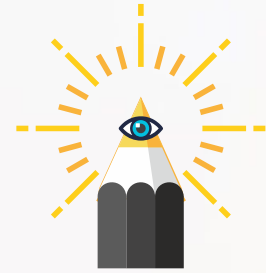




IIM NAGPUR

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



# MERAKI



भारतीय प्रबंध संस्थान नागपुर  
Indian Institute of Management Nagpur

## Contents

### Notes on Meraki's First Edition

|                                  |    |
|----------------------------------|----|
| Note from the Institute Director | 01 |
| Note from the PGP Chair          | 02 |
| Note from the SAC President      | 02 |
| Editorial                        | 03 |

### Articles

|   |    |
|---|----|
| The Data-Driven Ujwala Project                                  | 04 |
| What MBA Teaches Us About Ourselves                             | 05 |
| How Indian Cinema Has Changed                                   | 06 |
| Supply Chain and Technology Encapsulated                        | 07 |
| Unveiling Marketing, 'King' Style                               | 08 |
| International Immersion Programme in the Land of the Rising Sun | 09 |
| Scribbles and Bookmarks   | 10 |
| Influence of Anime in Shaping a Character                       | 11 |
| Food For Thought  | 12 |
| Intricacies of Dharma in Daily Life                             | 13 |
| The Beginning of a Journey                                      | 14 |
| IIP South Korea Experience                                      | 15 |
| Two Years of Learning, A Lifetime of Memories                   | 16 |
| Time  | 17 |

### Poems

|                                |    |
|--------------------------------|----|
| Time & the Unanswered Question | 19 |
| It's all intuition or isn't    | 20 |
| Life and Experience            | 21 |
| Survival                       | 22 |
| दोस्ती                         | 23 |
| जीवन, एक कर्म                  | 23 |
| वो दिन                         | 23 |

### Sketches and Caricatures

|   |    |
|---|----|
| By Proma Chowdhary, PGP 2018-20           | 24 |
| By Abhishek Jain, PGP 2019-21             | 24 |
| By Himanshi Bhatnagar, PGP 2019-21        | 24 |
| By Mohit Yadav, PGP 2019-21k, PGP 2019-21 | 24 |
| By Chirantan Bhowmick, PGP 2019-21        | 24 |

### On Campus Activities

25

## About IIM Nagpur

Embarking upon a spirited journey in 2015, the Indian Institute of Management Nagpur prides it self in its unique institutional identity that embodies the development of capable managers and leaders, knowledge generation through continuous application of knowledge, and industry engagement that is of a problem-solving nature.





## Director's Message

IIM Nagpur is guided by the motto of सत्यं च स्वाध्याय प्रवचने च, that is, the inspired journey towards truth through individual reflection and collective discourse. Meraki, the student-driven magazine is a testament to our students' commitment towards our motto. It blends together individual aspirations and the shared experience of students navigating their unique journey at IIMN, forming in the process, a distinct voice of its own.

I see this accomplishment of the students - the creation of this platform for expressing themselves in spite of the demands of a rigorous curriculum - as a commendable feat, albeit not a surprising one. It is but another step in the growth of our Institute, that has a lot to look forward to this year. With the development of our permanent campus at an advanced stage, there are many more stories waiting to be told, for which Meraki promises to be the ideal carrier. I congratulate the students for this initiative & hope that the magazine grows in readership & reputation, for all editions to come.

**Prof. L S Murty**  
Director, IIM Nagpur

## Note from the PGP Chair

The Indian Institute of Management Nagpur (IIMN) is quickly earning a reputation of graduating the most promising management graduates amongst the youngest IIMs of the country. Starting its journey in 2015, IIMN offers a challenging and vibrant campus life inclusive of excellent course work, state of the art classrooms, library, hostel infrastructure etc coupled with the opportunity to grow as a leader and business manager to shape the future of the corporate world. Our students have excelled and made us proud in various competitions and other student driven initiatives in the past.

Meraki is one such initiative which the students have driven. I wish the magazine all the success and hope that it is well read and earns the reputation it is expected to.



**Prof. Deeparghya Mukherjee**  
Chairperson-PPG, IIMN



**Bharath Turlapaty**  
President,  
Students' Affairs Council, IIMN  
(PGP 2018-20)

## Note From the SAC President

It is with great pleasure that I address our IIM Nagpur Student fraternity and about IIM Nagpur through this forum.

It is quite encouraging and exciting to have a college magazine that speaks about the happenings on the campus and relevant information to MBA. I appreciate Nexus, the Media & PR Club of IIM Nagpur for taking up the initiative. I wish the project to be a great success and to have the editions as frequent as possible with interesting content.

IIM Nagpur has accomplished many achievements, being one among the quickest ones in the MBA education sector. The people at IIM Nagpur and their understanding of the culture and their agility in doing things have helped us achieve this faster pace. The alignment to the vision by the teams and students has benefitted us in the efficient functioning. The IIMN student community has been extremely successful in representing the institution at various national and international platforms. There have been numerous contests where the students of IIM Nagpur have displayed meritorious performances.

As the SAC President at IIM Nagpur, it is my prime responsibility to act as an interface between the students, administration and faculty. The Students' Affairs Council (SAC) plays the torchbearer in empowering and representing the diverse student community of IIMN.

The Institute bestows a few responsibilities on the SAC President which include handling of public relations, planning and ensuring the execution of student activities, reviewing and evaluating various policies related to the students, leading student affairs in a manner that maintains and enhances the integrity, dignity and image of the Institute in the society. It also includes working towards the vision and mission of the Institute in every decision taken up and executed.

With three batches passed out of IIM Nagpur and the legacy left by them, it is the responsibility of the current students of IIM Nagpur to emphasize on the activities that the earlier batches have worked upon and enhance these activities to contribute to the achievement of the institution's vision and mission. As a person who is responsible and approachable, I believe it to be my responsibility to promote and encourage constructive debate and criticism that is in the best of its nature, not just towards the current students but also for the batches that will eventually join the fraternity of IIM Nagpur.



**Priyank**  
(PGP 2018-20)

## Editorial

With immense pleasure, I am elated to pen down this note for the 1st edition of Meraki. Additionally, releasing the same on Illume 4.0, IIM N's flagship event, is an icing on the cake. So, firstly congratulations to every stakeholder at IIM Nagpur for being a part of this new initiative and we hope that this magazine will blossom further in every subsequent edition and sees its 25th edition, followed by 50th, 100th, and 1000th and so on.

Today, if I recall aptly, an internal meeting of the Nexus members in the winters of January 2019 revolved around having either a yearbook for the institute, or possibly a magazine, or a quarterly newsletter and even scope of a brown book was also discussed. So, the idea took its birth right then and that was the first time when this entire thought of having a published asset that would showcase on campus events, activities, students, alumni and faculty penning down their thoughts in the form of stories, poetry and sketches came up. Discussions went on for a month but with plethora of ideas, some unavoidable timelines and with academic session ending in March 2019, the plan was put on hold for a couple of months. The re-planning phase, ideation, brainstorming on execution, started again from July 2019 to get the magazine published. And finally, after 100+ days of work, IIM Nagpur fraternity gets its first edition of Meraki.

As the coordinator of Nexus, the Media & PR Club of IIM Nagpur, I had the vision of incorporating several amendments in the processes that were in place till the previous academic year. I took over the responsibilities from the preceding coordinator in February 2019 and apart from certain amendments, also infused the possibility of starting few initiatives that wasn't in place. Amendments happened in the channels and processes in place for communicating with B-School aspirants during the PGP Admissions. Changes were also enforced in managing Social Media and external media relations. For certain new initiatives, that were to get started seeing this magazine live was one of them. And today it's happening. So when you see one of your dreams getting accomplished that saw its lights close to 11 months ago, the faint smile on every team member's face is bound to stay for long and push them harder for the next editions. Additionally, the team has planned to bring public figures from the world of management and art/sport, to be on campus and talk of how management helped them in their career, both as a personal individual and as a professional. This endeavour hit the stage with eminent author Rashmi Bansal coming on campus in Dec'19.

Last but not the least, this 1st edition of Meraki is a milestone for each one of us associated with IIM N and this print will always remain engraved in the history of IIM Nagpur. As the institute continues to grow and achieves more success in the coming years, my best wishes to the upcoming PGP batches for the subsequent edition of " which will also grow bigger by volume and spread the ideology behind IIM Nagpur's culture, vision and mission across the globe.

# ARTICLES

## ARTICLES



**Abhishek Kumar**  
(PGP 2019-21)

### The Data-Driven Ujjwala Project

"War is ninety percent information." Napoleon Bonaparte, the ferocious ruler and army general, said these precious words 200 years ago.

The world has changed drastically in these 200 years, but the gravity of the phrase still persists today. In the year 2014, Germany won the football world cup by leveraging the power of big data analytics. The power of data helped them to map the positioning, speed and moves of the players in the competing team and design their game strategy accordingly. In the same year, data had rendered the entire country of Myanmar in a miserable state of shock. It estimated that the country had a population of 60 million, and all the national budgeting were done based upon that estimation. During the census, there was a shortage of pencils due to sparse inventory estimation. Finally, after a significant delay, the results came out. Myanmar's first census in more than 30 years had revealed that the country had 9 million fewer people than it thought. Incorrect data analysis forced the government to reevaluate the budgeting propositions and led to a significant loss to the economy.



**Germany's national team uses SAP Match Insight tool to help players make adjustments to position, ball handling & speed. Image Source: Wall Street Journal**

Data can be a boon or a bane. The power of data can provide solutions to complex business problems in a way humanity could never think of before. Imagine the case of Radha Devi, from a small village of Orissa. A 40-year-old woman, she cooked food daily for her family of 10 people using a traditional chulha. Research has shown that cooking food on chulhas is equivalent to smoking 300 cigarettes a day.

To address the situation, in the year 2016, the Government of India launched the UJJWALA scheme to distribute LPG cylinders to rural women at highly subsidized rates. The programme required rural women to carry LPG cylinders from the fulfilment centres existing in and around the villages. Even after knowing about the scheme, Radha Devi kept on using the traditional chulha for

cooking. The reason was the lack of proper roads and transportation system. She had to walk 25 kilometres to fetch the cylinders and had to carry the cylinder on her head back home. The government recognized the problem of asymmetry in the location of the fulfilment centres. It was then that the government decided to leverage the power of analytics to solve the problem.

A humongous and cumbersome task of analysing the pre-captured data of the villages on paper was taken up. Retrieval of data from the official documents was considered almost impossible, but was completed in 10 months. Data about the locations of the pre-existing LPG fulfilment centres was captured using a mobile application. The transportation facilities and condition of roads were analysed using the data available at panchayat levels.



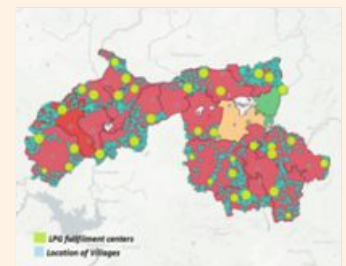
**Mapping of 640,000 villages of India**

Based on the data, the government relocated the fulfilment centres in such a manner that every rural household could now access the cylinders by travelling less than 10 kilometres. The locations were also favourable in terms of accessibility, availability of pakka roads, modes of transportation and electricity, simplifying operations.

Strategically positioned fulfilment centres in Sundargarh district, Orissa.

Mapping of 640,000 villages of India

Today Radha Devi uses LPG to cook food for her family. Data not only solved a seemingly impossible problem but also saved the health and brought a smile on the faces of millions of rural women in India like Radha Devi.



**Strategically positioned fulfilment centres in Sundargarh district, Orissa.**



## When PGP Students Pen Down Their Thoughts



**Agniva Das**  
(PGP 2018-20)



### ARTICLES

## What MBA Teaches us About Ourselves?

**Not every cloud has a silver lining!**

We all have our own set of problems to deal with. In fact, we can assume that each person is a company in himself/herself. According to Companies Act 1956, it takes at least two Directors to make a company official, and so do we. The decisions about every aspect of our lives, just like in companies, are being taken by stakeholders like parents / relatives / neighbors / over-achieving friends and / or cousins / love interest(s) / a mix of them.

Now that we have established that we are all individual companies, we must understand that we are just a legal entity being controlled by all the external factors affecting us. That, of course, puts us at a disadvantage!

### The Silver Lining - 5C Analysis

| Stakeholder   | Description   |
|---------------|---|
| COMPANY       | The resources you have:   |
|               | <ul style="list-style-type: none"> <li>Your unique skills (Whatever you answer to "Why should I hire you?")</li> <li>Your experience (Whatever you write on your resumé by convincing yourself and the PlaceComm that you actually did all that)</li> <li>Your network (People who aren't trying to kill you!)</li> </ul> |
|               |   |
| COLLABORATORS | Whoever is trying to help you for mutual gains (I scratch your back and you scratch mine!).   |
| CUSTOMERS     | The company which will satisfy your desperation to get a job!   |
| COMPETITORS   | People who try to kill you!   |
| CONTEXT       | Life!   |

### The End of the Rainbow - Ansoff Matrix

The matrix is designed to hold 'you' and the market as axes. It is quite evident that, the transition from the old 'you' to the new 'you' is through MBA. The market is the industry. From the old 'you' and the old market, you can move to any other direction - vertically upward, horizontally sideways and diagonally upwards as well. But, here's a caveat.

"Once you complete your MBA and join a company, you are no longer new!"

So, your growth can only be through new markets.

Passionate about Ph.D. to become all new and shiny? Pursuing it abroad will be a better option.

### A New Beginning or A New End?

"Everything will be good in the end. If it's not good, it's not the end!" - Oscar Wilde

Yes, it is difficult for everybody. But we are here, right? After everything we've been through, WE ARE HERE! It is going to be a great way up from here on.

MBA is a new beginning for some and a new end for others. What matters is how much we know ourselves through the wonderful journey of MBA. If you know who you are, you can become whoever you wish to be!

Cheers and Godspeed!

## ARTICLES

### How Indian Cinema has Changed



**Amit Kumar**  
(PGP 2019-21)

The Indian film industry, popularly known as Bollywood, is one of the biggest film industries in the world, producing more than 1600 to 1800 films a year in 25+ different languages. The way these movies are created today is completely different from the way it was done in the early 40's or 50's. This article explores this evolution.

The Indian film industry can be broadly divided into five eras.

The first era would be 1940s to early 1960s. The films during this era revolved around the common man, who struggles in life were the ones the audience could relate to, with the protagonist finally coming out as a man with the right morals. These stories depicted the protagonist as poor who gets deviated from his/her self-righteous path due to greed and the allure of success. But in the end, he would realize his mistakes and overcomes his troubles to be a better person. The critically acclaimed movies such as Awaara (1951), Shree 420 (1955), and Mother India (1957) depicted this common theme.

The second era is from the 1960s to the early 1980s. This era saw a shift in themes from the movies based on the common man (or common issues) to action-based and romantic stories. Movies such as Bobby (1973), Sholay (1975), Kabhi Kabhi (1975), Amar Akbar Anthony (1977) mark this period. Violence and romance were an integral part of the movies, and a lot of emphasis was given on villains. The iconic "Angry young man" image emerged from this era where the hero would destroy the villains with his punches and kicks and would win the lady's heart in the end.

The third era is from the late 1980s till early 2000s. Comedy movies began to emerge as an alternative to the romcoms and action movies. Jaane Bhi Do Yaaron (1983) is one of the cult classic comedies of the era. This era also saw the making of Hindi cinema's first sci-fi movie, Mr. India (1987) which was a runaway hit. Romance, along with comedy was common theme.

The fourth era is from the late 1990s to early 2010s. The focus shifted from the Indian audience to the overseas audience. A lot of movies were shot abroad (Kal Ho Na Ho (2003), Hum Tum (2004)) to appeal to the foreign market with only the barest mention of India. This phase also introduced technical advancements in the movie-making business. From Koi Mil Gaya (2003) to Ra.One (2011), movies put a greater emphasis on the visual effects rather than on the story.

The fifth and final era is from late 2010s. In recent years, the focus has again shifted to the small-town stories where the protagonist is one amongst us. Films such as Hindi Medium (2017), Bareilly ki Barfi (2017), Shubh Mangal Savdhaan (2017), Stree (2018), Gully Boy (2019) are resonating well with the audiences due to their down-to-earth content and relatable nature. This can be also observed from their box office collections where some of these movies have been top 10 grossing movies of the year.

Such changes in the theme and plot of the movies can be attributed to the changing mindsets of the audience. This makes it essential for the filmmakers to work on stories that they know would sell, not only in India but also overseas, and hence, accurately determining the needs and preferences of their consumer base becomes crucial to cinema as an industry.







**Ashwin Joshi**

(PGP 2019-21)

## ARTICLES

### Supply Chain and Technology Encapsulated

Big data and digitalization have given rise to the integration of supply chain and data analytics. The supply chains generate big data which in turn provides the insights. How e-commerce is affecting the physical conventional retailers is just one example of the big data disruption that is changing the business landscapes of many industries. However, two major challenges are impeding the integration of big data in the supply chain.

First, there is a dearth of technological capabilities. Traditional supply chain managers have had no experience in data analysis techniques. Thus, they lack the imagination to see what avenues big data analytics could open. The second challenge, which is more prominent, is that many industries lack a formal system in their supply chains to discover, analyze and capture big data insights. Big data can be primarily used in sales, inventory and operations planning, sourcing, warehousing, and transportation.

Planning is the foremost data-driven process within the supply chain, employing a wide selection of inputs from Enterprise Resource Planning and SCM tools. New data sources can also be used by retailers to enhance planning processes and their demand-sensing capabilities. This significantly increases the reliability of the forecast; allows a better view of the logistics resource needs of the company; and reduces obsolescence, stock levels, and outflows.

In procurement, supplier data can be used beyond the conventional spend analysis and supplier performance review. Deviations in normal delivery times can be detected in real-time thus reducing the uncertainty. Through monitoring the supply chains and social data on accidents, fires, or bankruptcies, a business can track and predict supply disruptions of Tier 2 or Tier 3 suppliers, and take decisive action before their competitors.



In recent days, warehousing in particular has seen many technological leaps by leveraging ERP data. Warehouse layouts can be optimized and new space configurations can be simulated through new 3D modeling techniques to boost storage capacity. Forklift providers are exploring how the forklift truck can function as a large data center that gathers all kinds of data in real-time and can then be combined with data from ERP to detect potential waste in the warehouse system. Thus, big data is allowing companies to transform their supply chain making them more efficient and enhancing their performance. Organizations need a more systematic approach to their implementation to deliver greater benefits to businesses by using big data and advanced analytical tools.



## Unveiling Marketing, 'King' Style



**Eina Gupta**

(PGP 2019-21)



Burger King, a potpourri of creativity, technology and trolling won the Titanium Grand Prix at Cannes 2019 for its "Whopper Detour". From "Have it your way" to "Eat like Andy", Burger King has evolved its marketing strategy and positioned itself through the years with their edgy and creative advertising. BK was the first fast food company to launch competitive ads and promotional advertisement. Partnership with Star Wars and Pokémon aided in reaching out to children in an effort to counter McDonald's' predominance in adult market.

Burger King, a potpourri of creativity, technology and trolling won the Titanium Grand Prix at Cannes 2019 for its "Whopper Detour". From "Have it your way" to "Eat like Andy", Burger King has evolved its marketing strategy and positioned itself through the years with their edgy and creative advertising. BK was the first fast food company to launch competitive ads and promotional advertisement. Partnership with Star Wars and Pokémon aided in reaching out to children in an effort to counter McDonald's' predominance in adult market.

Post 2002, BK brought in the advertising agency, Crispin Porter + Bogusky as the company was looking to move towards more hip and subversive campaigns. The agency revived the old Burger King characters and also created new characters that went viral on social media. They created comical ads, putting "The King" in unusual situations inspiring an internet meme centered advertising. When in 2010, the company leadership changed, a seven-and-a-half years old partnership between BK and CP&B ended with speculations about the future brand positioning. However, the new Head of Brand Marketing, Fernando Machado brought creativity to the forefront and the brand focused on food and ingredients in its new advertising campaigns.

In the last decade, the ad agency, McGarryBowen has produced successful ad campaigns for the fast-food chain. BK has turned to trolling its competitor with campaigns like "Scary Clown Night" during Halloween, 'KFG' for the launch of its first flame-grilled chicken sandwich. Internationally as well, the company launched "Burn that Ad" which used AR feature to virtually burn imagery of rival brands billboards and print ads. The campaign highlighted its signature flame grilling cooking technique simultaneously promoting the BK Express Service. The 'Traffic Jam Whopper Project' in Mexico is another brainchild of the brand using IoT and GPS technologies to boost app sales during rush hour. FCB New York's "Whopper Detour" campaign has won hearts this year including several international awards. Aware of their limited retail footprint in comparison to McDonalds, the brand forayed into geolocation and came up with the award-winning campaign. The company boasts an ROI of 37:1 on the campaign which brought the app to No. 1 position in 48 hours doubling mobile sales and earning 3.3 billion impressions.

Lately, BK has been creatively incorporating social impact in their recent ads. In 2015, BK extended a proposition to McDonalds to launch 'McWhopper' - an amalgamation of the two most popular burgers with an intent to direct all proceeds to the non-profit Peace One day. The 'Whopper Neutrality' ad educated the unknowing customers on net neutrality by charging whoppers on 'Mbps - Making burgers per sec', or simple waiting time. The closing statement at the end of the ad said, "The internet should be like the Whopper. Same for everyone." In a partnership with David SP, Burger King Brazil launched "Opinions x Prejudice", explaining clearly the difference between opinion and prejudice by comparing tweets disliking the brand vs hate speech comments and tweets. In their latest campaign "BK Meltdown", Burger King UK brings climate change to the forefront by asking customers to give their plastic toys in exchange of a free meal. As part of their commitment to the society, this September, Burger King asked customers to go to McDonald's for a day to aid the burger giant in their fundraising campaign of donating money to Children with Cancer for every Big Mac they sold. Through these campaigns and videos, the brand is positioning itself as a champion of diversity, a social justice warrior and a brand that participates in social conversations.

One can see how with the changing times, a fast food restaurant chain like Burger King has evolved in its branding. By successfully experimenting with technology and understanding its own strengths and weaknesses, the brand has the confidence to bring crazy ideas and turn them into marketing campaigns with tangible business results.

## ARTICLES

### International Immersion Programme in the Land of the Rising Sun



**Himani Keswani**

(PGP 2018-20)

'Arigato gozaimashita!' Means 'Thankyou!' in Japanese. Although, a 'thank you' marks the end of something, learning it in Japanese was inspired by the first wave of excitement which came with the confirmation of our International Immersion Program (IIP) destination, Japan. IIP is a one-week academic programme offered at IIM Nagpur in the fifth term of the PGP. The program is intended to give the students an exposure to foreign cultures with a focus on business practices and ecosystem of the country. We were offered four different destinations - Japan, France, South Korea and Dubai, out of which I chose Japan.

Our journey to Tokyo, the place which we primarily chose for staying, started with boarding the Singapore Airlines flight SQ421 from Mumbai. Most of us were first-timers in an international flight and the most exciting part of that was a personal screen on our seats which we could operate to watch our favourite shows, movies, music, playing games etc. This becomes an important companion when you have a 6-hour long flight.

We had a changeover at Singapore Changi Airport, where we boarded another SQ 636 to Haneda Airport, our destination. The moment we entered the airport, first few words I uttered out of excitement were, "Is this an airport or a shopping mall?"

After spending about 2.5 hours gazing at the many beautiful retail outlets in the airport, we boarded the next flight. We reached Haneda Airport at around 7:50 am (Japan Standard time) where we got our Japan Rail (JR) Passes. We had booked a capsule hotel for the one-week stay which was very different from conventional hotels.

And the actual trip started from the evening of the first day at Tokyo. We went to Kabukicho - Kabuki means theatre in Japanese - where we saw Robot restaurants, Maid Café and lanes lined with restaurants on both sides. These restaurants were different from the conventional fine dine setup as here, chef and customer sit facing each other, and the food was being made in front of them with a fruitful interaction between the chef and customer which increases the customer satisfaction.

The following days were planned for the visit to Toyota Factory where we saw the application of key operations concepts live, the beautiful Arashiyama Bamboo Forest in Kyoto - a place that preserves traditional Japanese architecture and society, Urasa where there was a beautiful vineyard, Ueno River and elegantly designed Budonahana Restaurant. We also got a chance to witness Japanese business culture and practices by visiting Byfood.com and Rakuten offices. The former was a successful start-up describing the challenges faced to start a venture in Japan while the latter, an ecommerce giant, described its own global growth story. The founder of Byfood.com, Mr. Serkan Toso, gave us critical insights on how to start a venture in Japan, known to be a typically conservative country, considering various social, cultural and regulatory aspects of the business ecosystem. In Rakuten, the employees enlightened us with their philosophy, services, organisation structure and culture.

The Japanese set the benchmark for social, professional and cultural discipline and manners. The people, reserved yet quite efficient in their work, were helpful and never gave up till your problem was solved. Places like the Arashiyama Forest, Urasa, Nishiki Market, stations, shrines etc. did not require security personnel to take care of the place which shows the people adhere to a rule once made. Also, the sign boards and instructions at every place were all self-explanatory and hence, anybody can live in this city, despite the language barrier.

Being a vegetarian, I did face some difficulty in finding suitable food, but the options were plenty. There were elegantly designed cafes everywhere and a few Indian restaurants as well. However, it was great to experience the traditional Japanese food which consists of delicious but healthy dishes like tofu, soy sauce, Japanese cold noodles, gohan (rice), miso soup, and the secret to their fitness, the 'matcha' green tea.

Overall, we had a full-fledged experience of visiting a foreign country and witnessing their social, cultural and business lifestyle combined with interaction and knowledge sharing sessions with eminent personalities. All I have now is some beautiful memories captured in my mind and heart and some of them in my phone's gallery as pictures and videos.





**Himanshi Bhatnagar**

(PGP 2019-21)

## ARTICLES

### Scribbles and Bookmarks

It is said that every book is a person in itself. Just as you never judge a person by looks, you can't judge a book by its cover. But what if we have got it all twisted? What if it's the other way around? If you think about it, every person is a book in himself.

When a child is born, he's just like a freshly printed book. Look at a child and his unshaken faith in the goodness of this world. Untarnished by the worldly wisdom, he still has a firm belief that the world is fair and everyone is kind, just like his pages - brittle and white and his dreamy persona reflecting naivety like the scent of a new book.

As the book goes from reader to reader, it loses its newness. Every person who reads it leaves traces of himself in the pages. You take a book in hand and can almost immediately tell if it has been read before, so is the case with people.

Then as we go further in life, the book gets passed from reader to reader, all impacting it in their own ways. The initial chapters have side notes with life-lessons written down by your dad that you keep referring to every time you're stuck. Your mom's scribbling is often reflected in your behavior even today. There are some doodles from your school friends, somewhere in the footer, that shape most of your idiosyncrasies. The words of wisdom from your favorite teacher still guide your way.

Then there was that bully from middle school. He was the first of the many careless readers - people responsible for all those random markings, dog-ears and ripped pages. A few of those didn't even realize that the dog-ears they were making will stay in the book forever - it can be the narcissist parents who had unrealistic expectations or a few close friends who got lost in the crowd. They are protagonists of the upsetting memories and author of the hurtful words in the otherwise happy story and as it is said, "Careless words make people love you a little less", maybe because those words get etched into their souls for eternity.

Then there were some other readers - the ones whom you loved. They said they loved you back and were pretty careful and so remembered to bring bookmarks with them.

Together you placed the bookmarks at every other page of your book - favorite chapters, quotes, incidents, and what not. Then one day, you bookmarked a page somewhere in the middle of the story and that was it! The reader never came back. Once such a person is lost, the first thing you want to do is to get rid of all the bookmarks. But that's the thing with marking stuff; you can't get rid of that mark easily.

Not only in the book but in the world, you tacitly bookmarked some stuff - that playground in front of your grandma's house, that special cutlet from your high-school canteen, that 2 AM ice cream with your college friends, that old-school café your first girlfriend took you to, that cartoon series from your childhood, that song your mom often hummed while tucking you into bed - they keep calling out to you, tempting you to reopen that favorite chapter. Once in a while, when you think that life is not kind to you anymore, you go back and curl up between the pages of those stories. Ah, the warmth, the familiarity of that place just makes you want to stay in there forever.

This is a ubiquitous phenomenon. Everyone that you meet is carrying a book filled with hidden bookmarks, highlighted favorites, creases left from old dog-ears, scribbled life-lessons and memories scattered at every page; a few scribbled names that they had allowed to be written there and a few words hurtful word which would never be forgotten.

While all these can look like damage to the book, these can also be the guideposts in the path of knowing someone better. Maybe next time you blame someone for clinging on to the past, try to look for these signs. Maybe the person who shudders at even a slight hint of intimacy is just tired of abandoned stories and is avoiding making a new one. The guy you blame for being skeptical, maybe he's just re-reading a side note that says "Trust no one!". The girl who starves herself is very much aware of the scribbling that "fat girls are unattractive".

While these scribbles, bookmarks, footnotes, and side notes seem to interfere in our lives, the truth is that they make us who we are and that's the beauty of it.



**Kamtam Sampath**

(PGP 2019-21)

## ARTICLES

### Influence of Anime in Shaping a Character

I believe there are a lot of people who consider cartoons and anime to be the same. For me, they both are entirely different because of the learnings that one can have from anime.

I am a big fan of Naruto, a famous Japanese anime series that has influenced my life in many ways. It focuses on the evolution of the character "Naruto"(protagonist), from a stupid, careless kid to a Hokage (the leader of the nation). Konoha is one of the five great nations in this series, which is in continuous conflict with other nations. Citizens in this country aspire to be Shinobi (ninja) warriors to defend their motherland, and the strongest warrior is given the title of Hokage. On the day Naruto was born, Konoha was attacked by Kurama (a nine-tailed beast). The Hokage and his wife successfully defend the country by sacrificing themselves. He seals the powerful chakra of Kurama inside his new-born son Naruto.

Naruto was seen as a threat to the nation by its citizens and had to face discrimination. But young Naruto did not take an evil path. Instead, he wanted to prove himself to everyone and become the Hokage. Under the guidance of Jiraya Sensei and Kakashi Sensei, Naruto ups his skills by working with his team members Sasuke and Sakura. He goes through a series of challenges and reaches his destination by believing in himself.

#### The life lessons one can learn from Naruto Uzumaki are

1. No matter how bad the situation is, you can always turn it around if you do not give up.
2. No matter how stupid you may sound, always aim high and believe in yourself, one day you will reach the destination.
3. No matter how desperate you are, never abandon your friends, family, and motherland.
4. No matter what comes up against you, always be ready to go to any extent to protect your loved ones.
5. No matter how great you are, always be humble to the ones who showed you the right direction in life.

## ARTICLES

### Food for Thought



**Kumar Vaibhav**

(PGP 2019-21)

Caution! It's not for you. Wait, or is it? It could bring forth the silly things you might have imagined at some point in your life or it could just be an absolute waste of your time. But, we learned in school that everything is relative. So, how could your time be absolutely wasted, right? Well, I won't waste it anymore. But this article might. Sorry! So, here goes nothing.

Who are you? Why are you doing what you are doing right now? Is humanity getting anywhere with the complex models which some of its sharpest brains have fabricated? Or, are we all going to just shrink into one 'anti-big-bang'? And, if we are going just to die someday, why do we need our investment portfolios to be highly profitable or put daunting efforts to position our brand strategically in the target market?

Imagine! Imagine this instant. You could imagine yourself to be a two-to-one multiplexer, or in simple terms, you have two inputs to which you yield one output. You have two options for any situation, to do or not to do. You can choose to breathe or hold it, you can choose to blink or play a staring contest, and you can choose to invest in high-risk equity shares or buy gold to keep in your locker. Along with these decisions, miniature or large, lies their impact, all of which even on a smaller scale can be life-altering.

Like you choose every second, you have to select between two options (unless we are in a simulation and remotely controlled by...I don't know what). You could put your brains to a lot of work, day in and day out, to find out 'the perfect model' until you go insane or, you could just go to Nepal, pull off a Doctor Strange and get your astral projection kicked out of your physical form to watch the truths of the universe unfold, right in front of your eyes. So, how to know if your management is a key to definite success, owing to your 'perfectly effective' decisions? In other words, how to be the god?

But wait, am I getting it wrong? Shouldn't it be an infinity-to-infinity multiplexer? Isn't life analog and not digital? Are you a continuous or a discrete being? Why would I consider only the binary index system with only zeroes and ones, when I have the huge real number system (don't forget the imaginary one too)? Correct, there is a freedom of choice, and as a reader, you have all the rights to visualize it the way you want. But mind it, your brain's processing it continuously, so it might have a perception bias against preferring digital. Sigh! What am I writing!

Isn't it fun? The fun of not knowing the unknown! The glorious uncertainties! The magical uncertainties! Life, as we know it, is a series of strings, held together by every second, rather microsecond, rather the infinitesimally small moment we could envisage (don't start counting zeroes after decimal, your brain's entropy will increase and you might go...MAD!). In this moment, we chose, are choosing and going to choose (the brilliant display of our 'multiplexing' capabilities).

Where did we come from? Someday, six beautiful protons passed by and six electrons fell for them so bad that they started revolving around to impress them (let the neutrons be the sidelined, yet indispensable family members). All of them made up a big happy family, a carbon atom, thanks to which we are alive today. They met different families with different numbers and this entire hotchpotch made up matter. A majority of these wanted to stay away in the dark and made up dark matter. And, to make it a perfect Bollywood story, we have a few villains as well, the antimatter. And then, out of the shadows appeared Heisenberg, with his uncertainty, "No humans, you cannot see the heroes, the electrons, for they are too fast and tiny." Quel désastre! The movie which could unfurl the reason for our existence could not be seen.

We want to be perfect managers? Guess what? We can try our best but can never be one! We can give our best shot but our infinite mux cannot predict the exact point at which a stock market will close. Rather it would predict a range, which would influence our choices of buying or selling the stocks (only if we could know the future! Pity, we don't). We do not know how to determine exactly how many people in the world, at a point of time, will buy a good so that we can produce exactly the same quantity. The 'best' allocation of scarce resources!

Does it mean that all the guys involved in predictive statistics and related fields should pack their bags and go home? Absolutely...NOT! I do not imply that ignorance is bliss. After all, one has the full authority of running naked on the streets, shouting "Eureka!" if one figures out something which fundamentally changes one's way of thinking. Think of the joy Alan Turing would have felt when he cracked the Enigma code. Think of the masterpieces of da Vinci.

For years, we have been looking for 'The Theory of Everything'. The question arises that to what extent will we remain curious? Humans have this notorious tendency of getting bored with things when they discover them. Won't the discovery of the perfect answer make our lives boring? Won't it make us no more interested in the mysteries behind the secret doors? Will it change our roles in a new, transformed world we would build from this knowledge? Will we be using hundred percent of our brains? God knows it would be disruptive (I can't resist this question, is there a god?). No schools, no colleges, you know everything from your birth itself. If you are looking for answers, sorry I don't have them. But, if you enjoyed reading this, I just wasted a few precious minutes of your life. Or didn't I?



## ARTICLES

### Intricacies of Dharma in Daily Life



**Priyank**

(PGP 2018-20)

The belief of dharma and karma concepts doesn't just have a faith factor behind mass scale adoption, but also an association with the intricacies of dharma and the business we do in living our daily life. 'Dharma' implies our ability to hold on to the sense of separation from the absolute divine, the search for fulfilment of one's individual desires and the notion of syncing our learned space and wisdom enlightenment within the real life we live in. It is the basic framework that holds our life. It connects our soul with the living beings and surroundings together in tranquillity.

The lessons learnt from the teachings of Dharma pertain to the aspects of truth, path and mindfulness. These elements are something that guides our daily life, mostly our career path and the evolved decisions we take at an age which most of us are in, our twenties. Let's delve deep into each one of these.

**Truth:** The four basic truths in life are that there is suffering, the origin of suffering is having the desire for more but there is an end to suffering. We feel fulfilled when we realize the reason behind our creation and live truthfully. But till we crave for more we end up suffering. The root cause is our sense of having more and not being truly happy with what we have.

**Path:** The way to end suffering is definitely there and it can happen if we follow the eightfold path. The eightfold path takes us through the wisdom factor, ethical conduct factor and concentration factor. Once these basic internal functionalities that guide the thought process of a human being get in place, we reach the verge of attaining a stage where our suffering ends. This is the step just before we are in a stage where Dharma can be practised.

Right understanding and correct intention guide our wisdom. The right form of communication or speech, right set of actions and ideal form of livelihood influence how we manage our ethical conduct in life. In addition to these, the right measure of effort in the apt direction, right kind of mindfulness and an ideal amount of concentration guides our soul's concentration factors. All these parameters need to be ideally balanced and well-managed in order to end our suffering.

We need to address our inner thoughts with utmost concentration. We must ensure that we have loving kindness for the living soul, have maximum compassion, empathetic joy and unanimous approach towards equality. And these mark the ample reasons behind our successful existence that gets challenged by impermanence, sufferings and no self-involvement or selfishness. The last leg to end sufferings is to ensure that mindfulness holds a strong foundation. Mindfulness directly impacts concentration. Mindfulness of the body via the basic elements like earth, fire, water, air, mindfulness of the tones, mind and objectives hovering in the mind are the critical factors that need strong control in order to practice dharma and bring an end to the suffering.

In a nutshell, we should take care of speeding our intentions at a desired pace, be honest and land ourselves in a comforting position. So, a well-paced, planned and safe execution becomes a must when it comes to playing with the dharma and karma of our life, on the basis of a daily cumulative effect.



**Proma Chowdhary**

(PGP 2018-20)

## ARTICLES

### The Beginning of A Journey

Airports are a witness to so many stories. Some with happy reunions, some with teary eyed farewells and then there are some with hopeful beginnings. My MBA story started in an airport as well. But hope was not even remotely what I felt when I reached Nagpur airport. The change baffled me. The people, the language, the cuisine-everything was so different. I felt lost. The feelings magnified as I reached the campus and joined my batchmates for a welcome dinner. People were so sure about themselves – their purpose.

My seniors were teeming with the confidence of future leaders. So were my peers. I had a long way to catch up. It was intimidating. I felt I didn't fit in and started questioning my decision.

Realizing after a sleepless night that returning was not an option, I walked towards the Chitnavis Centre, the next day, for the induction ceremony. It was a serious occasion and I was subdued a little more. As if to make us realize what we have signed for, for the coming two years, we were given our first case study on that very day to be done in groups. I somehow managed to wrap it up by the evening. But when the time came for our instructor to evaluate, it was hilarious to note how I had managed to write an entire page of useless literature devoid of any logic or validation. I got a hilarious picture of my potential as a manager that day. At night we had the induction of our cultural club. That gave us a little respite. But the real overwhelming experience was the alumni meet. As our esteemed alumni gave us a glimpse of their journey as MBA students, I could relate so much with them. They were achievers belonging to different places, different cultures and had different opinions. They all had their different fields of interest. But one thing was common. They shared the same inner turmoil at the start of their journey which I was having right then.

With a somewhat positive feeling the next day, I joined my batchmates to a trip to Anandvan. How could I ever describe what the trip did to me! It struck me yet another time how often I engulf myself in self-pity. How often I complain that I haven't had enough opportunity, even after being blessed with the power to see, feel, hear and sing, when there are people whose senses are challenged, yet they have taken their talents to a whole new level.

The next two days were major bonding days. We were taken through several fun activities, games and impromptu theatre. The aim was to make us feel like a team, and the aim was achieved. Till now, I had put all my batchmates in separate boxes inside my head. Finding out about each other's life slowly started breaking down these imaginary barriers. It was good to see that some of us had so much in common. So far I had planned for myself a secluded life around grades and placements, as I felt that that's the reason I am here. But after connecting with 120-odd people, I remembered why I came here at IIMN. I came here to learn how to be a better leader, how to create opportunities for others, how to create a work atmosphere where EQ is given more priority than IQ. So my first week at IIM Nagpur ended with a realization that it's not always about me. It's about people who are there working for and with me. It's about my TEAM.



## ARTICLES

### IIP South Korea Experience



**Soumya Ojha**

(PGP 2018-20)

"With age comes wisdom, with travel, comes understanding" are the words of Sandra Lake, a famous author, and I got to experience the same during my recent trip to South Korea as part of the International Immersion Programme at IIM Nagpur. The understanding of the culture and life in this East Asian nation, was enriching in the truest sense.

The very first thing that I noticed about Koreans was their hospitality. India is known for its hospitality; however, I felt that the way we were treated in Korea was extremely overwhelming. The day we landed at the airport, we had Professor Lee (Director of MBA at Incheon National University) and his wife at the airport to receive us. It was really kind of them to have taken time out of their busy schedule to receive and guide us. They ensured that our stay at the University guest house was as comfortable as possible through the engagement with six Korean students who accompanied us throughout our trip, giving us an opportunity to interact with them and understand their culture in more ways than one.

I got to witness the smart bag drop system at Incheon International Airport which had no human intervention and has been built as a proactive step to handle the 100 million passengers that the airport expects by 2030. Some operations management lessons were learned while understanding the baggage handling system at the airport - which has the world's highest accuracy in baggage handling due to its line stacker and high-speed tray system. The different stages of technological innovation, termed as Seeds of Innovation, Era of Innovation and Inspiring Innovation, were seen at the Samsung Innovation Museum in the Suwon district of South Korea. I was personally awed by the 180-degree panoramic vision showing Samsung's tech vision for the future and inspiring innovation like video playback of memories, wardrobe to see how clothes would on me before I put them on, etc. I got highly inspired by the way South Korea is progressing but in a sustainable manner. During our visit to Incheon Port Authority, I was thrilled to sail through the Yellow Sea on 'Econuri,' the first LNG fuelled ship in Asia, which reduces carbon emission tremendously, thus acting as a significant contributor toward a safer environment.

I have been deeply touched by the 'gift-giving culture' of South Korea. Every place we visited had goodies waiting for us in the form of pen drives, wireless chargers, travel pouches, etc. However, more than the gifts, it was the affection and warmth that made us feel special wherever we went. The Korean people have this innate habit of going out of the way to help others, which I could clearly see at the time of Lingling Typhoon that hit the country during our stay there.

However, I had my own shares of struggle. I am a vegetarian, and South Korea is a country that has 97% of its population as non-vegetarian. I am thankful to the ready-to-eat packs that I had carried along with me. But on a serious note, Koreans believe that the things that set them the most apart from other Asian cultures are their cuisine, their language, and their Hangul script, and I could see how true that is while observing the variety in Korean dishes. Bibimbap, Kimchi (traditional food), and Bulgogi were just some of the many Korean dishes which some of my friends loved.

At last, I would like to conclude by saying that, "The world is a book and those who do not travel, read only one page" and am glad I got this opportunity to read this different and beautiful page, which I will cherish forever.





**Tamal Samanta**  
(PGP 2016-18)

## ARTICLES

### Two Years of Learning, a Lifetime of Memories

When I came to take admission in IIM Nagpur, like any other aspirants I also had many similar goals in my mind – to get a good job, high salary, big brands and many such materialistic expectations. Little did I know that the two years spent on the campus will change me into an absolute different person.

Let me put it very clearly – if you are coming here with a single aim of landing a good job or great brand, you will probably miss the most of it. The two years made me (and certainly others too,) a better human being. The experience gave us the confidence to overcome any situation in life – and that is probably the biggest takeaway we can have from the journey.

The starting was nervous – we felt like surviving Term 1 was probably the biggest achievement of our life till date. We had already forgotten those days where one used to sleep for more than 8 hours a day.

Now we tried to manage time to sleep in the night, and tried harder to wake up in the morning to attend classes. Snoozing 10 alarms and finally wake up at 8:40 to attend the 8:45 class, calling each other in the hostel, almost skipping breakfast, and finally reaching the class on time – successfully managing all these were nothing short of any other CV point. The first two terms went by without even realizing what happened! And then, people started gearing up for summers.

It all started changing from Term 3. Studying almost took a backseat and we experienced incidents that probably changed the lives of many of us. As a batch, we went through some real testing times – and all these helped us to grow as an individual. Suddenly materialistic goals became secondary, and life lessons hit all of us in the most unexpected ways. It took some time for all of us to go back to normal, and by the time Term 5 came, we were all gearing up for final placements. The entire second year was full of many events – placements, academics, HR summit, club activities and many more. In the process, everyone made friends for a lifetime, created memories, enjoyed each other's successes and supported them through their failures.

The whole experience made me fall in love with the place, with the IIMN family. The ever-inspiring teachers, all the staff members, the environment – all of them contributed in creating a memory to cherish for a lifetime.

## Time

*"Time isn't the main thing. It is the only thing."* - Miles Davis



**Tithya Sharma**

(PGP 2019-21)

Do you know what the greatest irony of all time is? Time. It is the only thing that we cannot defeat, and yet we cannot afford to lose! Quite ironical, right? I know! So, if I talk about time, what is the first thing that comes to our mind? Well, if I share mine, I will say it is FOMO (fear of missing out). I don't know if it is human nature to be afraid of those apprehensions that force you to think that others might be having some rewarding experiences which you might be missing out on. Is it seriously a reality or just an elusive fear? Although time is something that you cannot think of not realizing. It makes you realize its importance in some way or the other. Let me take you all to a short journey to your past to prove the same.

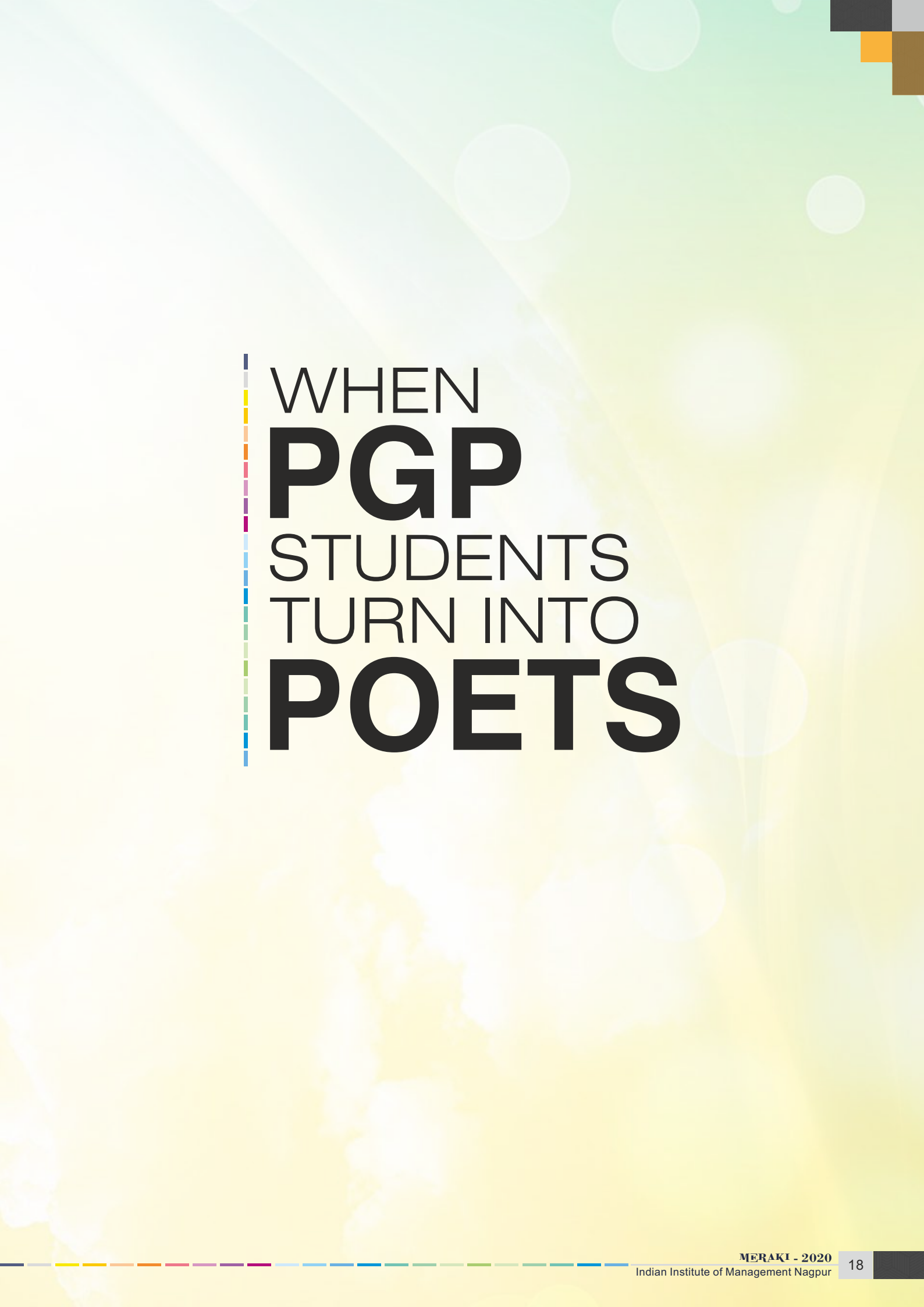
So as we MBA students have studied in our Strategy course, like any market, our life too has two aspects- utilitarian and non-utilitarian. But we care more about the utilitarian aspect. When you were younger, you were afraid of losing out time to play outside if it rained in the evening, when you were in school you were afraid of losing out your friends in your class, when you were in college you were afraid of losing out time in not getting involved in extra-curriculars (frankly speaking, this is the ideal time for looking for your perfect match, getting involved with them, trying and testing longevity of your relationship), when you had a job, you were afraid of missing out on giving more time to your family and your loved ones (you go home twice a year and realize how much the surrounding has changed and that you have missed out on so many things).

Forgive me if I am being blunt when I say that this fear of losing out on time is more prominent in intensity in the case of women. A woman is considered someone who is an altruist, a philanthropist, a giver, and whatnot. You give your extra share of pie to your little brother if there is not much left; you learn how to cook and help your mother prepare meals in kitchen; you even act like a mother for your younger siblings and give them love, care, and support; you get into a relationship with a person, and now responsibility keeps piling up. As one of my favourite Marvel superheroes was once told, "With great power comes great responsibility"! I liked it at that time, but now I would like to counter it by saying, "With each passing second one is expected to be more responsible." In the same way, when you blow candles on your birthday, starting that moment itself, everyone expects you to act a year more mature - as if maturity comes so easily.

So in all, I can say time does matter... A lot! So, what is something that can control time? It is its management. Time management is the process of planning and exercising conscious control over the amount of time spent on specific activities - especially to increase effectiveness, efficiency, or productivity. It is a meta-activity to maximize the overall benefit of a set of other activities within the boundary condition of a limited amount of time, as time itself cannot be managed. It is not a course that can be learned somewhere because it comes with practice and experience. But who wants to take on that much pain!

MBA does teach most of it. It's like that game of Takeshi's Castle where you are on a rolling drum, and if you do not cope with its speed, you might fall, and no one wants to fall. So, what to do in such a case? I will say, let yourself fall. It is okay not to be able to match speed with that rolling drum. How will you try again if you don't fall? But here you can take risks because it is these risks only that will make you lose your vulnerability. As our finance lessons tell us, "every option has its economic benefits and risks." So, for the sake of those benefits, I would say it is good to take a risk. The main learning you get out of it holds much more significance.

As Graham Bell perfectly said- "Concentrate all your thoughts upon the work in hand. The Sun's rays do not burn until brought to a focus." Life is all about learning and unlearning things. To get the real essence of life, we need to let go not every time, but definitely some times. Since IoT, ML, and AI are in vogue these days, let me state it in this way- "Time is like a Bitcoin, the most valuable coin in your life which builds smart contract for your blockchains from your aspiration to your goal and designs a secured path for you to reach there."



# WHEN **PGP** STUDENTS TURN INTO **POETS**





**Priyank**  
(PGP 2018-20)

# TIME AND THE UNANSWERED QUESTION

Desire to sway away from an unanswered question looked fine  
Intensity to uncover the essence decreased with age  
And then time asked me once, and I ignored it for once and ever  
Thereby made restlessness latent forever

Hours ticked off as years came and departed  
Conditioning evolved, some actions proved futile  
Time showcased heart and mind not being nubile  
I paused the moment to think  
But it was late because the clock had moved ahead within a blink

Now with the frame well ahead of the curve  
And with the fragrance of that unanswered question back in the nerve  
Somehow or the other, I have traveled back for this moment if not forever  
This time I failed to ignore it, for once and ever  
But the stalling churns it as ignorance is bliss  
Hopefully for today, tomorrow and forever



**Krishna Chaitanya**

(PGP 2019-21)

# IT'S ALL INTUITION OR ISN'T

Nothing should exist  
Shouts the intuition  
Yet awareness screams I persist  
As I get the urge  
To pen down something  
I go to the verge  
The source of thinking  
The truth would be so simple  
If only there were nothing  
Why do we believe anything?  
Do we have any real control?  
Or is it just subconscious winging  
Asks the metaphorical ploy  
To answer all this  
We have to go to the origin  
Not her primordial kiss, but the end of ignorance's wins  
We exist as one's own Hero  
But in the process, the lap of existence turns alien  
Caught in One's own sustenance  
Observe that effort is the villain



**Kamal Saraogi**  
(PGP 2018-20)

# LIFE AND EXPERIENCES

It is your talent and hard work that will take you places  
But don't get too engrossed in all these cases  
Life itself is a book and experiences are its pages  
Experiences that you will live only once but recall for ages  
Don't let your soul remain confined inside cages  
Let it wander around freely in open spaces

These two years will bring in you a lot of changes  
There will be phases of troughs and high ranges  
Don't get complacent by flimsy praises  
Hold your horses for the long races  
MBA is not just a course but an incredible journey  
I hope you get to explore yourself during this process.



**Kumar Jai**  
(PGP 2019-21)

# SURVIVAL

We sleep in the comfort of our rooms with so much delusion  
While many out there have sleepless nights facing exclusion  
So kind of us 'intellectuals,' that we protest against corruption  
But in the bubble of being 'future superpower,' we overlook poverty and malnutrition

In search of employment, our youths are made to lose their identity  
In this world, with the notion of 'survival of the fittest,' overshadowed is the virtue of fraternity  
Throughout our history, human beings have discriminated against each other on several grounds  
We need to accept our very own Hypocrisy, however harsh it sounds

We always blame the 'situations' for hurting others, even when it's our mentality  
We may or may not realize that it's us 'individuals,' who form the so-called 'society.'

If in any way, we want to make our country 'the envisioned India'  
We have to become social enough, at least more than what we are on social media

My friends, the journey is tough and long, and the first step is realization  
We have to be sensitive enough and think beyond our community, region, or maybe even nation





**Priyank**  
(PGP 2018-20)

## दोस्ती

वो जो मिलना हुआ था तुम लोगों से  
वो जो था हमारा साथ, भले कुछ महीनों के होने पर  
वो जो था एक नादान विश्वास कुछ पल सिर्फ साथ होने का  
अच्छा है न वो सब रह गया महज एक ख्याल सा ही, आज वक् पूरा होने पर  
वर्ना क्या पता, आज ये दोस्ती नहीं जी पाती इस खूबसूरती से निरंकार सजीव होने पर

उस पल को हमने जाया नहीं किया  
इस घड़ी हमने किसी को जाया नहीं होने दिया  
तभी तोह बिखरी है खुशबु इस मासूम पर गहरे रिश्ते की  
जिसकी महक ने तारों से सजे गगन में विराजे उन्हें भी शोभित किया  
और फिर क्या था , कहना पड़ा उन्हें भी की बादलों के पीछे से  
जब तक है ऐसी दोस्ती और रिश्ते तुम लोगों से और तुम सब के अक्ष से  
तब तक सासैं भरते रहेगी ये दुनिया हम लोगों से और हम सब के अक्ष से



**Raghav Bharadwaj**  
(PGP 2019-21)

## जीवन, एक कर्म

किसी के वक्त्र का मोहताज न बन  
तू बुलन्द कर अपना हौसला,  
दबी हुई कोई आवाज न बन।  
ये कर्मभूमि है मेरे दोस्त,  
यहाँ तू अपना परिहास न बन।  
देखता न रह सागर का मंजर,  
उठा कश्ती, सिर्फ एक पहरेदार न बन।  
जीत ले हर चुनौतीको, सिर्फ स्वीकार न कर,  
वो जो रूठे तुझसे तेरी मजबूरी में,  
जाने दे उनको अब याद न कर।  
सँवारता रह खुद को हर दिन,  
अपनी ज़िंदगी किसी और के नाम न कर।



**Shruti Agarwal**  
(PGP 2019-21)

## वो दिन

रास्ता शांत था पर मंजिल पर शोर था,  
उस दिन दिल न जाने क्यों खामोश था,  
कदम बढेंगे कहां ,रुकेंगे कहां,  
इसका ना कोई होश था,  
उस दिन दिल न जाने क्यों खामोश था,  
किसमत लाई है कहां इसका अब एहसास है,  
हमारे दरवाज़े पर आया एक सुनहरा आगाज़ है।

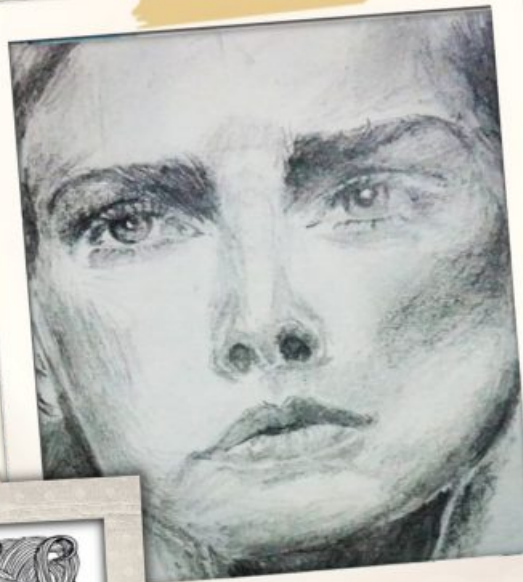
# Creative Corner



**Himanshi Bhatnagar**  
(PGP 2019-21)



**Mohit Yadav**  
(PGP 2019-21)



**Proma Chowdhary**  
(PGP 2018-20)



**Abhishek Jain**  
(PGP 2019-21)



**Chirantan Bhowmick**  
(PGP 2019-21)



## On Campus Activities







IIM NAGPUR

**Indian Institute of Management Nagpur**

VNIT Campus, South Ambazari Road,  
Nagpur, Maharashtra, India - 440010

☎ +91-712-710-2356

✉ [info@iimnagpur.ac.in](mailto:info@iimnagpur.ac.in)

🌐 [www.iimnagpur.ac.in](http://www.iimnagpur.ac.in)

**Follow us on**



/iimnofficial



school/iimn



iimnofficial



iim\_nagpur