

ASCI PGDM CHRONICLE

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VOLUME I, ISSUE 1



A Bi-Annual Newsletter
Your Biannual Glimpse into Our World
Administrative Staff College of India
Center of Management Studies
Post Graduate Diploma In Management

Message from the Director General, ASCI

Dr. Nirmalya Bagchi

**Director General (I/c) Administrative Staff College of India
Director, Post Graduate Diploma in Business Management, ASCI**

Dear readers,

I warmly welcome you to the 'ASCI PGDM Chronicle', a newsletter that aims to keep you updated on the latest news, information, and stories from our campus. We understand the importance of staying connected and informed, which is why we are excited to launch this newsletter as a means to provide you with timely updates and insights. As we all understand, a newsletter serves as a vital tool for information dissemination within the institution, providing updates, news, and achievements to keep students, faculty, and stakeholders informed, it also plays a crucial role in community building by sharing stories, accomplishments, and experiences, fostering a sense of belonging among the institution's members. Moreover, it creates networking opportunities by connecting students and faculty with industry professionals, alumni, and other institutions. Additionally, a newsletter contributes to professional development by featuring articles, interviews, and insights from experts, keeping the community updated with the latest trends. It also helps in promoting the B-School's brand and reputation by showcasing its achievements and initiatives. Lastly, a newsletter encourages engagement and feedback, facilitating a two-way communication channel for continuous improvement of the PGDM programme. With these aims in mind, the ASCI PGDM Chronicle has been launched.

**Best wishes,
Nirmalya Bagchi
Director General, ASCI
Director, PGDM ASCI**



We believe that this newsletter will not only keep you informed about what's happening on campus but also serve as a platform to showcase the achievements and contributions of our faculty, students, and alumni.

The creation of this newsletter has been a collaborative effort, and I would like to congratulate the newsletter team for their hard work and dedication in bringing this project to fruition. Their commitment to excellence is reflected in the quality of content you will find in each issue of the ASCI PGDM Chronicle. I encourage you to explore the pages of the Chronicle and discover the inspiring sections and impactful work that define us as an institute.

We hope you find the ASCI PGDM Chronicle informative and engaging; I am sure together, we continue to shape the future of management education.

Message from the Dean

Dr. Subodh Kandamuthan

**Dean of Training Programs (Long Duration Programs) Professor and
Director, Dr Kakarla Subbarao Centre for Health Care Management at
Administrative Staff College of India**

Dear readers,

Greetings,

I am pleased to introduce the inaugural edition of the ASCI PGDM Chronicle. This newsletter stands as a testament to our commitment to fostering a vibrant and engaged academic community within ASCI.

The ASCI PGDM Chronicle serves as a conduit for sharing the rich tapestry of experiences, achievements, and insights that define our academic environment. Through this platform, we aim to celebrate the diverse talents and accomplishments of our institute's members.

We are thrilled to present to you a collection of news items, articles, and achievements that showcase the remarkable work and accomplishments of our institute. This publication results from dedicated efforts and will surely become a valuable resource for all of us. I encourage you to explore the stories and updates featured in this newsletter. Each article offers a glimpse into innovative research, impactful initiatives, and inspiring stories that shape our academic endeavors.

As we board on this journey with the ASCI PGDM Chronicle, I invite you to actively engage with us. Share your feedback, ideas, and contributions as we strive to make this newsletter a reflection of our collective achievements and aspirations.



Thank you for your support. I look forward to the exciting journey ahead with the ASCI PGDM Chronicle.

**Warm regards,
Subodh Kandamuthan
Dean of Training (Long Duration Programs)
ASCI**

GREETINGS FROM THE EDITOR-IN-CHIEF

Dr. Tanusree Chakraborty

Faculty in Organizational Behavior & Human Resource Management at the Center for Management Studies, Administrative Staff College of India

Dear Readers,

Greetings!

We are thrilled to present the inaugural issue of the 'ASCI PGDM Chronicle', the official newsletter of the PGDM program at the Administrative Staff College of India (ASCI), Hyderabad. This newsletter is the culmination of a felt need within our community to create a platform that not only highlights the achievements and news of our department but also bridges the gap between academia and industry.

We realise academic institutions must stay abreast of industry trends and practices. The ASCI PGDM Chronicle aims to do just that by featuring articles, insights, and interviews that reflect the latest developments in the business world. From thought-provoking articles on management principles to interviews with industry leaders, this newsletter is aimed to provide valuable insights and perspectives to our readers. We feel that the ASCI PGDM CHRONICLE is not just a platform for information dissemination but also a forum for collaboration and contribution.

We invite all members of our community, including students, faculty, and industry professionals, to contribute their articles, opinions, and experiences to the newsletter. Your contributions will not only enrich the content of the newsletter but also help create a vibrant and engaged community.



We would like to extend our heartfelt thanks to all those who have contributed to making the first issue of the ASCI PGDM Chronicle possible. Your dedication and hard work are truly appreciated, and we look forward to continuing this journey together. Also, I congratulate the newsletter editorial team for their continued effort and dedication towards the successful launch of it!

We hope you enjoy reading the ASCI PGDM Chronicle and find it both informative and inspiring. Welcome aboard, and thank you for being a part of this exciting new venture.

**Warm regards,
Tanusree Chakraborty
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ASCI PGDM CHRONICLE
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FROM THE EDITORIAL TEAM

FROM LEFT: MS. ANUSHA, MS PREETI, MS. MANISHAD, DR. TANUSREE, MS SHIREEN, MS VASUDHA



As students of PGDM program at the Administrative Staff College of India (ASCI), Hyderabad., we are extremely proud and excited to present the first ever official newsletter 'ASCI PGDM Chronicle'. We are delighted to be embarking on this exciting journey of newsletter creation, and we appreciate the chance to reach out to you in this manner. Our objective is straightforward: to provide insightful, entertaining, and inspiring content.

In this newsletter, you can anticipate a mix of thought-provoking analysis, entertaining surprises, and educational articles on different topics. We want to improve your reading experience by covering a wide range of subjects, from personal tales to industry trends. As editors, we're constantly striving to push the boundaries of creativity while maintaining a strong focus on functionality.

We, under the guidance of our Editor in chief – Tanusree ma'am, designed the newsletter by collecting various strata of data ranging from all the events that took places in our college like Seminars, Guest lectures, Club Activities, Cultural Activities, Placement committee updates, Student achievements, Research papers to Artistic talents of the students. We are pleased to feature articles contributed by industry professionals and academics from both India and abroad in this issue.

We want to hear from you along the way, so please feel free to offer comments, ideas, and suggestions. We will follow your advice as we work to improve each edition over the previous one. We are thrilled to have you as a member of our community and are eager to follow your journey with us. We're continuously learning and developing alongside you as fellow PGDM students.

Please write to us at: ascipgdmchronicle@asci.org.in
(Submit your articles to us for the next issue).

VOICES FROM BEYOND THE CAMPUS

AWARENESS ABOUT SAFETY: AN IMPERATIVE PART OF MANAGEMENT EDUCATION

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As our Country is growing at a rapid pace, development brings with it various risks. One of the biggest risks is accidents, both on and off the job. We all know accidents cause pain and loss, but often only a small portion of this impact is visible or easily understood. The invisible impacts of accidents, however, are far greater than the visible ones. These impacts affect not only the injured individual but also the employer, the family, and society as a whole. This article aims at providing a few basic guidelines for any organization to develop a meaningful Safety and Loss Prevention program.



First Things First

Safety culture must come from the top. Leadership must be genuinely committed to protecting its employees, customers, the environment, and the community it operates in. Management's commitment and engagement send a loud and clear positive message across the organization—"We Care." Here are a few simple things any organization can do to set the tone and establish a solid Safety culture within its organization.

Risk Assessment

Management must be responsible to conduct a thorough risk assessment. Once the key risks have been identified, a high-level strategy must be developed and documented as to how these risks shall be mitigated and addressed.

A clear and simple organizational safety policy and a set of safety objectives are based on risk assessment and mitigation strategy. These are critical management documents and must be well circulated, communicated and be visible to every part of the organization.

Safety steering committees—Safety committees must be formed at every level of the organization, from top management down. These committees are required to have clear agendas and goals in line with the organization's Safety Policy and Objectives.

The Road to Success: Accident and Loss Free Workplace

Once the foundation of an Organizational Safety program has been established, the next responsibility of management is ensuring sustainability and incremental improvement. This incorporates engagement of key stakeholders, including Safety professionals, and develops appropriate programs based on the organizational risks. A few most important parts of the program are:

- Education and training on Safety
- Proactive identification of hazards and risks
- Mitigation of these hazards with a long-term vision
- Periodic Safety Audits and Assessments
- Incident and accident reporting, investigation, and appropriate corrective & preventive actions
- Periodic communications, safety promotion and campaigns
- Positive reinforcement of the safety culture through recognition and motivation

Safety can only be achieved by plan, not by 'accident'

A safe work culture can only be achieved through proactiveness and plan. Any achievement by 'chance', in other words by 'accident' cannot be sustained. The steps and tips provided above may help organizations to develop a suitable plan and establish a Safety program based on proactiveness, planning and true commitment.

EYE MOVEMENT IN ENTREPRENEURIAL DECISIONS: TECTONIC SHIFTS

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How do teams and organizations come to reflect decision making acumen of their leader(s)? Is it through integrating traditional and biological approaches, the intersection of the management, biological, and health sciences? Eye movement scrutiny is attaining recognition as apparatus for estimation of visual exhibit and edge. In the current decade, eye-movement exposure knowledge has enhanced considerably, and eye trackers are accessible not only as standalone investigation tools but furthermore as mainframe peripherals.



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This swift extend gives additional prospect to gauge the eye-movements of experiment - subjects. Nevertheless, on hand technique and apparatus for experimenting eye movements and 'scan paths' are inadequate in terms of tasks they sustain and efficacy for large statistics and (with elevated dissimilarity).

Biology and neurosciences have entered the Artificial Intelligence arena. This amalgamation, coupled up with scant information poses an opportunity to introspect on applicability of eye tracking data towards entrepreneurial decision. In such a scenario, sense organs in human body have been experimented to find precise data and information. To what coverage, how, and under what circumstances are leaders' distinctiveness and procedures marked in the teams and organizations they escort? Algorithmic entrepreneurial decision introduces a critical question: what constitutes substantiation in entrepreneurial decision sciences? This mandates holistic thinking and deep understanding since a paradigm for entrepreneurial decision control is emerging.

Add a little bit of The role of eye movements to help in gaining, possessing and tracing visual inducements during decision formation. The methodology adopted in this paper is to investigate neural computational via. Scan positioning of eye movements.

Findings from a longitudinal natural experiment suggest that eye movement orientation can result from intensification ('tectonic shifts') in decision formation. The experiment involves the experiential valuation of an assortment of visual analytics techniques used to analyze eye-tracking data and mine knowledge about screening behaviors.

The dataset aggregates and harmonizes data from tests conducted at New Taiwan Normal University, Taipei, Taiwan. Tobii Pro X2-60 screen-based eye-tracker (60 Hz) and Tobii Studio software (version 3.0.5) have been used to present stimulus to scrutinize gaze actions. The purpose is to exhibit empirical mosaics in neuro-trajectory shifts(s) of the entrepreneurial decision circuits. The objective is to examine the undercurrents of neurobiological motorists in entrepreneurial decision-making. Effort is to explicate how neural explorations appreciate 'tectonic shifts' in decision configuration. Results replicate findings on entrepreneurial decision behaviour. Results propose perspectives and explain deep decision tectonic shifts(s) that influence decision 'seismic plates.' The paper concludes with propositions that utilize the advantages of biological methods in management research for future research.

EMIS IMPACT ON UNIVERSITY MANAGEMENT IN NORTH-CENTRAL NIGERIA

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In recent years, the use of Education Management Information System (EMIS) has become increasingly prevalent in the education sector, particularly in universities. A recent study conducted in North-Central Nigeria aimed to assess the impact of EMIS on university management, focusing on its influence on data management, decision-making, and academic planning.

The study employed a research survey design, targeting the non-academic staff in the region. A sample size of 400 respondents was selected, and data was collected using a questionnaire. To ensure the reliability of the instrument, a test and retest approach was employed.

The findings of the study revealed that the deployment of EMIS has significantly influenced effective university management. Specifically, EMIS has enhanced data management processes, streamlined decision-making processes, and improved academic planning within the universities. Based on these findings, the study recommends increased investment in EMIS across all public universities in the country.

It is believed that such investments will not only improve the efficiency of university management but also contribute to the overall development of the education sector in Nigeria.

In conclusion, the study highlights the importance of EMIS in enhancing the management of universities in North-Central Nigeria. By leveraging the benefits of EMIS, universities can improve their operations and better serve their students and staff.

NAVIGATING THE WAVES OF CHANGE IN MANAGEMENT EDUCATION

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In the field of Management education, we are witnessing a profound evolution. While the fundamental principles remain crucial, there's a pressing need to adapt to emerging trends, ensuring our future business leaders are equipped to thrive in an ever-changing landscape. Let us explore the current state of Management education & the key trends shaping its trajectory:

Embracing the Digital Wave:

Technology's surge has reshaped every facet of business & education is no exception. Today's management programs integrate cutting-edge disciplines like data analytics, artificial intelligence & digital marketing into their core curriculum. This arms the aspiring leaders with the skills needed to navigate the tech-driven terrain, encompassing everything from big data analysis to ethical considerations in emerging systems.

Sustainability & Social Responsibility:

There's a clear global shift towards sustainability & social impact & management education is rising to meet this challenge. Courses now delve into sustainable business practices, green finance & corporate social responsibility. By instilling a sense of social consciousness, Universities & Institutions are nurturing leaders who prioritize not just profit, but the well-being of our planet & society at large.



Cultivating a Global Mindset:

With businesses spanning international borders, a global mindset is no longer a luxury but a necessity. Management programs are integrating international case studies, cross-cultural communication workshops, and study abroad opportunities to broaden students' horizons. These experiences prepare future managers to navigate the complexities of a globalized marketplace.

Focus on Soft Skills & Lifelong Learning:

Beyond technical expertise, People skills like critical thinking, problem-solving & communication are gaining prominence. These skills empower graduates to innovate & adapt in the face of uncertainty. Moreover, there's a recognition of the importance of continuous learning. Programs offer executive education courses & alumni networks to ensure students can continually update their skills & stay ahead of the curve.

Adapting Delivery Methods:

The traditional classroom model is evolving. Online learning platforms & blended approaches offer flexibility to the learners, especially working professionals looking to upskill without disrupting their careers. Mixed-mode learning, combining online modules with in-person sessions, strikes a balance between convenience & face-to-face interaction.

Fostering Collaboration:

Management schools are increasingly partnering with industry leaders, professional & government bodies. These alliances provide invaluable insights into the growing workforce needs, allowing educators to integrate real-world case studies & simulations into their teaching. Specialized programs tailored to specific industries or regions are also emerging as a result of these partnerships.

The Future Ahead:

As the business environment undergoes constant transformation, management education must similarly adapt and advance. By embracing digitalization, eco-consciousness & global perspectives while prioritizing both hard & soft skills, institutions can ensure graduates are well-prepared for the challenges & opportunities that lie ahead. The future of Management education hinges on striking a delicate balance between tradition & innovation, preparing leaders not just for today's jobs but for the unknowns of tomorrow.

SUSTAINABILITY: THE NEW BUSINESS MANTRA

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The world today and I talk specifically in the Indian context, is blossoming with Social Enterprises. The key focus of these enterprises is to make a difference, create an impact in a manner that improves the quality of life, the quality of environment which is actually leading to a Better country and a Better world. There are almost 11 million social enterprises globally as per 'More in Common' based on research across 27 countries & extrapolated globally.

As we can feel proud as more than 2 million of these social enterprises are based in India; they are few of the most dynamic social enterprise environment globally. Interestingly, 50% of social enterprises globally are helmed by women; as per 'State of Social Enterprise' 2024.
(Source: <https://euclidnetwork.eu/2024/01/>)

A social enterprise is necessarily a Business with social objectives; and not just focusing on only maximising profits. These businesses actually pursue endeavours that generate revenue that fund their social causes.



They exist to resolve social problems, improve communities, people's life chances. The SDGs given by the UN addresses all the challenges that the world is facing today, keeping sustainability at its core. Any business whose model strives to achieve any of the SDGs is a social enterprise. And that's what the World needs most today.

Measure of Social Enterprise is SROI - Social Return on Investment, along with an eye on P & L statement; accounting for value created by the activities of an enterprise & the myriad contributions that make those activities viable as also the change brought about; as validated by different stakeholders.

The major Social enterprise components involve

- Measurable impact
- Self sustaining business model
- Resolving social issues
- Social intent viz-a-vis financial intent.

Today, when the narrative around ESG (Environmental, Social & Governance) is becoming stronger and policies are being built around it, when submitting the BRSR (Business responsibility Sustainability report) is soon becoming a mandate, organizations/businesses are forced to think beyond profit maximisation.

The contours of Balance sheet is changing right from capex to workex to account for expenses under the head of ESG. There is growing evidence that suggests that ESG factors, when integrated into investment analysis and portfolio construction, may offer investors potential long-term performance advantages, which means good for environment and good for stakeholders. This may call for spending more resources by the organization, in terms of using products or raw material that is environment friendly, hiring resources that have expertise and required skill to drive the intent.

The understanding of the 17 SDGs will give more clarity of the framework of these kinds of businesses. The underlying theme of all these businesses is Sustainability. The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

We are living in times of immense possibilities. I strongly feel that as a nation we are all set to lead the world. With the war cry of Atma Nirbhar Bharat & Make in India campaigns, the stage is set, the runway is ready. It is about creating the right impact in the needed direction. The term has picked up fast in the last decade.

HOW CAN WE TRANSFORM OUR INDIA INTO A SELF-SUSTAINABLE & FINANCIALLY INDEPENDENT ECONOMY?

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Transforming India into a self-sustainable and financially independent economy is a complex and multifaceted task that requires a comprehensive strategy addressing various economic, social, and environmental aspects. To achieve this goal, several key areas need to be prioritized and focused on.

By improving infrastructure, we can enhance connectivity and facilitate trade and commerce, which are essential for economic growth. Investing in healthcare and education can improve human capital and productivity, leading to overall economic development. Additionally, promoting technology and innovation can help drive economic growth by fostering new industries and creating job opportunities.

Secondly, ensuring financial inclusion and literacy is crucial. By providing access to financial services and promoting financial literacy, we can empower individuals and communities to make informed financial decisions and participate more actively in the economy. This can help reduce poverty and inequality, leading to a more inclusive and sustainable economic growth.

Thirdly, promoting sustainable practices in agriculture, industry, and energy is essential for reducing our dependence on imports and enhancing our self-sufficiency. This includes investing in renewable energy sources, promoting organic farming practices, and adopting eco-friendly manufacturing processes. These measures can help reduce our carbon footprint and contribute to environmental sustainability.

Moreover, improving governance and reducing corruption are critical for creating a conducive environment for economic growth. Strengthening institutions, promoting transparency, and implementing effective policies can help build trust and confidence in the economy, attracting investments and fostering growth.

Business Value Services

Business Value India, In association with our USA counterparts, has a range of Comprehensive services for Medium and Small Businesses.

We have assisted small and midsize business Owners (online/offline) with a company valued under \$5 Million since 1986 (See success stories):

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- earnings, with a corresponding increase in owner's equity of 2.5 to 3.0 times this amount.*
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- WE are not a cost or job cutter. In most situations, team players and their positions are strengthened since we are working with the ideal business model, assisting the Owner to work on the business and not in it.
- Our worldwide team of Ambassadors of Business Equity provides you a different view for maximizing your company's value for more business equity. Learn more about strategy development.
- We give you new insight with third-party research from a potential buyers view for finding un-tapped business value.
- We use business value analytics to set a baseline while maximizing a small company's value with propriety ways (including leveraging) and tools for more equity. All based on, '14 Immutable Laws of Business Value".

THE STORY OF UNSTRUCTURED DATA

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Understanding unstructured data is crucial in today's digital age, as it represents a significant and rapidly growing portion of the data landscape. Gartner suggests that unstructured data is growing three times faster than structured data. ITC predicts that by 2025, the size of unstructured data would reach 175 zettabytes. Despite this exponential growth, International Data Corporation (IDC) concludes that only a small fraction of this data is stored and even less is analyzed.

The story of unstructured data is one of contradictions. It is immensely powerful, yet largely untapped. Unstructured data includes text, images, videos, and social media posts, among others, and holds valuable insights that can drive business decisions.

However, its sheer volume and diversity make it challenging to manage and analyze effectively. To harness the power of unstructured data, organizations need advanced analytics tools and techniques. Natural Language Processing (NLP), machine learning, and artificial intelligence (AI) can help extract meaningful information from unstructured data, enabling businesses to make informed decisions and gain a competitive edge.

Wikipedia defines unstructured data as "information that either does not have a pre-defined data model or is not organized in a pre-defined manner." Therefore, as opposed to structured data which fits neatly into tables and databases, unstructured data is unorganized.

Unstructured data mostly comprises of text, but also includes images, videos, and more. Even though unstructured data seems chaotic and requires thorough cleaning prior to analysis, it has a lot of insights to offer when properly harnessed. A key reason for the growing relevance of unstructured data is the sheer volume, variety, and velocity of it.



Social media platforms have also played a huge role in this exponential growth in generation of textual and multimedia content.

For example, according to Statista, as of 2023 around 140 billion messages are exchanged on WhatsApp every single day. There are 2.78 billion unique active users of WhatsApp worldwide, out of which India is the biggest contributor having more than 0.5 billion subscribers.

There are two unique aspects of unstructured data that makes it so vital. First, unstructured data offers a level of granularity that structured data often lacks. Each individual is different. Unstructured data reflects the thought process of an individual. Respondents express themselves naturally without getting constrained by the boundaries of specific responses, such as in case of data collected through a questionnaire on a Likert scale.

Secondly, the anonymity offered by unstructured data generation platforms, such as online portals of e-commerce platforms, enable respondents to give their feedback without fear or favour.

Pressure to conform to social or group norms is diminished resulting in more honest flow of thoughts. However, the downside is veracity of data.

Fraudulent characters can always diminish the credibility of unstructured data. Notwithstanding this, businesses need to tap into unstructured data. Advancements in artificial intelligence and machine learning, have made it easier to process and analyse unstructured data. Natural language processing (NLP) algorithms, for example, can extract meaningful information from text, while computer vision algorithms can interpret images and videos.

Firms need to gain a deeper understanding of customer sentiment, preferences, and behavior by analysing customer reviews, forum discussions, and social media interactions. It would help in identifying emerging trends, predict market shifts, and proactively respond to consumer demands.

Actionable insights from unstructured data in real-time is invaluable for making prompt and informed decisions in today's fast-paced business environment, where agility and adaptability are key to staying competitive.

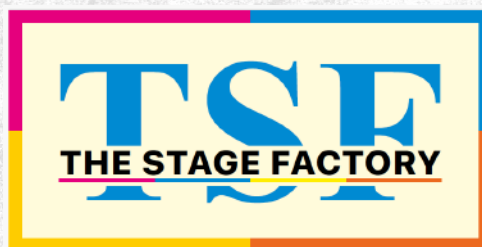
In conclusion, unstructured data is a valuable asset that, when properly understood and analyzed, can provide valuable insights and drive business growth. Organizations that invest in the right technologies and strategies to leverage unstructured data will be better positioned to succeed in the digital era.

In conclusion, unstructured data is a valuable asset that, when properly understood and analyzed, can provide valuable insights and drive business growth. Organizations that invest in the right technologies and strategies to leverage unstructured data will be better positioned to succeed in the digital era.

Thus the highlights of this article include:

- Unstructured data is growing rapidly and represents a significant portion of the data landscape.
- Despite its potential, only a small fraction of unstructured data is currently analyzed.
- Advanced analytics tools like NLP, machine learning, and AI can extract valuable insights from unstructured data.
- Unstructured data includes text, images, videos, and social media posts, offering diverse and valuable insights for businesses.
- Leveraging unstructured data can lead to informed decision-making, competitive advantage, and business growth in the digital era.

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THE EVENT TRIBE

TRANSFORMING CULTURE THROUGH INNOVATION: THE OD PERSPECTIVE

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Today's business world has become so dynamic that innovation is not just a buzzword; it is the lifeblood that sustains and propels organizations toward growth. Whichever industry we think about today, companies must welcome innovation across the spectrum, from incremental improvements to radical transformations. While some advocate for a hands-off approach to innovation, believing it cannot be forced, the key is to balance fostering a culture of innovation with providing strategic guidance. It is a misconception that innovation thrives only through individual initiative; organizations must actively define and cultivate innovation.

Mere awareness campaigns and ideations are not enough to create a culture of innovation that yields tangible results. This is where OD professionals play a crucial role. To harness the full potential of innovation, companies must help employees understand its context and types, aligning resources accordingly. As Richard Perez said, "Because designing a better way to boil water is different from designing a better kettle".

Engaging employees in conversations about innovation, understanding barriers, and identifying necessary resources is crucial. This promotes transparency and empowers employees to contribute to an innovative culture. Enterprises should focus on shaping the right structure, processes, programs, tools, and rewards system to incentivize innovative thinking.

However, the journey doesn't end here. Organizations must equip their workforce with the mindset and skillset for effective problem-solving, where Design Thinking plays a key role. Design Thinking, with its human-centric approach, provides a holistic framework for tackling complex challenges.

It encourages a deep understanding of user needs, promoting empathy and collaboration throughout the innovation process. By instilling Design Thinking as a capability, organizations enable their workforce to navigate challenges creatively and find innovative solutions that resonate with end-users.

However, incorporating Design Thinking is not a standalone effort; it requires a change management strategy from the outset.

Organizations must create awareness, ignite desire, provide knowledge, build the ability, and reinforce the change to ensure a seamless transition toward a more innovative culture.

This involves developing tailored training programs, conducting workshops, building frameworks, creating governance, and providing ongoing support to employees as they embrace the principles of Design Thinking and other innovation methodologies.

Collaboration between leaders, employees, and OD experts can create a powerful synergy that transforms organizational culture and drives sustainable growth through innovation. By strategically combining capability building, adoption of Design Thinking, conceptual frameworks, and change management, organizations can build a dynamic culture of innovation that adapts to the evolving needs of the market, thriving in an era where innovation is the key to success.

Interview with Industry Leader

From Corporate Leader to Entrepreneur: A Conversation with Tech Visionary Mr. Sudipto Basu

Interview By: Dr. Tanusree Chakraborty

Mr. Sudipto Basu, a co-founder of a health tech startup, brings over two decades of technology expertise to the table. With a strong background in cloud engineering, data, AI solutions, and innovation management, Mr. Basu has driven digital transformation in various industries. As the former Senior Director of Cloud Engineering at Oracle, Mr. Basu led North America Cloud Infrastructure's Data & AI team, helping customers migrate workloads and innovate with cloud services. Known for fostering a culture of learning and curiosity, Mr. Basu's journey from corporate to entrepreneurship is an inspiring tale of leveraging technology to solve real-world problems and drive growth. Dr. Tanusree Chakraborty, faculty of Administrative Staff College of India, interviews Mr. Sudipto Basu to delve into his journey from corporate to entrepreneurship. The interview explores Mr. Basu's extensive experience in technology, his role in driving digital transformation, and his insights on leveraging cloud and AI technologies to enhance healthcare services.

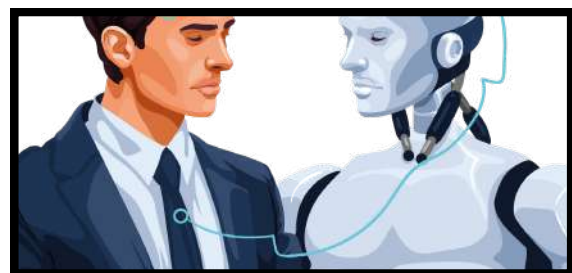
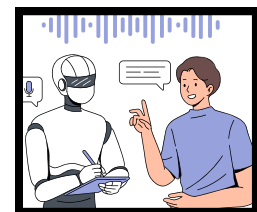
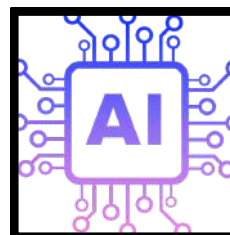


Q1) So, Mr Basu, what inspired you to transition from a successful career at Oracle to pursue entrepreneurship full-time, and what are your aspirations for your entrepreneurial journey?

Sudipto> Thank You Tanusree, for having me in ASCI PGDM Chronicle and for such a wonderful introduction. Coming from a middle-class upbringing, I was like any other common kid in India who wanted to learn and grow in the professional world. I entered the IT field right out of my Engineering college to learn whatever came my way. I started as a developer and went into the entire gamut of Data and Cloud. Keeping pace with technological advances was the biggest challenge and, hence, the biggest opportunity in IT. With every advancement in technology came newer business opportunities. Over the last two and a half decades in the industry, I have learned to tap into real business opportunities using technology. I was lucky to have had some exciting opportunities to build businesses from scratch and be Intrapreneurial within Oracle, where I have spent close to 18 years of my professional life. The culture of learning and growing was nurtured so well that someone like me was encouraged to explore, experiment and iterate on new ideas and opportunities. And these were not in silos but with Customers. For example, when some of our very big Healthsciences Customers were looking to move to the Cloud without compromising security and data sovereignty requirements, we came up with a blended version of Public + Private Cloud which catered to their business needs not only in terms of bottom-line optimization but also in getting required scale with a very tight security posture. In a couple of years, we had created a new business model generating \$80+M annual run rate of revenue, and Customers kept expanding on our platform. Today, they are building their data platform, developing advanced analytics, and running AI algorithms on Oracle Cloud. These kinds of Intrapreneurial endeavours, gave me the necessary learnings, experience and confidence to move into a full-time Entrepreneurial journey. Magic happens when you take pathbreaking technologies to solve real-world problems. That's what I have done in my two and half decades of corporate life, and I wish to do the same in my own venture.

Q2) How did you identify the specific market need or opportunity that your startup aims to address?

Sudipto> With the emergence of new, vibrant, and young people in India who are ambitious and ready to take on the world, I feel India's healthcare will see huge growth. Our healthcare spending is around 3% of GDP compared to 8.8% of other OECD countries vs 12+ % of developed countries. In our quest to become a developed nation within the next two decades, one area requiring significant growth is healthcare. It is imperative to make healthcare accessible, affordable, and efficient. Personally, I am deeply passionate about mental well-being and personal growth, an area often overlooked and stigmatized. However, the narrative is changing rapidly, with increasing awareness of the importance of mental health, driven by Millennials, Gen Z, and progressive corporates. My goal is to leverage technology to revolutionize mental health Add a little services, providing people with secure, accessible options at their fingertips while ensuring data privacy.



Q3) Your patent on "Machine Learning Predictions for Database Migrations" is quite impressive. Can you share the inspiration behind this innovation and its significance in the industry?

Sudipto> Data migration poses a significant challenge, particularly for CIOs who often shy away from such endeavors due to the associated risks, especially when dealing with proprietary database systems. To address this, we developed a unique framework tailored for CIOs or CDOs (Chief Data Officers) to facilitate data migration decisions based on their specific setup and leveraging past migration experiences. Our framework utilizes machine learning models to predict the most optimized migration path, continuously learning from previous migration experiences. While our prototype currently focuses on Oracle Databases, the framework is scalable to accommodate other data migrations, including structured or unstructured data, from various database management systems or even from big data systems.

Q4) How have advancements in computing power contributed to making AI/ML a reality today?

Sudipto> Advancements in computing power have been instrumental in realizing the potential of AI and machine learning (ML) technologies. These technologies have been around for decades, but the recent exponential growth in computing power has enabled their practical implementation. With more powerful processors and sophisticated algorithms, AI/ML systems can now process vast amounts of data and perform complex computations in real-time, making them more efficient and effective than ever before.

Q5) Why is ethical AI implementation important, and how can organizations ensure it?

Sudipto> Ethical AI implementation is crucial to ensure that the deployment of AI technologies aligns with societal values and norms. It is essential to prevent the misuse of AI systems and to maintain public trust in these technologies. Organizations can ensure ethical AI implementation by establishing clear guidelines and standards for developing and using AI systems. This includes implementing transparency and accountability mechanisms, ensuring data privacy and security, and addressing potential biases in AI algorithms. Additionally, organizations should involve stakeholders from diverse backgrounds in the decision-making process to ensure that AI systems are developed and used responsibly and ethically.

Q6) How do you envision the next decade of your professional life, and what goals do you hope to achieve?

Sudipto> The next decade will be very exciting for me, and I will be venturing into something that I have not done in the past. I feel like a fresher again who needs to bring in curiosity, energy and willingness to do the hard work all over again. I am sure this journey will be full of learning, and I hope I use these to build something meaningful that solves real-world problems and make a difference. In addition, I want to help others in their professional journey either as a coach or a mentor. This is something that I am very passionate about and hence working actively to become a certified coach. Furthermore, I feel I can contribute to boards of technology companies as an independent director to help implement and maintain the right levels of corporate governance. I am in the process of obtaining my certification as an Independent Director. The last two endeavors are my way of giving back to the community that has shaped my career so far.

Q7) What advice would you give aspiring entrepreneurs considering a similar career transition?

Sudipto> For any corporate employee who wants to be an entrepreneur, it's important to find your WHY first. If the WHY is strong, it will take you on the right path. Leaving a job and losing the source of income can be very challenging and to make things even more challenging, the entrepreneurial journey is very lonely. So, your WHY should be your anchor which will let you stay afloat in the journey.

STUDENT CORNER



HEAD VS. HAND: RETHINKING THE BALANCE BETWEEN THEORY AND PRACTICE

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For the past two days, I've been inspired to write this essay since my cousin questioned me about the distinctions between traditional and self-directed learning. As a result, I believe I have made the following points:

The argument between personal learning and conventional learning frequently resembles a tug-of-war between two well-known forces: the thrilling rush of freedom and the reassuring hand of structure. With its well-organized textbook stacks and reverberating classrooms, traditional education might be comforting on a chilly day.

The security of standardized assessments, the predictable cadence of lectures, and the companionship of fellow students may all be consoling. Learning is made possible by the teacher's soft prodding that leads you through new material and by your shared laughing over challenging issues.

ASCI gave me a special opportunity to develop my abilities and become "Corporate Ready." Above all, it is a place where people's opinions are considered, and their voices are heard. The intriguing benefits of being part of this institution are "The Industry Connect," which provides us with the chance to network with different business experts. My ability to apply what I have learned theoretically in practical situations has been made possible by these Industry Connect sessions, and this has been extremely helpful in shaping my future perspectives and kinesthetic process of learning.



In the end, the most effective method of learning is the one that connects with your spirit, piques your interest, and gives you a sense of empowerment and challenge. Thus, follow your intuition, accept the tension that exists between structure and flexibility, and create your special route to learning and development. Ultimately, the most exquisite educational experiences are frequently those that are depicted with the vivid hues of your feelings.

FEASTS, FUN, & FITNESS: NAVIGATING HOLIDAY HEALTH LIKE A PRO

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In today's fast-paced world, maintaining a healthy lifestyle has become increasingly important. With organizations emphasizing wellness programs and individuals becoming more health-conscious, the focus on diet and health has never been stronger. Despite these efforts, challenges persist, especially for those who travel frequently, dine out often, or simply worry about their dietary choices. In this article, we explore strategies to overcome these challenges and achieve a balanced and healthy lifestyle.

It is that time of the year again: endless snacks, bottomless cups of cheer, and the all-too-familiar holiday weight gain saga. But fear not! Here's the ultimate guide to arm you to slay the holiday game without sacrificing your health (or your mom's famous aloo paratha). Dive into a treasure trove of tips, tricks, and hacks for keeping fit, fighting off the festive flab, and enjoying the holiday season, guilt-free. Who says you can't have your cake and eat it too.

Summer's here, and so is the season of beach trips, late-night adventures, and yes, the irresistible call of ice cream trucks. Say hello to summer, where feeling good and living well go hand in hand with every beach party and barbecue! Reckless eating and impulsive meals are a big no-no whilst dieting. If you think that resisting the food cravings at home is difficult then try resisting them while on a vacation and you'll understand what longing means! Though there is a tremendous satisfaction in trying out new dishes, it is not worth it later when it affects your diet plan. Picking your meals smartly while on vacation is your secret weapon to keep that diet game strong. If you're planning for a heavy dinner then eating salads for lunch will neutralise the excess intake of calories. As heart-breaking as it sounds, sticking to your diet plan is possible.

One treat a day:

Instead of going on eating sprees, if you stick to one treat a day then maintaining your diet becomes easier.

Make walking your weapon of choice: If you want to feel the real spirit of the city you've chosen to spend your holiday then walking is your best shot at it. Also, all that walking will help you burn up all the excess calories that you're bound to pick up so it's a win-win situation.

Trim your portions: Shower your taste buds with a variety of flavours because that's the best part of the vacation. Simply by reducing the size of the portions you can devour the delicacies without the guilty feeling in the pit of your stomach that this might be screwing up your diet plan.

Get into a relationship with Zero calorie drinks:

Lime juices, sparkling water, unsweetened hot or cold tea, diet soda, and the list goes on. Choose these no-calorie beverages over the rest and suddenly the thought of dieting while on a holiday doesn't sound so bad after all.

Fruits and vegetables and you:

Replace candy bars and chips with fruits and vegetables and have a happy and healthy vacation!

Eat when you're hungry and not if you're bored:

With celebrations around you, the spirit of holidays in the air, and a variety of eateries to choose from, one can easily get carried away and forget all about dieting. Eating only when you're truly hungry and not just because you're bored or tempted will help to stick to your diet plan.



WHAT IS AI AND POTENTIAL USES OF AI

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AI, or Artificial Intelligence, is the development of computer systems capable of performing tasks requiring human intelligence. AI can be used in various industries and has a lot of potential to make things more effective and efficient. In healthcare AI-driven diagnostic systems enable effective medical imaging analysis which not only leads to early disease detection but also helps in making personalized treatment plans. This saves both lives and resources making it cost-effective and it also increases patient outcomes. In finance, vast data sets can be analysed using AI algorithms which help analyse market trends which leads to the optimization of investment strategies.

Furthermore using AI to understand market trends helps companies, investors, traders, etc mitigate risk and maximize returns for investors.

The entertainment industry benefits from AI through recommendation systems that personalize content consumption experiences. Streaming platforms like Netflix, Amazon Prime, YouTube, Spotify, etc use AI to recommend movies, music, and videos according to the users' preference leading to increased engagement and retention. The agriculture industry uses AI through drones and sensors to monitor crop health and optimize irrigation and fertilization processes. This leads to higher yield, reduced environmental impact, and promotes sustainable farming practices. AI is not just limited to the above-mentioned industries. It has unlimited potential and it is up to us to fully utilize the potential of AI and make life easier and better.



Therefore it is a fact that the impact of AI across industries highlights the need for businesses to embrace this technology for enhanced efficiency, effectiveness, and innovation. To leverage AI effectively, organizations should explore AI solutions that can automate processes, analyze data for insights, and provide personalized customer experiences.

Investing in AI skills within the workforce is vital to fully utilize AI technologies. Staying updated with the latest AI developments and trends is essential to remain competitive. Collaboration with AI experts, attending conferences, and participating in workshops can help expand knowledge and networks in the field. Starting with small-scale pilot projects allows businesses to test AI applications and scale up successful initiatives rapidly. Ensuring ethical AI practices and promoting transparency in AI use are also important considerations. By incorporating AI into their strategies, businesses can unlock new opportunities for growth, efficiency, and innovation.

SCRIBBLE SUSTAINABLY: THE ECO-FRIENDLY ALLURE OF STATIONERY DEVOTEES

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Forget the latest gadgets or trendy clothes; for some, the ultimate object of desire lies in the aisles of office supply stores. We're talking about the "stationery-obsessed," individuals who elevate the art of penmanship and organization to a whole new level. Their love affair with notebooks and pens goes beyond practicality – it's a deeply emotional connection fuelled by stunning designs and the joy of meticulous organization of stuff.

The present article tries to explore the psychology behind this obsession. Design and emotional attachment are the driving forces. Imagine the thrill of a limited-edition notebook with an attractive marble design or a pen that glides effortlessly across the page. For these individuals, note-taking becomes a form of expression of one's self. However, the traditional cycle of buying new stationeries, using it, and buying more isn't sustainable. The fear of damaging their beloved supplies can lead to overflowing drawers and unused notebooks – a beautiful, yet wasteful, dedication.

So, how can stationery-obsessed individuals indulge their passion without burdening the planet? Sustainable stationery companies are here to help. Eco-friendly materials like recycled paper and bamboo pens are a great start.

Refillable pens and notebooks with replaceable inserts allow for continued customization without adding to landfill waste. For instance, companies like "Sprout World" offer pens made from recycled plastic with plantable seeds embedded at the tip. Once the pen runs out of ink, you can plant it and watch it transform into a beautiful flower or herb! This not only reduces plastic waste but also adds a touch of life to your desk.



The phenomenon of the stationery obsession highlights the powerful role that designs and emotional connection play in consumer behavior. However, it also presents an opportunity for conscious consumption. Sustainable stationery brands cater to this passion while offering eco-friendly alternatives. The next time you see your friend meticulously arranging their pen collection, remember – it's not just an obsession, it is a dedication to beauty and organization that can be kind to the planet.

MANAGEMENT EDUCATION – ‘THE INVISIBLE LABORATORY’

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As a student of PGDM, I welcome you all to the ‘Invisible Laboratory’, a concept I coined to describe a space where individuals can experiment, learn, and evolve professionally.

The quote, "The more you sweat in the field, the less you bleed in the war," encapsulates the essence of this idea. While this quote is often used metaphorically, I believe it is important to delve deeper into its context.

In the context of management education, there are established B-Schools with rich legacies and newer institutions striving to establish themselves.

Securing a place in a prestigious B-School is an achievement in itself, marking the beginning of a challenging MBA/PGDM journey where hard work is essential.

For students at newer B-Schools, there are greater opportunities to create and shape the institution's systems and structures. I call it the ‘Invisible Laboratory’ a place to experiment yourself to learn, change, and embark on the professional journey.

The quote that I mentioned above has multiple perspectives; thus it has become a metaphor in many cases. However, I believe that going deep into the context of the “field” is extremely important.

It is a medal to land in a destined and prestigious B-school, and from there the tough management education journey starts, where ‘sweating as inversely proportional to bleeding’ is put into practice. In the case of new B-school, students have bigger opportunities to create and establish systems and help structure the institutions.

As MBA is a student-driven programme, MBA aspirants who may not get the opportunity to learn in premiere B-schools can thus showcase their skills by helping to build bricks in a new field.’



Their contribution or initiatives will be held as “pioneering contributions” that will help not only the B-School but also the students to be better when they set out of the campus in the real world. Contributors in the pioneering stages have better experience in creating new initiatives and techniques to sustain them.

I have observed that both students and industry professionals can benefit greatly from embracing the concept of the ‘Invisible Laboratory’ as a space for learning and professional growth. Whether studying at an established B-School or a newer institution, there are ample opportunities to innovate and contribute.

Students, seize every chance to learn and innovate, as your efforts can shape your institution and your future. Industry professionals, support and recognize student initiatives, as they contribute to a culture of excellence. Together, let us build a culture of innovation and growth.

Welcome to the ‘Invisible Laboratory,’ where possibilities are limitless.

We extend our heartfelt gratitude to our esteemed Gold sponsors for their generous support.



FROM SOAP SUDS TO SUITS: HOW MY CHILDHOOD SHAPED MY PGDM JOURNEY

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Childhood innocence often leads us down interesting, sometimes messy, paths. I was about nine years old when my curiosity got me into trouble for the first time. Captivated by a soap commercial that claimed to foster a gold ring inside each soap bar, I decided to test my luck. Equipped with swimming goggles, a pair of tweezers, and a soap bar, whose name was seemingly forbidden for children at the time (the "Lux Controversy"), I trotted to the bathroom and ended up grating a perfectly good soap bar in the sink. It was a futile attempt, and rather disappointing that I found nothing. Instead, I earned a scrubbing duty and a harsh lesson in marketing tactics. That was my first glimpse of the business world, albeit unconventional.

Another childhood memory involves a misguided attempt at environmentalism. I was a tad bit older then, but my curiosity was untamed; it only grew alongside me. In sixth grade, our science textbook offered us instructions on recycling paper at home. Armed with this 'knowledge', I embarked on a project destined for disaster. Tearing old newspapers, soaking them in a 'borrowed' mug, and blindly following the instructions to add soap and glue- the concoction never became gooey. Instead, it became a rock-solid mess permanently fused to the mug. The experiment's failure was a disappointment in the science project with a dose of guilt for ruining the mug. This experience brought me my second lesson in business and a renewed aversion to rote learning.

These childhood experiences, though comical in hindsight, instilled valuable lessons. They taught me the importance of questioning information and the consequences of blind action.

Fast forward to my teenage years – a time of confusion and rebellion. Choosing a career path felt impossible. Unlike friends pursuing traditional jobs, I felt lost, unsure of my direction. In a bold move, I enrolled in a PGDM program.



This wasn't a carefully planned path, but a leap of faith, fuelled more by a desire to break free from expectations than a clear career vision. However, this program has been a revelation. The business world, once a distant concept gleaned from commercials and textbooks, has become a fascinating landscape I'm actively exploring.

This program goes beyond theory. It challenges me to think critically, analyze situations, and develop strategic approaches – skills that translate directly to the real world.

Through projects, discussions, and interactions with industry professionals, I'm shedding my childhood naiveté and embracing the responsibilities of adulthood.

My PGDM program has launched me from self-discovery to a well-rounded business path.

Equipped with essential skills, I now navigate the dynamic business world.

It is a stimulating journey that fuels my curiosity and love for learning – a perfect fit for the ever-evolving business world. In retrospect, I'm grateful for that initial impulsive leap that brought me here.

EMBARKING ON THE PATH OF DISCOVERY: MY JOURNEY THROUGH RESEARCH AND CONNECTIONS

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In the words of Lao Tzu, 'A journey of a thousand miles begins with a single step.' For me, this journey in research started as a PGDM student, and it has been nothing short of transformative. During my PGDM admission, I started developing an interest in writing, which was further kindled as I delved deeper into my research. Research has been a transformative journey for me, marked by experiences that have shaped my understanding and sparked a deep interest in the field.

My journey began with presenting my first research paper at a conference in IIM-Jammu, where I explored the impact of 'Nurturing Employee Voice: Exploring the Impact of Antecedent Employee Experiences on Individual and Organizational Outcome.' This experience was not just about sharing findings but also about learning from others and expanding my horizons.

Presenting papers at various conferences in various reputed institutes such as IIM-Tiruchirapalli, IIM-Shillong, IIM-Sambalpur, Woxsen University, Institute of Public Enterprise, ICFAI Business School, and Saint Mary's College has been a rewarding experience. It has allowed me to engage with diverse audiences and receive valuable feedback that has enriched my work. Each presentation has been a stepping stone, helping me refine my ideas and approaches, and inspiring me to delve deeper into my research.

One of the most significant aspects of my journey has been the connections I've made along the way. Interacting with fellow researchers, academics, and industry professionals has opened new avenues for collaboration and learning. These connections have not only expanded my network but have also provided me with valuable insights and perspectives that have influenced my research direction.



Through my journey in research, I have developed a keen interest in Human Resource and Organizational Behaviour. This interest has been fuelled by the challenges and complexities I have encountered, as well as the potential for impactful contributions to the field. I am driven by a desire to explore new ideas, push boundaries, and make a meaningful difference through my research.

Looking ahead, I am excited about the opportunities that lie ahead in my research journey. I am committed to continuing my exploration, building on the insights and connections I have gained, and contributing to the advancement of knowledge in my field. My journey in research has been a profound and enriching experience, and I look forward to the discoveries and experiences that await me in the future.

IS AGE REALLY JUST A NUMBER TO ENROL IN A MANAGEMENT PROGRAMME?

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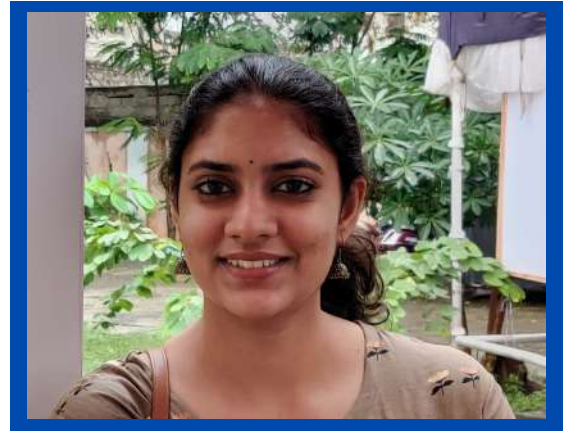
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My decision of doing a PGDM was a very instantaneous one. Coming from a background of Architecture and having worked as an architect for more than 2 years, I never imagined myself to enrol in a course like MBA/PGDM for my post-graduation but as the saying goes, "Our history is not our destiny". In spite of many dilemmas, confusions and self-doubt of whether changing streams from architecture to management is a right decision and having absolutely no idea about the course, I took a leap of faith at the age of 26 and enrolled myself for the Post Graduate Diploma in Management program at ASCI.

After enrolling in ASCI, I was taken aback only to realise that I was one of the oldest students of the batch and the youngest student is only 20 years old.

This initially made me wonder if I'm too late to join this course or whether I'm falling behind in life for not having done an MBA/PGDM in my early 20's.

However, after talking to my seniors and friends who have industry experience, I have realised that I am pursuing my PGDM at a most appropriate time, as I spent my early 20's experimenting, exploring, trying my hands at different things and failing countless times. Ranging from Theatre, Art & Architecture to Art Direction for films, I've dabbled in a spectrum of activities. This experience has not only given me vast knowledge in various fields but has also made me grow as a person and gain a realistic perspective about the functioning of the business world.



"This experience was not just about sharing findings but also about learning from others and expanding my horizons."

Today, when I'm on the verge of finishing my first year of PGDM, I strongly believe that "Age is definitely just a number" to pursue not only an MBA/PGDM but anything in this world. I now believe that my age comes with a lot of experience, and interacting with my classmates who are younger than me has made me feel alive. My insecurity of being one of the oldest students has almost disappeared at this point.

For this, I definitely have to thank my friends, faculty and classmates for never making me feel like out of place.

Despite being questioned for my choice on a daily basis even today, I feel confident, more so than ever, about my decision and I'm glad to admit that I have no regrets.

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MR. V.R. SAJEEVAN PILLAI

CAMPUS BUZZ

SPORTS EVENTS

A collaborative effort by the sports club made the recent cricket, table tennis, and badminton tournaments (Sept 17-24, 2023) a success. A committee planned the events, securing venues, equipment, and creating a detailed schedule. Volunteers kept things running smoothly, while safety measures ensured everyone's well-being. High participation from PGDM and PGDHM students fostered sportsmanship and community. Building on this success, future events will incorporate feedback for improvement and explore new activities. This event solidified the power of teamwork in building a thriving athletic community.



Badminton Competition





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Convocation of Batch III

The convocation ceremony for the PGDM Batch 3 at the Administrative Staff College of India (ASCI) Hyderabad was held on January 17, 2024, at 11 a.m. at the College Park Campus, characterized by elegance and grandeur. A total of 28 PGDM students received their Post Graduate Diplomas during this prestigious event.

Sri Anil Swarup, IAS (Retd), Former Education Secretary, Government of India, graced the occasion as the chief guest. Not only did he deliver an inspiring convocation address, but he also personally distributed certificates and bestowed special medals and awards upon deserving students. Drawing from his wealth of experience, Sri Swarup emphasized the importance of effective communication skills and the art of presenting ideas convincingly. He underscored the necessity of focusing on aspects within one's control, offering valuable insights gleaned from his career in public service.

The welcome address was delivered by Prof (Dr) Nirmalya Bagchi, Director General (i/c), while Sri K Padmanabhaiah, IAS (Retd), Chairman-ASCI, delivered the special address, adding to the significance of the ceremony.

Among the highlights of the convocation, Ms Gona Sadvitha was awarded the prestigious Gold Medal in recognition of her exceptional academic performance. Additionally, Ms Muskan Motwani secured the second position, while Mr Abhinav achieved the third position among the PGDM Batch 3 students, earning well-deserved accolades for their achievements.





Inauguration of Knowledge Resource Centre & Badminton Court

The inauguration of the "Knowledge Resource Centre" and badminton courts at ASCI's College Park campus was a momentous occasion marked by the presence of ASCI Chairman Shri K Padmanabhaiah, IAS (Retd), along with other dignitaries including Dr Nirmalya Bagchi, Director General I/C, Deans Dr Valli Manickam, Dr Subodh Kandamuthan, and Prof. BVN Sachendra. The event was attended by the entire CPC community, including faculty, staff, and students, who eagerly awaited the unveiling of these cutting-edge facilities. The Knowledge Resource Centre is set to be a hub of learning and innovation, equipped with state-of-the-art resources to support research and academic pursuits. The addition of badminton courts adds a recreational dimension to the campus, promoting physical fitness and well-being among students and staff. The inauguration ceremony was a celebration of progress and development, highlighting ASCI's commitment to providing a conducive environment for holistic growth and learning.

A Few Snapshots from the Event



HR VERTEX

The HR club at ASCI, Enig-matic, organized a stimulating business quiz, 'HR Vertex,' on December 13th, 2023. The event aimed at fostering student engagement and knowledge dissemination. A dedicated committee meticulously curated a range of questions spanning various business domains, enticing the participation of 23 teams comprising both PGDM and PGDHM students.

The quiz, hosted in the state-of-the-art EDP room of the new building, featured a blend of multiple-choice, visual, and rapid-fire rounds, adding an element of excitement and challenge to the event. Despite the competitive nature of the quiz, the atmosphere remained friendly, reflecting the spirit of healthy competition. Ultimately, the participants emerged victorious, showcasing their aptitude and knowledge in the field. The top performers were duly recognized with certificates and prizes, further enhancing the competitive yet inclusive spirit of the event.

The success and positive reception of 'HR Vertex' underscored its role in promoting learning, team cohesion, and a sense of camaraderie among students. This event has set a high standard for future HR-related activities, promising more engaging and enriching experiences for the ASCI community.

A Few Snapshots from the Event



SANKRANTI

On the 12th of January 2024, the students of PGDM hosted a cultural event on the auspicious occasion of Sankranti. The event included competitions like Kite flying, Rangoli Making, Singing and dancing followed by a fun filled evening with bonfire or "Bhogi Manta". The students' zealous and active participation made this event a huge success.



Diwali

Diwali, the festival of lights, was celebrated with great fervor and enthusiasm by the PGDM and PGDHM students at the ASCI campus. The celebration was a vibrant blend of traditional customs and modern festivities. The students came together to decorate the campus with colorful rangolis and vibrant diyas, creating a festive ambiance. The celebration included traditional performances such as dance and music, showcasing the rich cultural heritage of India. Students also participated in games and activities, adding a fun element to the festivities. The celebration fostered a sense of community and camaraderie among the students, making it a memorable and enjoyable experience for everyone involved.



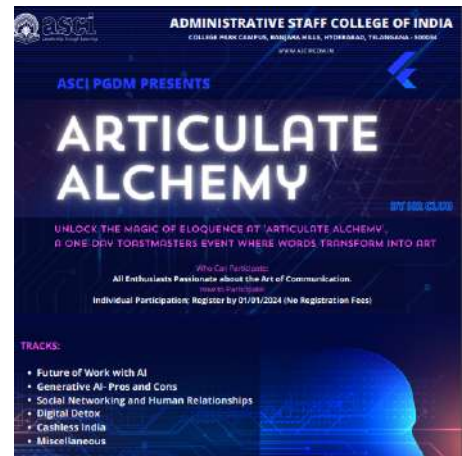
ARTICULATE ALCHEMY

The HR Club of ASCI (PGDM) organized a stimulating one-day Toastmaster's event, titled "Articulate Alchemy," on the 5th of January, 2024. Spearheaded by the dynamic coordination of Dr. Tanusree Chakraborty, the event drew participants from both the PGDM and PGDHM programs.

The event provided a platform for students to showcase their oratory skills and express their thoughts on a range of contemporary topics. Participants engaged in insightful discussions on subjects such as Digital Detox, Cashless India, and the Future of Work with AI, among others.

The enthusiasm and passion displayed by the students were evident throughout the event, highlighting their keen interest in these topics. The event was not only an opportunity for students to hone their public speaking skills but also a platform for them to voice their opinions on issues they are passionate about.

The success of "Articulate Alchemy" can be attributed to the active participation, coordination, and management efforts of the students involved. Their dedication and commitment ensured that the event ran smoothly and was a memorable experience for all involved.



DOSA FESTIVAL

During the month of November, 2023, PRISM Agency hosted a Dosa Festival on ASCI (CPC) grounds, coordinated by Ms. Mary Elliot. It was a buffet with a wide variety of dosas being prepared live-counter. Everything ranging from Pizza dosa to keema dosa was included in the menu. A live counter was open for all who were interested in preparing Dosa. It was an event that students enjoyed and helped them strengthen bonds as they made many cherishable memories together.



We extend our heartfelt gratitude to our esteemed catalyst sponsor for their generous support.



AARAMBH

A dynamic workshop unfolded at the Administrative Staff College of India (ASCI) in Banjara Hills on March 15, 2024. Aarambh offered a unique opportunity for aspiring entrepreneurs and researchers to connect with industry titans. The event featured a distinguished panel discussion with CEOs, Investment Directors, and leading figures from T-Hub, Hyderabad Angels, Trillion Ventures, ASPIRE-TBI, Nutrihub, AIC-CCMB, RICH, a-IDEA, KASE, Startoon Labs, CSIR-IICT, boasting a collective experience exceeding 400 years. Attendees gained valuable insights on building professional networks, developing impactful personalities, and implementing successful business frameworks. This exceptional event provided a platform for knowledge exchange and inspiration, fostering the next generation of innovators.

During the inaugural session of Aarambh, Dr. Ayush Gupta, Director (HR) of GAIL Industries, emphasized the pivotal role of continuous innovation and stability in achieving remarkable milestones. Dr. Srinivas Rao Mahankali (MSR), CEO of T-Hub, mesmerized the audience with insights on cultivating a vibrant creative ecosystem. The dialogue resonated with students' aspirations to transition from job seekers to job creators. Mr. Prakash Chandra Baror, Director of State Bank Staff College, shed light on the unwavering support extended to startups through SBI programs. Mr. S.K. Bose, CEO of Hydrocarbon Sector Skill Council, illuminated the pathways to startup triumph. Dr. Nirmalya Bagchi, Director General (I/C) of ASCI, kickstarted the event with an enlightening keynote speech, unraveling ASCI-Bellavista Innovation Foundation programs. The attraction of the gathering was also the joint unveiling of the 'Innovation and Entrepreneurship Management' brochure by T-Hub and ASCI. Bella Vista Innovation Foundation, dedicated to supporting groundbreaking ideas, was also formally launched during this event.

Dr. Karnak Roy and Dr. Mohammed Mujahed Ali orchestrated the event seamlessly.

A Few Snapshots from the Event



ACADEMIC ACCOLADES

CENTRE FOR MANAGEMENT STUDIES

RESEARCH REPORT 2023 – 24

NIRDPR (National Institute of Rural Development and Panchayati Raj) Duration of Work in last FY 23-24- April 23-June, 2023

Project Overview: This project aims to transform the National Institute of Rural Development and Panchayati Raj (NIRDPR) to better address India's evolving rural landscape.

Key steps include:

- Analysis: Assessing India's growth and NIRDPR's challenges.
- Recommendations: Shifting NIRDPR towards high-value services through strategic realignment, proactive leadership, and financial sustainability.

- Role Redefinition: Enhancing NIRDPR's role in capacity building, research, and policy shaping.
- Financial Strategy: Ensuring financial sustainability by addressing liabilities and seeking self-sufficiency.
- Mentorship: Engaging with an established institute for guidance through the transformation process.

Objective: To make NIRDPR a dynamic institution, responsive to rural India's needs, and a key player in shaping its development trajectory.

Study Team: Prof. (Dr.) Nirmalya Bagchi (Director General (I/c), ASCI), Mrs Smita Sengupta Das (OD Intervention Specialist; Advisor, ASCI), Dr. Saswat Kishore Mishra (Ph.D. in Economics; Assistant Professor, ASCI), Dr. Karnak Roy (Ph.D. in Innovation Management; Assistant Professor, ASCI), Dr. Mohd. Mujahed Ali (Ph.D. in Accounting; Assistant Professor, ASCI), Dr. A. Sai Kiran (Ph.D. in Finance; Assistant Professor, ASCI), Mrs. Surabhi Mishra (M.Phil. in Commerce; Research Associate, ASCI).

Factors Affecting R&D Investment and Related Policy Issues in the Indian Biotechnology Industry in the era of Covid-19 – Department of Science and Technology, Govt. of India

Duration of Work in last FY 23-24- April 2023-January 2024

- **Project Overview:** The project assesses R&D investment dynamics in India's biotech sector, aligning with STI policies. It combines quantitative analysis of 31 biotech companies with qualitative insights from 24 start-ups. Findings show a positive correlation between R&D investment and net sales, but reveal multifaceted challenges for start-ups. Recommendations include reversing funding mechanisms, establishing a Government-Industry Research Council, and improving regulatory processes. Overall, the project aims to inform policymaking for fostering innovation and growth in India's biotech industry.

Study Team: Prof. (Dr.) Nirmalya Bagchi (Director General (I/c), ASCI), Dr. Karnak Roy (Ph.D. in Innovation Management; Assistant Professor, ASCI), Mrs. Surabhi Mishra (M.Phil. in Commerce; Research Associate, ASCI), Mr. Raman Ghosh (M.Tech. Petroleum Technology, Sr. Research Associate, ASCI).

Crafting Vision, Mission, and Credo for SAIL (Steel Authority of India Limited) Duration of Work in last FY 23-24- November 2023-January 2024

- **Project Overview:** The SAIL Vision Redraft project, initiated on November 6, 2023, represents a collaborative effort between the Steel Authority of India Limited (SAIL) and the Administrative Staff College of India (ASCI) to redefine the organization's vision and values. In alignment with contemporary management principles, SAIL has adopted a bottom-up approach to redefine its vision.

By engaging employees at all levels, the project aims to harness diverse perspectives and foster a culture of collaboration and ownership. Through this case study, we explore the strategies, methodologies, and outcomes of SAIL's vision crafting exercise, providing practical insights into the relevance and effectiveness of such initiatives in today's dynamic business environment.

Study Team: Prof. (Dr.) Nirmalya Bagchi (Director General (I/c), ASCI), Prof. Vilas Shah (M.Tech., Consultant), Dr. Karnak Roy (Ph.D. in Innovation Management; Assistant Professor, ASCI), Mrs. Surabhi Mishra (M.Phil. in Commerce; Research Associate, ASCI), Mr. Raman Ghosh (M.Tech. Petroleum Technology, Sr. Research Associate, ASCI).

Empanelment for Impact Assessment Survey – TRAI (Telecom Regulatory Authority of India) Duration of Work in last FY 23-24- February 24- March 24

- **Project Overview:** The empanelled agencies will conduct Regulatory Impact Assessments (RIAs) to evaluate the effects of proposed regulations before implementation. Their role involves analysing the economic, social, and environmental impacts of regulatory decisions across various sectors. Engaging with stakeholders, they'll provide evidence-based insights and recommendations to policymakers.

By adhering to international standards and employing sector-specific expertise, these agencies will ensure thorough assessments, fostering transparent and informed decision-making. Ultimately, their work aims to develop a robust regulatory framework that aligns with broader goals of economic development, social equity, and environmental sustainability.

Study Team: Prof. (Dr.) Nirmalya Bagchi (Director General (I/c), ASCI), Dr. Karnak Roy (Ph.D. in Innovation Management; Assistant Professor, ASCI), Mrs. Surabhi Mishra (M.Phil. in Commerce; Research Associate, ASCI), Mr. Raman Ghosh (M.Tech. Petroleum Technology, Sr. Research Associate, ASCI).

Re-Build Kerala Initiative (RKI) – Govt. of Kerala Duration of Work in last FY 23-24-April 23-March 24

- **Project Overview:** The Resilient Kerala Development Programme (RKDP-2) aims to bolster the state's resilience against disease outbreaks and natural disasters, especially in the vulnerable Pamba Basin districts. Result Area 1 focuses on fiscal sustainability, women's access to post-disaster support, and strengthening local disaster risk management plans. Result Area 2 emphasizes embedding resilience in key economic sectors through flood early warning services, disease surveillance, and integrated river basin management.

Notably, DLI 3 targets improving disaster risk financing and insurance capacity, with goals such as enrolling 33,000 farmers in crop insurance and mobilizing \$50 million for disaster risk financing. Monitoring progress against these indicators is crucial for evaluating the programme's success in enhancing Kerala's long-term resilience.

Study Team: Prof. (Dr.) Nirmalya Bagchi (Director General (I/c), ASCI), Dr. Karnak Roy (Ph.D. in Innovation Management; Assistant Professor, ASCI), Mrs. Surabhi Mishra (M.Phil. in Commerce; Research Associate, ASCI), Mr. Raman Ghosh (M.Tech. Petroleum Technology, Sr. Research Associate, ASCI).

LITERARY PURSUITS

PUBLISHED WORKS: PUBLICATIONS OF BOOKS & ARTICLES IN JOURNALS, AND CHAPTERS IN BOOKS

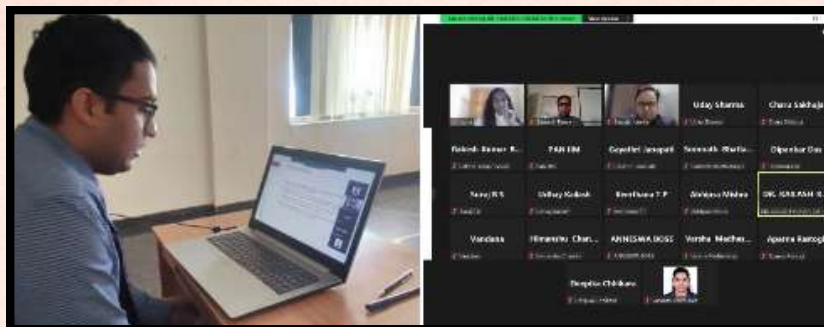
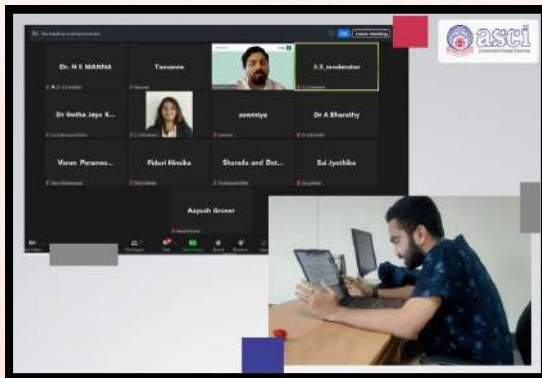
1. Chakraborty, T., & Dhir, S. (2023). Reframing tech-based strategic HRD practices in organizational path: Is the journey engaging? *SAGE Open*, 13(2). doi:10.1177/21582440231173652, 21582440231173652. (Indexed in Scopus)
2. Chakraborty, T., & Ganguly, M. (2023). Agile Entrepreneurship: Probing into Women Entrepreneurial Innovation in Rural India. In *Agile Leadership for Industry 4.0* (pp. 297-308). Apple Academic Press. (Indexed in Scopus)
3. Chakraborty, T., Awan, T. M., Natarajan, A., & Kamran, M. (Eds.). (2023). *Agile Leadership for Industry 4.0: An Indispensable Approach for the Digital Era*. CRC Press. Hard ISBN: 978177491187 (Indexed in Scopus).
4. Chakraborty, T., Mishra, N., Ganguly, M., & Chatterjee, B. (Eds.). (2023). *Human Resource Management in a Post-epidemic Global Environment: Roles, Strategies, and Implementation*. CRC Press. Hard ISBN: 9781774911792, Book ISBN: 9781003314844.
5. Dhir, S., & Chakraborty, T. (2023). Does the perceived efficiency of the HR department matter in influencing satisfaction and employee performance?. *International Journal of Productivity and Performance Management*, 72(4), 943-961. (Indexed in Scopus and ABDC- B).
6. Chakraborty, T., Natarajan, A., Ganguly, M., & Mishra, N. (Eds.). (2024). *Digitalization of Higher Education: Opportunities and Threats*. Apple Academic Press. Hard ISBN: 9781774914144. (Book)
7. Chakraborty, T., Mishra, N., Natarajan, A., & Chatterjee, B. (2023). *Gender Equality from a Modern Perspective: Moving Beyond Diversity* (Vol. 1). Apple Academic Press, Taylor & Francis. Hard ISBN: 9781774912072. (Book)
8. Gohain, D., & Chakraborty, T. (2023). Do social networking sites impact the psychological well-being of emerging adults during early adulthood? A comprehensive study. *Journal of Research Administration*, 5(2), 6484-6506.
9. Mishra, N., & Chakraborty, T. (2023). Employee Engagement Perspectives in Agile Organizations: Managing People in Industry 4.0. In *Agile Leadership for Industry 4.0* (pp. 139-154). Apple Academic Press.
10. Sethi, D., Pereira, V., Chakraborty, T., & Arya, V. (2023). The impact of leader-member exchange, perceived organizational support, and readiness for change on job crafting behaviours in HRM in an emerging market. *International Journal of Human Resource Management*, 1-30. doi:[10.1080/09585192.2023.2189021](https://doi.org/10.1080/09585192.2023.2189021). (ABDC. A listed, indexed in Scopus).

PAPER PRESENTED IN CONFERENCES

1. Devarakonda, S., & Vandana, S. (2023). Artificial intelligence and machine learning for e-commerce, presented at the SYMINARET (pp. 18–19). 5. Symbiosis Law School on March. Manasa, India: YS, and Chowdary, D. Crisis leadership in the digital Age. presented a paper titled. Nurturing Employee Voice: Exploring at the International HR Conference cum Conference, at the Indian Institute of Management, Jammu, on October 12th–13th, 2023.
2. Devarakonda, S., Roshan Anand, J. V. S., & Chakraborty, T. (2024). Employee Voice, communication and sustainable development goals: A synergistic exploration in organization context. presented at the Woxsen Inclusion Conference, Woxsen University on December 14-15, 2023.
3. Devarakonda, S., Roshan Anand, J. V. S., & Gorantla, S. (2023). Navigating technological change: A comprehensive approach to technology change management. presented at the two-day National Conference on Next Gen Business Strategies and Marketing Dynamics: Innovate, Adapt, Succeed (NBSMD), Institute of Public Enterprise (IPE) on December 6-7, 2023.
4. Devarakonda, S., Yedidya, V., Roshan Anand, J. V. S., & Gutha, J. K. (2024). The transformative influence of AI and ML in understanding and shaping consumer behaviour. presented at the 3rd International Marketing Conference, Indian Institute of Management Shillong on January 30-31, 2024.
5. Emani, V.K. (2023). Purchase intention of organic food among consumers in emerging markets. Paper presented at the two-day National Conference on Next Gen Business Strategies and Marketing Dynamics: Innovate, Adapt, Succeed (NBSMD), Institute of Public Enterprise (IPE) on December 6-7, 2023.
6. Gutha, J.K., Bende Ganesh., Ishwarya, G., Prince Kumar Bhagat, K., Sumanth, C., & Sreepal Reddy, P. (2024). AI and ML in marketing, personal bankruptcy, and default prediction: A multifaceted approach. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School on March 15-16, 2024.
7. Gutha, J.K., Krishna Raja, S. R. A., Jacob, T. R., Vineeth, G., Sushanth, Ch., & Manaswini, I. S. (2024). Unlocking insights in home decor purchases: A market basket analysis using KNIME and excel. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School. March 15-16, 2024.
8. Gutha, J.K., Kumar, S., Vishwas Yedidya, S., & Anand, J. V. S. R. (2024). Consumer behaviour prediction of SUV cars using regression analysis. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School March 15-16, 2024.
9. Jacob, T. R., Ishwarya, G., & Shivaramakrishnaprasad, K. (2024). Analysing the impact of ESG in Investment Decision Making. Presented at the two-day National Conference on Next Gen Business Strategies and Marketing Dynamics: Innovate, Adapt, Succeed (NBSMD), Institute of Public Enterprise (IPE) on December 6-7, 2023.
10. Madhavi, C., & Meghana, C. (2024). Brand strategies in the era of sustainability. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School on March 15-16, 2024.
11. Pallavi. (2024). Data analytics and artificial intelligence in marketing. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School on March 15-16, 2024.
12. Panse, S., Sharada, V. S., & Chakraborty, T. (2024). IIM Sambalpur. Employee Green Voices: Exploring Employee Experiences, Behaviors, and Outcomes in Sustainable Hospitality at the prestigious PANIIM World Conference Paper. presented at the conference on at 9th Pan IIM World Management Conference on January 22–24, 2024.

13. Punith, N. K., & Vajrapu, S. (2024). A Probe into the digital revolution: Reviewing the role of AI and Data analytics. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School.
14. Reddy, M. S., Panse, S., & Chakraborty, T. (2023). Collaboration Co-creation and Employee wellbeing: Does it lead to enhanced organizational sustainability? at WIN International Conference Woxsen University. Hyderabad. December 18, 2023.
15. Saha, A., Vandana, P. V. S., & Chakraborty, T. (2023). Authentic leadership in an inclusive workplace: Perceived mental health and well-being among the healthcare professionals. Sir Cary Cooper. Paper presented at the conference on WIN. Woxsen Inclusion Conference. Hyderabad. Woxsen University. (December 14–15, 2023).
16. Sharada, V. S., Datta S. D. Sai and Chakraborty, T. (2024). Digital altruism: How technology is revolutionizing corporate social responsibility. Paper presented at the conference at the National Level Multi-Disciplinary Seminar. Hyderabad. St. Marys, College on (March 1–2, 2024)
17. Sharada, V. S., & Chakraborty, T. (2023) Getting better with processes by AI and human collaboration in talent acquisition: Are we creating satisfactory candidate experience? Paper presented at the conference on Strategic Management Forum., India. Indian Institute of Management. Tiruchirapalli on December 18–20, 2023.
18. Sharada, V. S., & Chakraborty, T. (2023) Nurturing employee Voice: Exploring the Impact of antecedent employee experiences on individual and organizational outcomes. Paper presented at the conference on International HR Conference cum Conference, at the Indian Institute of Management, Jammu on October 12–13, 2023.
19. Sharada, V. S., & Chakraborty, T. (2023). Want to speak out, if you allow me: The dynamics of employee inclusion through its antecedents and consequences. Paper presented at the conference at Sir Cary Cooper Inclusion Conference, Woxsen University Hyderabad. (Best paper award) on December 14–15, 2023.
20. Sharada, V. S., Sai, D. S. D., & Chakraborty, T. (2024). Sustaining customer engagement: The role of AI and chatbots in fostering trust, personalization, and loyalty in the digital Age. Paper presented at the 10th IBS Conference on Marketing and Business Strategy (ICOMBS). Hyderabad, India: ICFAI Business School on March 15-16, 2024.
21. Sharada, V. S., Sai, S. D. D., & Chakraborty, T. (2024). Customer Engagement in the Age of Artificial Intelligence: Engaging the Chatbot way. Paper presented at the conference on at 3rdiMarC IIM International Marketing Conference, IIM Shillong on January 30–31, 2024.
22. Sharada, V. S., Vasudha, L., & Chakraborty, T. (2023). Leadership in adverse times:the interplay of adversity quotient, organizational support and resilience in Academic leadership during the Covid-19 Pandemic. Paper presented at the conference on National conference on Nextgen business strategies and marketing dynamics. Institute of Public Enterprise Community Partners. Hyderabad on December 6–7, 2023.
23. Taatvik, P., & Manasa, Y. S. (2023). Neuromarketing in understanding consumer behavior. Paper presented at the Strategic Management Forum Convention, IIM Tiruchirapalli on December 18–19.

A Few Snapshots from Conferences



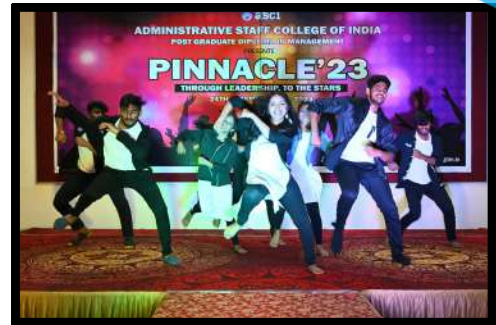


PINNACLE '23

The PGDM Programme at the Administrative Staff College of India (ASCI) organized the inter-college Management Fest, PINNACLE '23, on March 24th and 25th, 2023, at its College Park Campus in Banjara Hills. Around 450 participants from approximately 70 colleges in the Hyderabad area took part in the fest. The event began with a welcome address by Dr. Tanusree Chakraborty, Faculty Member at the Centre for Management Studies and Faculty Coordinator for PINNACLE '23, along with Ms. Anindita Nayak Ganguly, India Head of Learning and Development at HSBC, as the Chief Corporate Guest. The fest featured various competitions, including Branding & Advertisement, Business Quiz, Case Study, Crack the Interview, as well as fun events like T-shirt painting, Cultural competitions, Treasure Hunt, and a Blindfold event. The festivities concluded with a Flash Mob and DJ party. A highlight of the fest was the India Vision 2047 Seminar, where college students shared their aspirations and visions for India as it approaches its centennial of independence. Dr. Nirmalya Bagchi, Director-General I/C of ASCI, presented prizes to the competition winners.

A Few Snapshots from PINNACLE '23





STUDENT SUCCESS STORIES

1. Ganesh Bende participated in ASCI's Sports Events in 2022 and 2023, demonstrating exceptional performance, and also won the best bowler award.
2. Ganesh represented ASCI at IBS Symbiosis in Cricket, exemplifying his talent and dedication to sports. During his time at Symbiosis, he created an impressive Pitch Deck presentation, highlighting his creativity and presentation skills.
3. B.Babu participated in ASCI's HR Vertex a business quiz conducted by HR Club and clinched 3rd position.
4. Shivaram participated in ASCI's Sports Events in 2023 and 2024 and won 2nd place in the men's doubles table tennis competition
5. Devarakonda Soujanya participated in ASCI's Sports Events in 2023 and 2024, demonstrating exceptional performance. Also been a badminton singles winner in 2023 and badminton doubles winner in 2024.
6. Roshan Anand participated and won 2nd prize in the management event (CURA-2023) at NIT Warangal.
7. Roshan Anand participated cricket tournament conducted by ASCI and won the "Player of the Series award".
7. Adarsh Pradip Bordoloi achieved the top spot in a chess contest hosted by the ASCI sports committee in September 2023. He performed exceptionally well and showcased his tactical and analytical skills.
8. Adarsh Pradip Bordoloi secured the third prize in Articulate Alchemy, a Toastmasters event organized by ASCI Enig-matic Club. He showcased his control over the English language, which set him apart from other contestants.
9. Prince Kumar Bhagat participated and won 1st prize in the management event (CURA-2023) at NIT Warangal.

Special Mentions

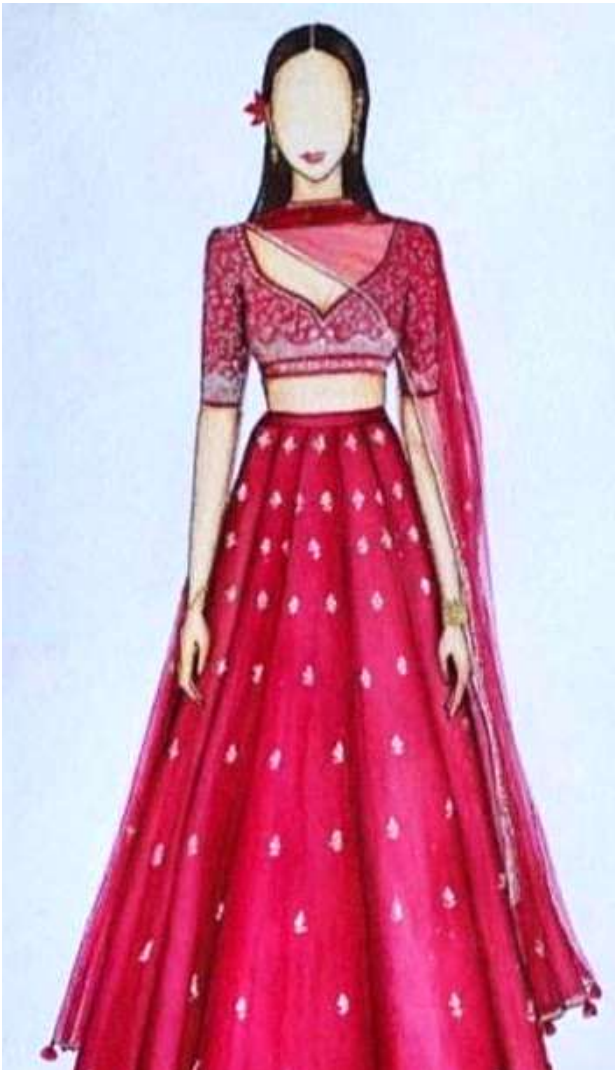
- Prof. Rutwik Phatak's expertise in procurement has been recognized globally, earning him an invitation to the prestigious Global Procurement Summit 2024 hosted by The World Bank. His insights are highly sought after in the field of procurement strategy and practices.
- Prof. Rutwik Phatak's case study, 'Procurement as an enabler of innovation and sustainability - a case of Jal Jeevan Mission,' was recognized among the top 8 by the All India Management Association, highlighting its significant contribution to the field of procurement and sustainability.
- Dr. M.M. Ali's research paper, "IPOs as Catalysts for Retail Investor Wealth Creation: Evidence from the Indian Stock Market," has been accepted for publication in the July edition of the Australasian Accounting, Business, and Finance Journal (AABFJ). It is included in the Web of Science's Emerging Sources Citation Index. It also holds a B ranking on the Australian Business Deans Council (ABDC) Journal list. It is also ranked Q2 under Scimago, appears in the Scopus database and signatory to the SDG Publishers Compact.
- Dr Ali received a Research Project entitled "A Study on Performance of IPOs and its Role in Wealth Creation of retail investors in India – A Statistical Model," from Ministry of Corporate Affairs worth of Rs 10,75,500
- He has empaneled himself as a Securities Market Trainer (SMART) by SEBI and completed the SMART Training program on January 11 & 12, 2024. This empanelment allows him following the SMARTs operational guidelines, to conduct Investor Awareness Programs across various identified target groups in different parts of the country.

STRANGERS AGAIN!!

One of the great authors once said...
"When you lose an emotional attachment with someone else, you realise how ordinary they are, it's your love and your energy that make people seem so special"
And I felt that
The beauty you saw in them was just in your eyes, once that lens is removed you doubt if that was ever there in real

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PGDM Student

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Pravalika
PGDM Student

Email: Pravalika0826@gmail.com

FEAR

The dark room as a child
The unknown face in the closet
The mysterious voice underneath my bed
This was my fear.
Ghost stories and ghost movies
Which brought Summer memories to delight
Oh the funny and feary nostalgia of good old days!
I fear that 'my fear' has changed now.

Humans behaving monstrelly
From chopping heads off
From starving someone to death
To bombing cities,
This is new mathematics- learning to count
The DEAD!

Humanity fears humans now.
Is that human me too?
Am I too one amongst them?
Is that GHOST residing in me too?
I now fear that unknown face, lying in the closet of my bossom.

Now in this darkest hour,
I earnestly yearn for light
Is it right there?
Light one matchstick? Or a bulb?
I think I need to re-incarnate
Sir Edison within me,
To chant Pasayadan once again!

(Dedicated to all innocent lives who lost lives in wars, tragedy, and terrible circumstances imposed by others)

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PLACEMENT NEWS



ASCI PGDM CORPORATE PARTNERS FOR FINAL PLACEMENTS

Heartfelt gratitude to our esteemed corporate partners for choosing ASCI PGDM graduates. Your unwavering support ensures a bright future for our students, and we look forward to continued success together.



Our Batch IV students (2022-2024) have already been placed in:

Deloitte
SBI Mutual Funds
SBI DFHI
IIT, Hyderabad
AMFI
Berger Paints
Aditya Birla Group
Broadridge
Aragen
Foundit
Swiggy

GUEST LECTURES

- Certification programme in securities market Coordinated by Dr.Mohammed Mujahed Ali, NISM on 16/9/23.
- Lecture on "Navigating the global marketing landscape" by Ms. Gita Sriram, Head of Marketing in Taco Bell, Malaysia on 28/11/23.
- Guest Talk on "Recent Advances in Rural Marketing" by Mr. Khurram Askari, Founder & MD of Insight of Outread Pvt. Ltd on 31/10/23.
- Guest Talk on "Startup Planning and Strategy in the F&B Sector" by Mr. Sai Nakul, Ex-Coo Ohris & Author of Corporate Ekalavya in Ohris on 31/10/23.
- Guest talk on "Habits of Highly Effective People" by Dr. Ravi Dasari President and Group Head HR of Jasper Industries on 7/11/23.
- Guest Talk on "The Indian Microfinancing sector: its significance and prospects" Mr. Prashant Pai, CPO, and Ms. Priyanka Deshpande, Sr Manager of Spandana Spoorthy Financial Ltd On 9/11/23.
- Guest Talk on "Benefits of ERP Implementation" by Mr. Y Anil Gopal ED, IT Aragen Life Sciences on 15/11/23.
- Workshop on "Spark your own Startup Journey: From Idea to IPO" Mr. Meraj Faheem, Hacking school on 18/11/23.
- Guest talk on "Performance Management" by Mr. Ganesh Rayala, Director and head of marketing, Narwal on 21/11/23.
- Guest talk "Relevance of Radio in Marketing Communication" by Mr. Harmanjit Singh & Mr. Mohit Kumar, Head from Radio Mirchi on 28/11/23.
- Guest talk on "Crafting your own Career, Plan-Execute-Transform" Mr. Ankur Mittal, Accenture on 22/2/24.
- Awareness programme on "commodity derivatives" by National Commodity and Derivatives Exchange Ltd. under the NCDEX Investor Protection Fund Trust on 19/12/23.
- Workshop on Budgetary Control by Dr.Mohammed Mujahed Ali on 21/12/23.
- Guest talk by Ms. Veena Putrevu, Head HR & Admin, Axis Energy, Hyd on 21/12/23.
- Articulate Alchemy (Toastmaster's Event) Coordinated by Dr. Tanusree Chakraborty on 5/1/24.
- Field trip to IKEA Coordinated by Prof. Venkat Emani on 6/1/24.
- Guest talk on "Compliance, Anti-Money Laundering, and Career Guidance" Mr. Shirish Pathak, MD of Fintelekt Advisory Services, Pune on 12/1/24.
- Guest talk on "Mutual scenario in India" by Mr. Venkat N Chalasani, Chief Executive from Association of Mutual Funds in India (AMFI) on 9/2/24.
- Guest lecture on "Career in Analytics" by Ms. Guddi Rawat (coordinated by Dr. Priya Verma) on 17/2/24.
- Guest talk on "Overview of digital marketing" Mr.Bairapaga John, MD of Digital Buddy on 24/2/24.
- Guest Talk on " Transformation of Talent Acquisition...Proofing the Organization" by Mr.Parthasarathy Mohapatra, State HR head from Reliance Jio Infocomm Ltd on 16/11/23.
- Application of "Augmented reality in Retail" by Mr.Abhilekh Verma, Director from A.V Consultancy on 24/11/23.
- AI & IOT by Mr.Abhilekh Verma, Director from A.V Consultancy on 17/11/23.
- Workshop on Digital Marketing by Aakash Kulkarni, MD from Troto on 12/10/23.
- Workshop on Compensation Management by Sree Lata Shankar and Dr. Tanusree Chakraborty conducted from November 28 -December 2, 2023.
- A Talent and Performance Management Workshop will be conducted by Mr. Kishore MS and Dr. Tanusree Chakraborty on October 6-7, 2023.

Glimpses from Guest Lectures



PINNACLE '24

Sponsoring Partners

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Positive Strokes
Kanchan Projects
Souloxy
Avaria Inn
Abode Hotel
Sree Venkateshwara Hotel
E-Infra
Grads Universe
Sannidhhi Chemical Industries
Mr. K.V. Harish

Workshops Organized

Dr. M.M. Ali conducted a One-Day Workshop on November 18, 2023, exclusively tailored for the PGDM first-year and second-year students. The session was led by Mr. Meraj Faheem, a renowned serial entrepreneur and the visionary force behind successful ventures such as the Hacking School, Code.in, and Math AI. The workshop theme focused on 'Spark Your Start-up Journey: From Idea to IPOs,' providing valuable insights and guidance to the students on the entrepreneurial path. The event aimed to inspire and equip students with the knowledge and skills essential for navigating the dynamic landscape of startups and taking their ideas to the next level.

Dr. Ali also organized a Workshop and Awareness Programme on Commodity Derivatives in collaboration with the National Commodity & Derivatives Exchange Ltd (NCDEX) for PGDM students on 19-12-2023, from 3:00 to 5:00 pm.

He hosted a helpful workshop about Budgetary Control for PGDM students on 21-12-2023, from 9:30 to 1:00 pm. The workshop aimed to teach students practical budget management skills, helping them understand how to plan and control finances effectively.

Dr Tanusree Chakraborty and Mr. Kishore MS Mr. Kishore conducted a highly informative and engaging workshop on Talent and Performance Management for our PGDM students on October 6th and 7th. His expertise and insights into various talent management domains were enlightening, providing our students with valuable knowledge and practical skills. We are grateful for his contribution to enhancing our students' learning experience and look forward to more such enriching sessions in the future.

Dr. Tanusree Chakraborty organized a Compensation Management Workshop for ASCI PGDM students in collaboration with Ms. Sree Lata, an experienced professional with a strong background in HR across industries such as Banking, Telecom, and ITES. Sree Lata's expertise includes Performance Management, Compensation & Benefits, Talent Acquisition, and Statutory Compliances, making her a valuable resource for students seeking insights into HR practices and business dynamics.

Batch IV Group Photo



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A Note of Thanks

As we come to the end of this newsletter, we would like to express our heartfelt thanks and appreciation to every one of you. Your support, contributions, and engagement have been instrumental in making this newsletter a success.

At the outset, we would like to express our heartfelt gratitude to our Director General, Dr. Nirmalya Bagchi, for his inspirational guidance and unwavering support throughout the process of creating this newsletter. His visionary leadership has been instrumental in shaping the direction of our efforts, and we are truly grateful for his invaluable contributions. We also thank our Dean of the Long Duration Programme, Dr. Subodh Kandamuthan, for supporting us in this noble endeavor. We thank Mr. Ramsirish Mamidala for his unwavering support as PRO.

We sincerely thank the faculty team for their invaluable contributions in sharing valuable content that has enriched this newsletter. Your dedication to knowledge-sharing and commitment to excellence have been instrumental in bringing insightful and meaningful content to our readers.

We extend our heartfelt gratitude to all the contributors from academia and industry, both from India and abroad, for their valuable articles. Your contributions have added depth and diversity to this newsletter, providing readers with a comprehensive understanding of the topics discussed. Thank you for sharing your expertise and insights with us.

We extend our gratitude to our readers for their interest in our newsletter. Your encouragement will motivate us to strive for excellence in our content and presentation. now and in the future.

A special thanks to our sponsor Bhagya Laxmi Xerox & Printing for their generous support. Your sponsorship has enabled us to bring valuable information and insights to our readers.

To our students, thank you for your enthusiasm and participation. Your contributions have added a fresh perspective to our newsletter.

Lastly, we appreciate the Administrative Office for their assistance and support in the logistics and coordination of this newsletter.

Thank you once again to everyone involved. We look forward to your continued support and participation in future editions of our newsletter.

Warm regards,
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