rao**

Placement:  
BCD Travels



# OUR INTERNEES ARE PLACED IN COMPANYS

**Shambhavi Pandey**

Placement:  
42 Students



**Boddu Chakrapani**

Placement:  
IRHL



**Venkat Kiran**

Placement:  
IRHL



**Sai Venkatesh**

Placement:  
Husys Technology



**Ankitha Kar**

Placement:  
42 Students



**Anil Kumar**

Placement:  
IRHL



**Apurva Singh**

Placement:  
42 Students





# OUR INTERNEES ARE PLACED IN COMPANYS

**Raman Khulbe**

Placement:  
Husys Technology



**Mutum British**

Placement:  
Husys Technology



**Madhav Kumar Jha**

Placement:  
IRHL



**Kuruva Srikanth**

Placement:  
IRHL



**Madanu Prudviraj**

Placement:  
Wells Fargo



**Himalatha**

Placement:  
Wells Fargo



**Shambhavi Sanilya**

Placement:  
Wells Fargo



# OUR INTERNEES ARE PLACED IN COMPANYS

**Shalini  
Kanchan Panda**

Placement:  
Tech Mahindra



**Kavyashree**

Placement:  
42 Students



**Sai Eshwar**

Placement:  
Finwizard Technology



**Sujo George**

Placement:  
PWC - Bangalore



**Meghana**

Placement:  
42 Students



**Sanjana Khunder**

Placement:  
42 Students



**Richard Stanlay**

Placement:  
42 Students





## Meet the Leader' Student Interface with Corporate Executives...

**Mr Srikanth Vachaspati GM & Head HR, Siemens**

Continuing with this popular series, we are presenting an excerpt of our students' interface with Mr. Srikanth Vachaspati, General Manager and Head HR, Siemens, Bengaluru that took place on June 28, 2021. Five of our students namely Ms Anjali, Mr Aakarsh, Mr Mutum British, Mr Srikanth Kuruva and Dr Swathi engaged the guest with their questions/issues. The speaker was so prolific and profound that our student and teacher community just flowed with it with rapt attention and sense of fulfillment. We are indeed grateful to Mr Srikanth Vachaspati for sparing his precious time and being with us. Here are a few questions and responses thereto from the guest.

### **Anjali - Question No 1**

#### **Sir, can you please brief on your esteemed organisation and its Indian operations**

Well, my dear student friends, teachers and others... it is my pleasure to respond this question. Siemens AG is a global multinational conglomerate and is the largest industrial manufacturing company in Europe. Head quartered in Munich, Germany, the organisation is blessed with 385000 plus employees and it operates all over the world. Indian operations of the parent company are carried out in the name of Siemens Technology and Services Pvt Ltd which is the direct subsidiary of Siemens AG, Germany.

Likewise, there are eleven subsidiary companies in India. At Bengaluru, we focus on product development and production management for Siemens's internal products. We have in-house, captive R&D group research centre at Bengaluru. Our Pure R&D group is dedicated to research on futuristic technologies. This group undertakes internal services for Siemens. We also have an internal captive BPO for handling HR, taking orders,



collections, costing, procurement and such other. About 1100 employees look after these work processes. At Bengaluru, Siemens Technologies & Services, Pvt. Ltd (STSPL) focuses on four main areas under 'Product Development' namely a) Digital Industries ( DI) b) Factory Automation c) Digital Twin c) Smart Infrastructure and d) 'Mobility'. I am happy to share that we undertook BMW's 'start to end' factory automation with just 40 employees physically present. Under 'Digital Twin', our software based twin is capable of making flow analytics and trouble shooting of high speed equipments like motor, windmill, generators, turbine hydro electric projects and so on. Our technology can well analyse and troubleshoot much before actual machinery breakdown. We build and manage 'smart buildings' and 'smart infrastructures'. For instance, we look after the entire internal management of Kempegowda International Airport, Bengaluru such as lighting, air conditioning, in crust & out crust, security cameras based on Siemens's software. Our Group in India, Digital Technology Solutions, uses high ended analytical software using AI and ML and offers niche services to select clients. We also provide IOT for digitization of clients' needs. Our pure R&D works on future technologies like natural language processing which is used by AI machines for systems like driverless vehicles and intelligent grid systems. Under our back-end business services, we undertake HR activities and interventions, contract management, building corrections for Siemens's globally based companies. In one sentence, I can say that we are a large in-house captive business company.



## **Aakarsh - Question No 2**

**Sir, Carona and its impact is too well known now. It has affected the countries, corporates and business houses from end to end. What kind of resetting/repositioning was found necessary in your organisation? What role HR ought to play during times of this kind?**

It is a good question to ask and topical too. Thanks to Carona, world has reset itself to new realities, pressures and demands. We need to appreciate this 'reset button' and learn life that way. Happily, Siemens.

Siemens looks at corona times as an opportunity to understand its employees even better. The reality that our company found out during these times is that lot many people continued to be productive and contributing even remotely. Siemens has made it a global announcement that in future employees will decide where to work from. They could prefer to work from home if they feel so. They could come to work place if they so desire. We are leaving the option to choose the work place with employees themselves. We have done away with employees rating globally. In lieu of formal rating mechanism, there will be what is known as 'Developmental Discussion' or 'Growth talks'. There would be nothing like 'supervision' where employees choose to work from home. Our finding has been that employee productivity in all areas other than factory environment was not at all affected even in the thick of corona times. As a further measure of support, we have granted financial incentive of Rs 35000 per employee for setting infrastructure in the home front. Another realisation for Siemens is that, many a roles which we thought cannot be outsourced or done from home can well be done with ease and poise. With this new revelation, Siemens is willing and able to entrust works to employees in different locations with no holds barred. Senior level roles even in product development and architecture are past moving to Indian locations. I must say that what Thomas Freidman talked about world being flat in his celebrated book, 'The World is Flat' at the dawn of 21st century has come true to the core. Corona made us realise how 'flat' the world really is!

## **Mutum British - Question No 3**

**Sir, as elsewhere a large number of your employees may have been working from home/remote locations. What actions your organization took to ensure that such work was both pleasurable and hassle free?**

During challenging times such as these, employees need to be helped in a special way. In fact mental health initiatives go a long way in reaching out the needy. It is but natural that people feel stressed looking at what is happening to their near and dears, friends, colleagues and others. Having to lose family members in the onslaught of corona is most stressful and heartrending. At Siemens, we have taken a few steps towards alleviating the grief and misery of our dear employees. Grief counseling centres are put in place to reach out to grief stricken employees and family members. We have provided for ten days of extra 'wellness leave' in addition to existing ones. Employees are also permitted to roll over the existing unavailed leave to the following year. We have set up teams of Covid Volunteers to help our employees secure beds, ventilators and other life saving facilities. We have provided oxygen concentrators at all places of work. These volunteers assist the needy to get

treatment in our company tied-up hospitals. We have made the life much easier for those who prefer to work from home. We have done away with monitoring the hours people work. We look at and accept just the output leaving input part free and flexible. Every Wednesday is made a meeting free day. People are trusted and enabled to manage themselves. Meeting without 'agenda' is encouraged where they can feel relaxed stress free.

#### **Srikanth K - Questions No 4**

**Sir, what kind of employee engagement practices your organisation has in place?**

**What special reinforcement may be required to help employees keep up high morale?**

Where employees have to work in remote locations, the existing provision of facilities, gyms, relaxation avenues etc are of lesser avail in view of work from home compulsions. However we focus more on work related engagements creatively. We run hackathons where employees bring new ideas, think laterally and flex muscles of originality. Our parent organisation, conducts what is known as 'Next 47'. It is in search of 47 next brilliant ideas. This global level forum enthruses people to think about new technologies, new applications and so on. For an idea selected, Siemens grants one million Euros to work on and projectise. The company provides ambience for expansion of learning and new ideas. Towards taking care of needs for continuous skill up gradation, there is an Internal Portal which provides global learning campus virtually. A number of courses are made available which employees can select on Netflix pattern. Based on viewing patterns, courses/learning avenues pop up and employees can select and register. Employees who love to teach, train, coach can run their program to larger audiences. These self energising pursuits are encouraged and given publicity across the organisation. In addition to formal knowledge and skill enhancing on-line courses, employees of Siemens could choose variety of other courses which are close to their hearts and passion. For instance someone out there may like to take a program on photography, public speaking course including one on doodling!. Whole lot of such programs are tied with organisations like Linked-in, Udemy, Plural science and so on.





### **Anjali - Question No 5**

**Sir, during difficult times in the wake of Corona, employees may have not served the clients as well as they ought to. What steps your organisation would take to restore the faith, confidence and loyalty in the minds of customers?**

Well that one is natural to ask. Happily, in Siemens, our productivity has remained well over 95%. There have been no disruptions in the internal working environment of the organisation. When it comes to our external customers, to a certain extent, yes. Corona affected us to a certain extent which is largely due to disruption in supply chain management. Raw material travel from China to our shores was really disrupted affecting equipments and mother boards supply in time. Secondly, factories in India themselves were not working to full potential due to obvious reasons. With 30 to 50% capacity working, we could not have expected better. Our end-customers in the process were affected. Take for instance our big client, BMW. Manufacturing of cars itself was hit hard and in the bargain, our clients were also affected. However, we are fast moving into digitisation thus being able to reduce disruption. I think in the days to come, in the 'new normal' times. we shall take such options more comprehensively than ever. One thing is certain and that is that, with suitable communication mechanism, negotiation techniques it should be possible to win the hearts of our long term clients. Surely, they would understand and appreciate the hard realities of the market. All in all, our 'order book' is full and good. The trust that we enjoy with our valued clients is intact.

### **Aakarsh - Question No 6**

#### **What are the various approaches /methods of Siemens to handling operations in India efficiently and effectively?**

Managing factory automation in terms of end-to-end work flow and digitisation helped us manage the operations efficiently, effectively and economically. Take for instance hydro electric projects that we have. Thanks to digitisation and entire process being automated, sitting in one location say Bengaluru, we can check and control water flow of the hydro project. Flying in drone, it is possible to identify what requires to be done. In any case, traveling in Jeeps in difficult terrain is done away with. R&D has helped us come out with new and hassle free method of checking the oil level in transformers which has a bearing on heat level in it. We have the device by which oil level in the transformers can be checked from high above. This intervention is particularly useful while handling transformers which are as old as 50 years. Use of drones is like a boon for looking at heat generated and the oil level. Use of technology to manage productivity has led to introduction of block chain technology. Our entire supply chain management works on the presupposition of trusted events. We are able to design retooling of the factory operations thank to technology excellence. Take for instance our Siemens Kalwa Works, Maharashtra. In place of 1200 employees today we have about 40 and our productivity has been two times the earlier. We have reached that level of operational excellence thanks to engineering and innovative interventions.

### **Mutum British - Question No 7**

#### **Sir, what are the job opportunities for management graduates in your organisation? What are your benchmark expectations from them?**

For all you people know, Siemens is heavily on technology side. We are in sales side in a big way. Naturally we are driven to employing people with technical/engineering qualification and skills than any other. We do take people in sales and services segments in all our eleven companies in India. Siemens Ltd, Siemens Health Care and Siemens Energy, for instance, offer job opportunities in sales, marketing, finance, supply chain management and other similar areas. They do absorb management graduates. While recruiting we look at two things a) whether they have keen interest in the chosen domain and b) whether they could demonstrate those skills in course of time. We desire that new recruits are capable of seeing and focusing on 'larger picture' and that they can make an impact on society and environment. People who can share our vision and demonstrate powerfully at that are recruited. Their perspectives should be beyond the jobs and touch the society and world in a big way. It is OK to lag behind and even fail initially but then they must emerge with lifelong abilities to learn, reskill themselves and demonstrate. I would look at work attitudes of people joining our organisation more keenly than other.



#### **Dr Swathi - Question No 8**

##### **Sir, how do you set your expectations and determine employees' productivity among other things?**

we look at employee productivity in terms of creating deliverables within time frame. Once the expectations are communicated and ensured that they are well understood, the employees are free to choose 'how' to go about it and execute.

#### **Srikanth K - Question No 9**

##### **Sir, what would be your tips for we students towards preparing for an interview with organisations of your kind?**

Having interest in what you studied, what you look for in the hands the organisation that you seek to enter and showing that passion in terms of active participation and showing evidence for what you say matters and determines your success. Clearly tell them what skill set you have and how do you propose to make use of it. It pays to know more about the organisation and the persons who will engage you in the interview process. Make it a point to study the profile of the company, industry and other related issues and connect that knowledge to your talking points. In a particular interview a candidate told me that he had studied the financial report of the Company for three years. He even asked my why the company profit in a particular segment came down. I was so impressed by that probing question that I was willing to take him in at that point itself. For me it meant honesty, efforts and willingness to go for small details. I would also suggest that you students pick up a few relevant course and demonstrate you knowledge and interest at the opportune time. Your recruiters would be convinced that they have a candidate who can be put to work from day one and then train.



# JUSTICE K S HEGDE NSOM - AWARDEES



## Justice K S Hegde Memorial Awards for the year 2020 - 21

**NSOM staff members sharing the moments with**

**Mr.Rohit Punja**

**Dr.H.C. Nagaraj**

**Dr.V.Shidhar**

**Dr.M.Venugopal**

# JUSTICE K S HEGDE NSOM - AWARDEES: A BRIEF



**Dr.N.J.Shetty**

## **Best Performance in “Academics”**

Dr. N J Shetty, Professor, has been serving Nitte Group of Institutions for last 15 years working at two campuses namely Nitte and Bengaluru. Prior to joining Nitte group as teaching faculty, Dr Shetty worked for Syndicate Bank for about three decades in positions like Branch head, Lead District Manager and Trainer in Bank's Apex Training Institute. He is qualified in Commerce, Law, Psychology, Banking, Training and HR. He is a certified NLP Practitioner, Certified Life Coach and Certified OD Coach. His recent book 'U Matter' has been well received by the reading public. Dr Shetty was given away the award under the category 'Academic Excellence'



**Mr. Sanjib Jha**

## **Best Performance in “Admissions”**

Mr. Sanjib Jha has been working for the Institute as in the admissions front for two years now. He helped the Institute have student admission from across the country. He is PGDM with finance and marketing specialisation. As a theatre artist and player in short films, Mr. Sanjib Jha is well known in social media and among academic circles. He has cleared the course exam of VTU and is well on his to Ph.D in course of time. It is in the fitness of things that he earned Justice K S Hegde award under the category 'Admissions'.



**Mr. Koteswar  
Rao**

## **Best Performance in “Administration”**

Prof Koteswar Rao is the controller of Examinations besides being a faculty. He holds B.Tech in metallurgical engineering from JNTU Hyderabad. He is MBA in Finance and Entrepreneurship from Hyderabad Central University. Presently Prof Rao is in the last stage of his Ph.D from Hyderabad Central University in the area of Supply Chain Management. His contribution towards streamlining examination systems and administration is recognized by way of this award in the domain of 'Administration'.



**Mr. Arvind R**

## **Best Performance in “System Admin IT”**

Mr. Aravind R looks after the entire system administration of NSOM with utmost dedication and professionalism. He is BCA and a Microsoft certified professional. In his previous assignment, Mr. Aravind was in charge of about 1000 systems besides handling foreign clients, data security and root cause analysis for the whole system. He handles our systems with the same ease and poise. His contribution in conducting on-line classes and examinations is noteworthy. He richly deserves Justice K S Hegde award in the field of 'System Administration'.

# POET'S PAGE

## इंतज़ार

विरह वेदना की तप्त ज़मीं पर  
 प्रेम सुधा बरसा दो न,  
 जो वक्त निसार कि या था तुमनें,  
 वो अपलक... निरनिमेष....  
 तकना तुम्हारा ...  
 वो हथेली पर नाजूक अंगुलियों का एहसास लिये  
 सहमी सी आँखों में दुनिया भर का विश्वास लिये  
 एक क्षण का स्पर्श मेरे अंतरमन को कर गया तरंगित ..  
 संकोच ,हया ,नजाकत ,समर्पण ..  
 "नहीं" में जो प्रेम है  
 खामोशी और चुप्पी में  
 जो ज़माने भर का शोर है,  
 मिलन त्रिषा रह गयी अधूरी  
 नजदीकी में भी थी मीलों की दूरी  
 मुझे उस चबूतरे पर छोड़  
 हो गई तुम ओझल..पंख फड़ फड़ाकर ..  
 अंतहीन आकाश में ...  
 पर ऐ मनमोहिनी कपोत  
 सुनो ना ....  
 मैं अब भी तुम्हारा उसी मोड़ पे  
 उसी बेसब्री से कर रहा हूँ  
 तेरे आने का इंतज़ार।।

## Intazaar

Virah vedanaa kee tapt zameen par  
 prem sudha barasa do n,  
 jo vaqt nisaar kiya thaa tumane,  
 vo apalak... Nirnimesh....  
 Takanaa tumhaaraa ...  
 Vo hathelée par naazauk anguliyon kaa ehasaas liye  
 sahamee see aankhon mein duniyaa bhar kaa vishvaas liye  
 ek kshan kaa sparsh mere antaraman ko kar gayaa tarangit ..  
 Snkoch ,hayaa ,najaakat ,samarpana ..  
 "nahi" men jo prem hai  
 khaamoshee aur chuppee men  
 jo zamaane bhar kaa shor hai,  
 milan trisaa rah gayee adhooree  
 najadeekke men bhee thee meelon kee dooree  
 mujhe us chabootare par chhor  
 ho gai tum ojhla.. Pnkh fad fadaakar .. Antaheen aakaash mein ...  
 Par ai manamohinee kapot  
 suno naa ....  
 Main ab bhee tumhaaraa usee mod pe  
 usee besabree se kar rahaa hoon  
 tere aane kaa intazaar..



Mr.Sanjib Jha



Smridhi & Garima  
 D/O Lt. Col Sanjay  
 Bhadra

## THE COMBAT GLOOM

With the swords held tight in their hand,  
 They awaited the break of dawn.  
 The irony lay in the thought that a new day  
 brings new opportunities and luck,  
 but for those two thousand, it only meant  
 impending doom  
 The cooing of the birds replaced with the  
 battle cry.  
 It had begun.  
 The vast desert soon turned red

Covered with the blood of dead  
 The war was as futile as pouring water onto a  
 wasteland, here the blood of the foolish  
 soldiers on the sand...  
 As they fought until their last breath,  
 And their families had theirs tight held  
 Mothers, sisters, daughters and sons,  
 Waiting for the return of their beloved ones.  
 Not once did the thought cross their mind,  
 What was the cause of their fight  
 Perhaps it did for those who died without even  
 taking part in the strike.  
 What do we get out of this? Only temporary  
 happiness, and bliss  
 At the cost of a thousand lives  
 And curses of sad daughters and wives.  
 What good can ever come out of this,  
 Something so cruel and disastrous...



# UPCOMING EVENTS...

## AUGUST - 2021

1. BOE Meeting 1st week
2. BOS/IAC Meetings 2nd Week
3. Farewell Party to Senior Students

## SEPTEMBER - 2021

1. Two days workshop on Research Methodology
2. Convocation Ceremony
3. Final Exam

## OCTOBER - 2021

1. Orientation Programme (New Batch)
2. Freshers Day Celebration
3. CSR Activity
4. Industry Visit



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