

Management Canvas



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Silver Linings

INDIAN INSTITUTE OF MANAGEMENT INDORE

भारतीय प्रबंध संस्थान इंदौर



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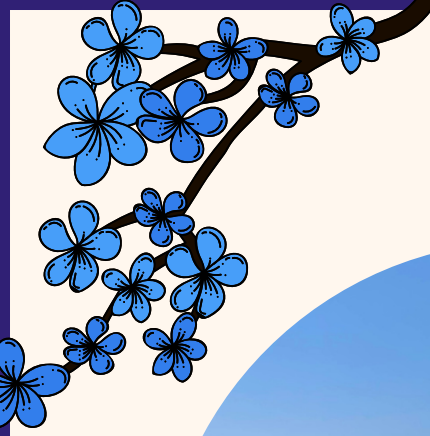
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Anoushka Bhatia Editor-in-Chief Management Canvas

Marking the Silver Jubilee of IIM Indore, the theme of this issue of Management Canvas is 'Silver Linings'.

The magazine remains dedicated to the community of Planet-I that has remained ever resilient and optimistic despite any difficulties thrown at us by the pandemic.

To the readers,

I hope you are inspired by the thoughts of IIM-I's leaders and entrepreneurs.

I hope you enjoy reading the reflections of Dr Himanshu Rai and Colonel Gururaj Gopinath Pamidi (Retd.).

I hope you discover joy in the personal musings and words of our students and editors of this magazine.

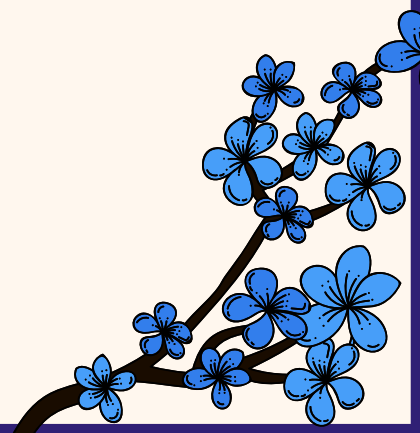
Thank you to my peers, my juniors, and my professors for giving your time to help make this magazine a reality and for taking time to read it.

Thank you, my junior team, for your creativity, ideas, and unwavering support.

From the 13th Editor-in-Chief of ManCan,

Signing out.

Anoushka Bhatia 



Director's Reflections

Every year, breakthrough, accomplishment, and success have a narrative to tell – a story that melodiously echoes the rigorous endeavours of all the stakeholders. We at IIM Indore, have completed our 25 years of excellence in the year 2021, and this 'Silver Jubilee' is a testimony to the efforts of each of us. It undeniably connotes our journey as well as the targets we have achieved, the path we have chosen to move on together, and the goals we look forward to, with head held high, for we believe in togetherness.

We have grown and evolved every year, from our inception in 1996. We started the first batch with just 37 participants, and today we are the IIM with the highest number of participants. We offer many academic and executive programmes, and we have also expanded our executive programs portfolio overseas to Dubai, UAE. This remarkable growth has been attained only with the relentless and ongoing efforts, ideas, and hard work – of the students, faculty, staff, and every single stakeholder.

The last two years have had a critical influence on us, which surprised us with the unprecedented sequence of events. However, we always looked out for the 'Silver Linings'. We resolved to stand firm and steady on our mission to impart contextually relevant world-class education, and we moved to online mode with immediate effect. Our participants, the socially conscious leaders, managers and entrepreneurs of the future, took initiatives to help the people during these dire times. Our faculty and community members contributed by volunteering for the day-to-day activities of the institute, even beyond academics. We conducted all the events – big or small – including the convocation, in online mode, successfully and smoothly. The industry also exhibited their continuous confidence in our participants even during the pandemic, and we had 100 per cent placements in record times. There were ups and downs, and we confronted the challenges and overcame them as one, efficaciously. This inseparability, commitment and perseverance have proved to be a 'Silver Lining' amidst the pandemic chaos.

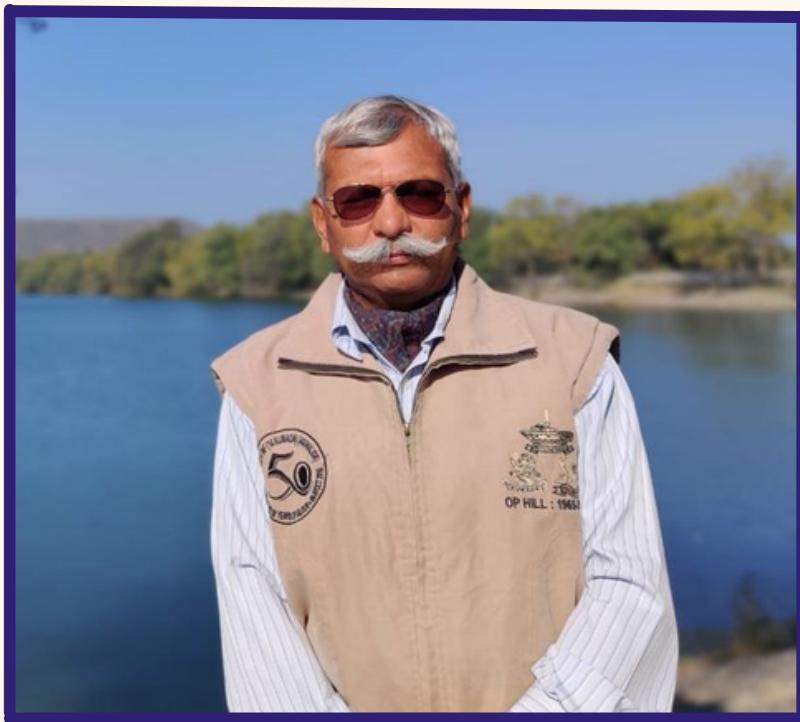
As I complete my three years of journey at IIM Indore, I am gratified to be a part of this Silver Jubilee of IIM Indore, and I look forward to the institute achieving further heights. With a robust network of more than 10,000 alumni, this state-of-the-art 193-acre campus has been nurtured with all efforts pooled in to focus on cultivating the participants – the soul of the institute and will continue to do so.

As we move forward with optimism and zeal, it is still vital for us to contemplate upon the past, and more importantly, to concentrate on the future. Let us keep shining but let us also stay grounded to our roots, for the root of all achievement is management.



Dr. Himanshu Rai
Director, IIM Indore

Himanshu Rai



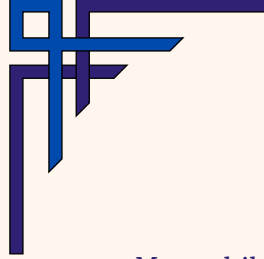
An Interview with Colonel Gururaj Gopinath Pamidi (Retired) CAO, IIM Indore

Retired Colonel Gururaj Gopinath Pamidi, also known as CAO of IIM Indore, talks about his experience as the Chief Administrative Officer, handling the COVID-19 pandemic and much more for this edition.

Part of the IIMI community since 2017, Colonel describes his five-year journey as a ‘rollercoaster ride’ with far fewer downs and far more fun. He has been a proud witness of IIM Indore’s transformation from a single accreditation institute to a triple accreditation one. He elaborates on how this change cannot be attributed to a single entity since no academic activity can be performed in isolation. There must always be a strong team of unheard heroes who work hard behind the scenes to make it happen. Furthermore, he mentions how the past two years have been quite challenging and navigating a new world of ‘online education’ was a completely new experience.

As he takes us down the memory lane on how the administration worked on tackling the pandemic situation, Colonel explains that the duty of CAO can be primarily divided into two verticals, namely academic-related and non-academic related activities. He also emphasises the cruciality for a CAO to plan for any possible future development. However, he emphasises that while being proactive is necessary, some essentials cannot be let go.

On the non-academic front, since the day the Janta curfew trial run was announced to the end of the first-ever national lockdown, our administration has been up on their toes and working to ensure the smooth functioning of the campus. Prioritising was done with sustenance being the top priority, followed by medicine availability. The catering company was instructed to stock up rations for 90 days when the lockdown was supposed to last 21 days. Moreover, the administration got an entire batch of essential workers, including electricians, plumbers, ambulance drivers, and the whole catering staff, to stay on the campus voluntarily. While all might seem very logical and expected, planning it in advance is something that most might not think of, and this is where CAO’s future planning comes in handy.



Meanwhile, priority was given to the examination mode on the academic front. It was a mammoth task of conducting examinations online while also making certain that any chances of unfair means were minimised. A committee under the chairmanship of the Director with CAO, PGP Chair, IPM Chair and EPGP Chair was formed, and immediately multiple meetings were held with various companies offering online exam proctoring. This is how Mercer Mettl was finalised, and the urgency of the situation was taken into account. As the administration realised that the problem would not change, they swiftly shifted gears and improved their performance. This involved making incremental improvements in the delivery of lectures. Starting from a simple laptop and camera, today, each IIM Indore classroom is indeed a smart classroom equipped with hanging microphones and multiple cameras such as PTZ (pan tilt zoom) camera and tablets for professors for easy conduction of sessions.

Colonel insists that he cannot single out anyone specifically for their contribution simply because it was an all hands on deck situation wherein everyone contributed in some way or other. This systematic effort was one of the reasons for IIM Indore's success. He adds that one unique aspect about IIM Indore is that most of its faculty members live on campus, but many administrative staff don't. A mere 36 administrative staff was on campus, so induction of 80 essential workers was necessary. These people volunteered, and the campus in return, took care of their accommodation and food throughout the entire lockdown. Due to the presence of electricians on campus, the transition to an online mode of education was relatively straightforward with the addition of new equipment via online delivery methods. He fondly adds that everyone stepped up to help.


Another thing which CAO is proud of is the goodwill campus got by making sure that everyone on the payroll of IIM Indore was paid full salary irrespective of whether they were on campus or not. Moreover, the Institute's sense of community living also came by, which enabled them in helping the local police force by providing 30 security guards for assistance; and also making food packets for patients in local government hospitals during the second lockdown.

Pandemic has undoubtedly changed a lot, and campus life is no stranger to that. While restrictions are put in place to ensure the well being of everyone residing on campus, they certainly have changed the campus experience for students. As CAO puts it, man is a social animal, and these restrictions are most certainly dampening the celebrations of festivals/events and creating resentments among students. Still, he is grateful for the full cooperation from both students and faculty.

On a parting note, upon being asked for a message to the readers, the CAO reminisces over the number of trades he and his team have had to pack under his sleeve for the campus, cheerfully quoting that, "Jack of all trades, is a master of none, but oftentimes better than a master of one," Being a die-hard optimist, he hopes that 2022 will bring good tidings and for everyone in the community, for after all, "For every winter that is here, spring is not far off."



Sakshi Bindal
Coordinator - Students'
Activity Council



Sakshi Bindal is the first female Coordinator of the Students' Activity Council in the 25-year history of IIM Indore. When asked whether she wanted to become the SAC-C from the start of her MBA journey, she admitted not knowing much about the position or SAC in general when she joined the college. But after the first batch meet with the previous SAC-C, she was intrigued by the position.

Wanting to make the most out of her MBA journey, she readily applied for the post when the applications opened up next year.

SAC is an amalgamation of student committees and an administrative body for students. This provided Sakshi with multiple opportunities to make changes within the Planet-I community. And give back to the students and the institute. Further, her interest in the role stemmed from the potential of personal growth and learning experiences. She was also aware of the challenges and knew it wouldn't be a cakewalk but was determined to give it a shot.


Given the high responsibility and multi-fold selection process, proper preparation for the role was paramount. Owing to all the batch meets she had attended, Sakshi was aware of various roles and responsibilities of the SAC from the beginning. When the selection process was announced, she reached out to her seniors. She had a vast network in the senior batch due to working in teams of all three fests and the Humain-I club. Networking was key. Interacting with the previous SAC members gave her important insights into the day-to-day operations. The SAC-C selection process trains the participants to think like a coordinator at every step. The GDPI rounds also revolve around everyday challenges faced by the coordinator.



Sakshi, from the start, expected the role to be hectic and very demanding. And she was determined to give her best and step out of her comfort zone. The pandemic as a whole was difficult for every one of us. Sakshi had the additional responsibility of managing multiple stakeholders. When the cases started to reduce, the SAC team organised small offline events with COVID appropriate behaviour. The balance between the scale of the event and social distancing norms was crucial. Every event required the committee to make many SOPs and reach out to authorities in advance. A significant effect was seen in the reduced interaction between the senior and the junior batch. The seniors maintained interaction by conducting induction and selections of clubs and committees online.

Many problems arise when catering to both the students and the authorities. When Sakshi was new to the role, she didn't feel well equipped to handle high-pressure situations. As the covid cases rose, students were worried because of their exams. Sakshi coordinated between the authorities and students, even when the result did not seem favourable to all. The role demanded her to have a positive outlook regardless of the outcome.

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Another important aspect of the SAC-Coordinator is her team. It is important to give your best as a team and not bother about the result. For Sakshi, a good leader has an open mind, is flexible with personal views, and incorporates others' views. When asked how she motivates her team during setbacks, she said it's not always her motivating team. But there have been times when she was demotivated, and her teammates were the ones who pushed her. The working of the SAC is a team effort, and the team as a whole understands each other's perspectives and motivates each other. An important driver for Sakshi was how her team's decisions affected most of the batch. She recalled how her tenure was a rollercoaster ride. The team celebrated the small wins. And during the downs, hope made them push back and stay motivated.

This is the first time IIM-I had a female SAC-C, making this year special. Sakshi feels that as more and more women participate and take this role, being a female SAC-C would become the new normal. The journey wasn't straightforward. When she first showed interest in applying for the role, her friends and peers discouraged her. They believed that as no woman had ever taken the position before, Sakshi's efforts and time would be in vain. Ironically, both the finalists last year were women.

Sakshi has always wanted women to lead and prove to the world that they too can bring a lot to the table. She learnt two lessons that she wished to share with everyone aspiring to be a leader. First, people will always try to walk you down. But you must stay true to your gut and know that you are capable of everything. Second, it is okay to have self-doubt at times. When faced with difficult situations, people tend to run away. Sakshi feels that if you make up your mind to face the problem, the rest becomes easy.

The last leg of her tenure will be handing over the SAC duties to the juniors. Sakshi believes that these few pointers will help the incoming SAC team perform well. First, it is important to be approachable, transparent and empathetic at all times. Second, always imagine yourself in the shoes of students before taking any decision. Third, be a good listener, especially when it comes to your team. Fourth, there will be a big team behind you, and you have to be flexible and open-minded to take their opinions. You should always go with your team and not in front of them.

Now for her junior batch, Sakshi says, Planet-I has a lot to offer. I encourage everyone to be courageous enough to chase their dreams. Try to make the best out of these two years, and you will realise that they were the best two years of your life.



SUMMIT 2021

IDEATE | INNOVATE | INSPIRE | INDUCE | INVEST

**THERE IS NO BETTER TEACHER
THAN ADVERSITY. THE
UNCERTAINTY EVERYONE WAS
FACING DURING THE SECOND
WAVE INSPIRED THE
COORDINATORS**

The i5 Summit is IIM Indore's hallmark entrepreneurship summit. The Management Canvas team interviewed the Overall Coordinators, Tamanna Mahajan and Amitosh Mittal, of the i5 Summit 2021.

The theme for the summit this year was "Opportunity in Crisis." There is no better teacher than adversity. The uncertainty everyone was facing during the second wave inspired the coordinators. Hence, they decided to choose a theme that would strengthen the fact that we can always learn from them even when things are very uncertain, and there is a lot of adversity. And transferring this into the business world, startups are either destroyed by crises or made- and the team wanted to focus on the silver lining and show the startups that came forward to help themselves and other people. This theme also helped highlight the considerable technological advancement seen globally as working from home became the norm.

The coordinators had an additional challenge to keep the momentum of the event preparation going as it shifted from an offline to an online event. Even as the senior team was largely offline and could collaborate more efficiently, the junior team was spread all across the country. The team celebrated small victories throughout their preparation and got a cake after achieving the fest's revenue target to keep the excitement going. The junior team was quite enthusiastic from the get-go, and the senior team made sure that positivity was felt throughout the team when any vertical achieved a significant milestone. This step also encouraged cross-vertical collaborations amongst the team.

Around 50 startups participated in this year's i5. Amitosh was intrigued by an agri-tech startup that aimed to reduce green waste in the community. Another was a P2P food delivery platform that caught his eye as he felt connected to the startup's objective. Meanwhile, Tamanna was fascinated by a vegan startup revolutionising the food industry and an ed-tech startup doing the same in the education sector.

The coordinators introduced a new vertical named "New Initiatives." The task of this vertical is to give life to new ideas. The big business quiz and Rangneeti case study competition were launched this year. To ensure this ideology of bringing change to events continued, it was essential to introduce new events and involve all the stakeholders during the journey. Additionally, 30 under 30 was a pre-event inspired by Forbes 30 under 30 to increase active involvement from the participants.

i5 also encompassed speeches from varied backgrounds and experiences. One speaker talked about how resilient systems can be created and how even though redundancy is shunned when striving for efficiency, it is the redundancy that drives resilience. Another speaker told his life story, from losing everything to rebuilding himself from scratch to getting two unicorns in his name.

When describing i5 as a person, the adjectives that come to mind are charming and promising. The coordinators feel that i5 has a lot of potential and can influence those around it to follow their dreams.

As the academic year ends, the overall coordinators must give their mantle to their juniors and select the following year's i5 team. They wished to convey the following message to the next year's i5 team: Firstly, the overall coordinators must be more accommodative towards the vertical coordinators. And as for the senior team, one should think about the overall picture, not just one vertical. Additionally, the senior team should be more pragmatic and take on more initiatives to involve all stakeholders. Second, the senior team should guide the junior team towards their potential, and all their ideas should receive a fair hearing from the senior team.

i5 is an amalgamation of continuous teamwork and innovative ideas. It provides students with a platform to learn more about the current business world. This year, the team's efforts proved the same, and they wished that next year would be even more successful for the i5 summit.



**IRIS 2021 REGISTERED ITSELF IN THE
ASIA BOOK OF RECORDS AND INDIA
BOOK OF RECORD FOR SUCCESSFULLY
ATTEMPTING A 32*32 FT MOSAIC WITH
40,000 SANITISER SACHETS**

W

hat does it take to be at the helm of organising IRIS - the Cultural, Management and Sports Fest of Planet-I? Was the covid- 19 pandemic and the associated restrictions a bane or a boon? As our team from Management Canvas got into a candid conversation with the Overall Coordinators of this edition of the fest, Varun Anand (IPM 2017-2022) and Anjali Mishra (PGP 2020-2022), the OCs revealed their share of uphill situations and learning moments.

In the spotlight:

IRIS 2021 registered itself in the Asia Book of Records and India Book of Record for successfully attempting a 32*32 ft mosaic with 40,0000 sanitiser sachets. Unlike last year where the record was attempted online (in the form of a digital chain), a team of 22 participants from the Milestone vertical completed the task in record time (crosscheck duration). According to the OCs, this year, the college administration eased a few Covid restrictions in lieu of declining covid cases in campus and Indore city. Thus, the IRIS team was able to give Planet-I the experience and frenzy of an offline comedy night starring famous comedian Rahul Dua and an offline DJ night. The fest comprises 21 events and witnessed a record 13000+ footfall from participants all over the country.

IIM Indore students create Asian record for largest sanitiser sachets' mosaic

IRIS 2021 & Ranbhoomi'21 begin today in online mode
OUR STAFF REPORTER
Indore



As a part of their annual management and cultural fest, students of Indian Institute of Management Indore created Asian record for largest mosaic made of sanitiser sachets.

The students designed the mosaic which found place in Asian Book of Records to generate consciousness about hygiene and sanitation as a solution to tackle not only Covid-19, but also to live a healthy, clean and safe life.

A total of 40,000 sanitiser sachets were used to create the record in a 650 sq ft area. A team of 25 students participated in the execution, working continuously for more than 10 hours.

The students were hoping to create awareness for the future generations to recognise the indispensable importance and necessity of using sanitisers to live in a healthy and safe environment. In line with IIM Indore's mission to develop socially conscious leaders, managers and entrepreneurs who contribute to the nation-building, it has been a habit of responsibility as well as matter of continuing the legacy for the students of IIM Indore to start their annual event by creating awareness about the social responsibilities and duties to the social communities.

Anjali Mishra and Varun Anand, coordinators, IRIS'21 said, "With an end in sight to raise awareness, educate and mobilize communities about a pertinent social issue such as hygiene and sanitation which we face in these challenging times, notwithstanding all the roadblocks, the team was able to get to its milestone. Right from planning, organising logistics to the final record execution, our team enjoyed the process. They emerged resilient and successful in setting a record."

Every year, IIM Indore students attempt to break a world record with an objective to create awareness about a social cause/issue.

The annual management and cultural fest of IIM Indore, IRIS 2021 will be kick-starting from on Thursday.

The three-day fest will witness 21 events including flagship events like Drona and Ashwamedha, with participants from across the nation. This time the event has been organized in online mode. The annual sports fest, Ranbhoomi will also be conducted as a part of IRIS.

The highlight of the fest this year includes Comedy Night by Rahul Dua, Envision Speaker series from Corporate Leader and author Sandeep Das, and Tarun Katial, Founder of Media Tech. Tomorrow, the first rounds of the various cultural events like Lasya, the dance competition, and Voice of IRIS, the singing competition will be conducted.

Free Press, November 12, 2021 Page-3

The Road to OC:

Varun describes the moment he saw his name in the official email as astounding - he wasn't really expecting to be selected as one of the OCs and double-checked if there was any mistake in the email. Anjali while sharing the mutual feeling of not expecting to be selected as one of the OCs to lead this giant fest, got to know from her friend who congratulated her. Both of them didn't know each other prior to becoming OCs. They reached out to each other on Instagram, after seeing each other's names in the official email, they reached out to each other on Instagram and became tight friends, excited to shoulder the herculean responsibility and make amazing memories. While Varun's experience of handling and coordinating fests and networking during his IPM years helped him manage the finances for IRIS, Anjali's previous experience of fests in her undergrad college bought in a fresh perspective! They were grateful to be working alongside a wonderfully collaborative and supportive team of junior and senior members, ready to brace any situation.

Covid-19 and the road uphill:

The IRIS team worked in constant coordination with the campus administration. OCs were also constantly monitoring the precarious covid-19 situation in and around campus. The campus administration stated that they cannot upfront confirm and approve any offline fest two weeks before the deadline, which put the IRIS organising team in troubled waters while it finalised the event deadlines and hunted for sponsors. A pre-fest event, in collaboration with RedBull, a pre-fest event had to be cancelled just a day before due to the sudden outbreak of covid near Planet-I. While the authorities maintained a cautious and stringent approach in confirming events and activities pertaining to IRIS, the team felt like walking on eggshells to put the house in order.

According to Varun, sponsorship was a real challenging avenue for the fest this year. As there is no financial backing from the college, the IRIS team is on its own to look for sponsorship. With college fests going digital, the sponsorship amounts undergo a plummeting trend as organisations look for finding digital avenues to reach out to a larger audience, unlike offline fests. Thus it brings operational challenges and implores more efficiency and creativity in organising. Anjali also seconds Varun's opinion and feels that going back to offline fests is still a long way ahead - hybrid and digital fests are the way forward in the near future. Thus we as the organising committee of fests must have to be on a constant lookout for creativity in the operations and marketing of the fest. The digital holds a promising avenue which the future team must explore to their benefit.

Dear future IRIS Team:

As both the OCs recollected their pivotal moments, they underlined the importance of trusting your counterpart and other team members - in their decisions. Both believe that trusting each other worked out in their favour as they envisaged and executed IRIS. Half the battle is won if trust is ensured in the team, making the job easier for the coordinators. They believed that trusting the vertical coordinators and their decisions gave them the headspace to look into other matters of concern. Thus, they could make the most of the given situation and provide a wonderful experience to the Planet-I community. Ergo, Dear future IRIS OCs, keep your team with you!

Also, it is necessary to have written approvals on email, a properly defined contract, and a written procedure for every set of activities for things to run smoothly with the college administration - something Varun, Anjali and their team learned the hard way. Thus, keeping this procedural detail in mind would benefit a lot in the upcoming editions of the fest amidst the pandemic.

Valete!

Varun and Anjali feel that fests are extremely crucial for any student at IIM Indore, especially if they are a fresher or IPMer, as fests are a mode of learning and gaining exposure and experience. They provide a practical avenue to apply what we learn in an MBA classroom. One may not apply Porter's 5 forces or 4Ps of marketing or any financial framework as is. Still, the incidental learnings offered by fest reinforce what we learn in our classroom and thus inculcate and sustain that part of knowledge to be used in future endeavours.

IRIS is the largest SAC entity at IIM Indore, comprising 450+ participants. It believes in portraying Planet-I's value of producing contextually relevant future managers and works to reach more areas, carrying IIM Indore's name and legacy forward (e.g. through Jagriti and Pragati). IRIS represents the solidarity of Planet-I. Apart from giving the community the experience of a holistic sports, cultural and management fest, it also provides an avenue for students to connect with 200+ seniors who will go on to work for big corporates in India and abroad. The pandemic did impose some social exclusivity and resulted in a lapse in connections and networking. Varun and Anjali are optimistic that the future editions of IRIS keep intact the networking and chain of alums.



**LIKE EVERY OTHER LEADER
WHO LEAVES AN IMPRINT,
JHILMIL AND PRAGYA ALSO
HAVE LEFT THEIR MARKS**

From being Junior Team members to becoming The Organizing Committee of Utsaha'21 has been quite a journey for Jhilmil Anurag and Pragya Mittal. It is no easy feat to carry the responsibility of pulling off one of IIM Indore's biggest events in a hybrid mode amidst the COVID-19 pandemic. But the powerful duo managed it without a hitch.

While indeed there had been several issues, as Pragya mentions, it was a firm belief from their end that Utsaha shall be conducted in hybrid mode, if not completely offline. Jhilmil adds that while waiting for approval from administration, backup plans were being worked out and ready to roll in action. Another major roadblock for the team was how to go about all the tasks in hand with this change in mode since the senior team had only worked for an online way. Both allude to the Junior Team's capability as one of the reasons for overcoming the roadblock.

Uncertainty around mode also made it tough to get sponsorships but keeping the companies in the loop and having an autonomous operation helped in this situation. On the bright side, Jhilmil reported that student community participation was encouraging, with Utsaha crossing more than 700 participants. This was contradictory to their initial fears that people might find Utsaha as another 'online event' and not give it much thought.

As explained by Pragya, the essence of Utsaha cannot be implemented in online mode. Still, the team decided to switch the target population for their projects from rural to urban for this edition. The urban population was surveyed through telephonic interviews and gamification of online forms. Jhilmil elaborated that an external agency was hired to complete the survey for the rural population, which was the original crux of Utsaha. This year's projects were focused on the snacking habits of the rural and urban people, with the report being revealed by March'22.

For workshops, Jhilmil explained how the idea was to 360-degree view on marketing to the participants to help them in getting a practical application of the theoretical concepts they had learned. She further revealed that a corporate symposium was created, and professionals from all possible domains/ industries were contacted and aligned to ensure that participants could see theories in action. Furthermore, taking advantage of online mode, speakers from US and UK were also got to give the best to all the participants.

Like every other leader who leaves an imprint, Jhilmil and Pragya also have left their marks. Pragya reveals that for the first time in the history of Utsaha, the syndicate report would be made public. This was done to ensure that the knowledge transfer, which has been reducing over the years, would not take a further hit. Moreover, this would keep the fest's core intact for future batches/ teams to see. Next year onwards, case study competitions might also be joining the bandwagon. Jhilmil mentions that conducting the entire event in hybrid mode when nearly all competitions/fests/events are being done online was a feat, and they are proud they pulled it off.

The organising committee had some words for the upcoming team in their ending notes. Jhilmil says that Utsaha is a fest that has seamlessly incorporated both the educational and fun components and recommends being part of it as it would be a huge learning curve. Pragya condenses her beliefs in a sentence quite skillfully and says that Utsaha is a startup idea that is being handed over to the next team as it is and for no additional cost it can be reignited to gain experience.

Undoubtedly, Pragya and Jhilmil faced numerous hurdles, but they were successful because of their ability to challenge these hurdles head-on and make the best out of the situation. A small example would be how they were quick to move on from their original theme for the speaker series due to a lack of positive responses. This shows they weren't stubborn in their decision making and knew when to go with the flow. Their perseverance and grit also assisted them in their success.



Finvant

"A LOT OF WHAT IS NEEDED FOR WORK OF THIS KIND IS NOT SOMETHING THAT IS COVERED IN ACADEMIC COURSES, BUT IPM GAVE US THE FOUNDATION"

One of the ventures that took a budding presence this year was Finvant and Fintheus, created by IIM Indore student Kaivalya Karkare and IIM Indore's IPM alum, Pruthvi Shah. "We work on building quantitative trading strategies for institutional investors, HNIs and family offices across India.

What we do is essentially a marriage of computer science, finance and management," says Kaivalya as a brief to what the venture, Finvant, is about. Registered as an LLP and with operations in Ahmedabad and Goa, they are looking to expand quickly into Mumbai.

The origin of the idea.

Talking about the origin and inspiration behind the idea, Kaivalya draws out the nostalgia of his friendship with Pruthvi since their younger years in IPM. Their inclination towards stock markets and trading blossomed into something more than just discussions about investment ideas and strategies during the coronavirus pandemic. He says, "Entrepreneurship in this sector was something we had always had in mind. And when Covid-19 happened, which was IPM-3 for us, we got some time to pursue it. One of my friends from Goa, a Computer Science Engineer, came on board with us, and with that team, we started the venture."

The execution is my next step - an operational point of view.

Okay, so you had an idea about what you wanted to do and which industry you wanted to step into, but how did you go about the execution, and how did you know that this was how the operations were to be? At this, Kaivalya says, "The kind of work that we do is purely data-driven. We take

historical data from the last 14-15 years, on the basis of which we do some mathematical modelling, then we create these financial trading models that we can then apply to the stock market. We then code all of these through our engineering team. Pruthvi and I create the models for trading, and the engineering team converts all of it into code. The trading happens from there.” The venture had started in April 2020 and was registered as an LLP in September 2020. As of September 2021, FInvant had completed one whole year of its operations.

We also had to ensure we knew what the clients wanted, but it’s an iterative process.

The most important thing about any venture is identifying the client's needs. Elaborating on how FInvant’s founders went about it, Kaivalya explained, “Throughout the journey, we have been actively meeting industry veterans and such to see what their expectations are and what we can incorporate,” It’s an iterative process, where they have to be in constant touch with the industry. “We tell them what we are doing, and they have some changes in mind that they suggest. And we try to incorporate those changes.” And this process will continue to go on and on and on.

So, you have a venture that saps time from you. What about your academics?

Talking about time management and major decisions about his education, Pruthvi says, “We had no idea when we started if this was going to be a full-time venture.” The college’s covid lockdown in their IPM 3 with classes, gave the duo time to coordinate with their engineering team to build the venture. By June, they had realised that this could potentially be a full-time venture. “The engineering friend from Goa and I began building models based on whatever research papers and trying to apply whatever was already established in the industry into something that can be executed. And we began working full time on that.” But by August-end, Pruthvi came to an important decision. “I took the call about not continuing at IIM.”

The arrangement of FInvant’s Founders.

Pruthvi completed his three-year BA in Foundations of Management at IIM Indore and decided to exit the program. However, Kaivalya continued to pursue his MBA, but he chose not to pursue campus placements. Pruthvi continues, “We came to a mutual decision that it would be fantastic if we had an MBA graduate among our founders because MBA does add credibility in these fields, right? So we made a conscious decision at that point of time that Kaivalya will continue his MBA.” The MBA being online also helped the founders a lot, as Kaivalya was able to dedicate a great amount of time to FInvant. “The exams for MBA first year also relied a lot on concepts that were majorly covered in IPM, with economics and statistics and such. So that didn’t really put a dent to our operations either.” The advent of video calls was also a welcome boost. “To be honest, although online classes might not be such a good idea, they did help us survive perse because I don’t think we could have survived if Kaivalya had been forced to go to campus for a few years.” Pruthvi laughs.

Our family is very supportive of what we do.

Starting one’s own venture is traditionally considered extremely risky, given the uncertainty the future holds and the time it takes for consistency to be established. Family support is hence extremely crucial. “All three of us belong to families that have extreme, extreme trust in us, in our abilities and our eye towards the future.” Pruthvi says, recounting his conversation with his parents about his choice to exit IPM, “All they asked of me as if I would be enjoying the kind of work, and if I would be making sense of my life doing that.” It was with the help and support of their parents that the three of them were able to gather power and courage to do things the way they did. “They were the first ones to give us a small capital, and the first ones to trust the idea that we were building even though the idea wasn't exactly up to their alleys.” At the mention of how exciting it is that parents are opening up to more avenues, Kaivalya adds, “It is impossible to do something like this at our age, without our parents’ support.”

The age of the founders gave them more confidence to explore. “One advantage of being from IPM was

that our education happened at an age, where we can risk a year or two in experimenting.” A person getting an MBA in the late twenties would have other commitments to fulfil as opposed to Kaivalya who will be getting his MBA in his early twenties. So time was majorly on their side, for giving them the scope to explore and experiment.

For an entrepreneurial venture, IPM is ideal.

Kaivalya spoke about how the structure and education of IPM gave him and Pruthvi an ideal skillset for pursuing Finvant. He says, “Our structure is a marriage of finance and engineering. But the kind of work Pruthvi and I do is a mix of finance, business development and management. The advantage that we have because of IPM, is that the foundation of a lot of statistical and mathematical modelling that we do, we have modelled it from the intensive and rigorous IPM curriculum. A lot of what is needed for work of this kind is not something that is covered in academic courses, but IPM gave us the foundation. Equally important to the academic aspect is the peer group that IPM offers. There is always much to learn. And your learnings keep getting compounded over the years by the time you reach IPM 5 or PGP 2.”

After Kaivalya’s Graduation, he will be going ahead with full force into Finvant.

Kaivalya had opted out of the campus placement process for both the finals and the summers. This will be a full-time venture once he graduates in 2022. Talking about where they see the venture go in the next few years, they laugh at the classic interview question, Pruthvi answers, “We really, really don’t know. We would hope for a proper, structural, quantitative hedge fund. I don’t think we have to put it that way because Finvant is tech-oriented, but in a very, very traditional sense, that is what we are looking for and what we envision as of now. We would want to put it as a technologically driven investment firm and that is what we are building towards.” They want to expand the idea of data-driven processes becoming one of the top requirements to be fulfilled out of the investments of family offices and HNIs across the country. They want data to be their go-to for any investment decision. Finvant is currently working in the space created by the disruption of asset management in India. Kaivalya adds, “We want to ensure that all aspects of trading on several financial instruments are not driven by your emotions or human biases, but to be data-driven.”

The last few months.

As of the last few months, the founders have been busy switching from the summer project mindset they had incorporated for the venture to a full fledged structural mindset. Registering Finvant as an LLP was pivotal in changing Finvant from a summer gig to a proper structural organisation. “That is what we are working on right now,” Kaivalya says, “And we hope that it solidifies in a year or so.”

All it takes is just starting off.

Upon asking for a message to the readers, Pruthvi mused for a while and opened with, “This is perhaps the best time, to start off any entrepreneurial venture in India. This is the time, when people have started looking towards startups and entrepreneurship in a very good light, as job generators and long term equity and wealth for their investors. This is the best time to start. I’ll say, be courageous and start.” All it takes is starting off, once you do, all the pieces will fall into place one by one. “Even five months ago,” Pruthvi laughs, “We didn’t have a clue we would be sitting here right now and having this conversation. We don’t know what the next five months will entail either. We might pivot to a totally different idea. All it really takes is just starting off. Find two or three of your best friends and best colleagues to be your co-founders to start off.” And things will take off. It will be difficult but things will fall into place.

We need Chemistry.

Giving his take, Kaivalya’s message to readers is, “It is important to make sure that there is a certain chemistry between all the co-founders. Ensure they aren’t just random people.” He continues to add, “Especially to IPMers, age is on your side. So go out and experiment. So even if you spend one or two years, and the venture doesn’t pick up, you can always pivot and use all of your learnings to do something else.”



“We take a lot of effort and pride in the kind of work we do. For each event, from the planning to the execution part, a lot of thought and a lot of effort goes into it”

**-Addya Trivedi
Cul-Com**



Offline events after a long, long time.

The first question is that the Cultural Committee was in a position to conduct several events this year compared to last year. Recalling the feeling of bliss, Addya says, “It feels great. I have been here five years, I have seen a lot of events that Culcomm conducted. I have also been a part of organising a lot of fests and offline events. So this year, it has been really, really great.” One of the best parts about being on campus was to have had the opportunity to participate in the events held by Culcomm, which were indeed a welcome respite from the monotonous academic rigour and a welcome distraction to the chaos in the world outside.

Culcomm needs the entire institute to participate.

Upon asking about how the two years felt different, Addya muses, recollecting events from her time as a Junior Team Member. “It was, of course tough, to figure out the things that we could do because usually, Culcomm stands for participation from the entire institute. It’s not that we are targeting a specific domain or a niche. We have events across different festivals, across every type of cultural activity from Section Wars, Open Mic Nights, to Dance. So it was tough to figure out online events until we weren’t allowed on campus. However, even after we came to the campus last year, there were a lot of restrictions, so we had to figure out a way to resolve that. And even this year, although we still do have restrictions, it feels great to conduct even some part of those events.”

Our campus has a pretty diverse culture.

Elaborating on the new flavours the diversity of our campus brings to the table, Addya says, “The best part about our events is, it doesn’t matter if the event is associated with some particular community or if it’s an event that is neutral on its own. Every community and every person brings something new to it, and at the end of the day, everyone comes to be a part of it. For example, in the Rajasthani Feast that we just conducted, a lot of people came from very different backgrounds, and they all loved the food. We got amazing feedback on the mail.” Giving an example of the open mic night, Addya emphasised how people love singing songs in their own languages and how they love to portray their own culture. The bottom line is that they and we are all able to enjoy it.

The Behind-the-scenes

For events of such a big scale, it is natural to ask about what the behind-the-scenes look like, with all its planning and the hustle and bustle. The most important or, instead, the most complicated thing is to figure out the covid-19 permissions. Addya gives me a framework about how it goes about, “Right now, at least 12 days before the fest, we start having meetings to decide the logistics of the event, the amount of budget this will require and what all permissions we will need from which departments.” Once a rough layout is established, they finalise what steps need to be accomplished to achieve which goal. Then the proposal is sent to the institute authorities. “The proposal will usually include everything, from what we are thinking of for the event to the covid guidelines we are aiming to follow.” The proposal also considers the different permissions that different department departments need to give once the permissions are secured after deliberating on all sides. “In the meantime, we will begin talking to the vendors if vendors are needed. The team divides the work among themselves and goes about it.”

How has Culcomm changed in the duration of your tenure?

The most significant change Addya brings up is the opportunity to do much more in the league of offline events than they could last year. “We had to cut down everything last year. We had to come down to the bare minimum. It was very disheartening. This year, we have tried our best to give insights on what we had thought of last year to the Junior Team. We had planned out for every event, we had a budget for every event, but we just could not execute it. This year has, thankfully, been better so far. So we ensured to give our Junior Team access to explore the potential of what all can be done, what all can be improved, rejuvenating the logistics and restructuring our inventory.”

Teamwork is what makes this possible

“The silver lining for me,” Addya says after a moment of thinking, “At the end of the day, despite all the last-minute problems, last-minute issues, and the negotiations with the authorities, at the end of the day when the team sits down after the event, trying to understand how it all went so smoothly despite everything, that moment, and the best part is that we have had help not just from the team members but also from people around us, friends, volunteers, and others, for me that silver lining is all the help we have received from the institute, student community and authorities, that is the best part. The fact that among all this uncertainty, we have the support from all the students and the community.”

A message, a legacy.


Elaborating on how much the Culcomm means to her, Addya says, “We take a lot of effort and pride in the kind of work we do. For each event, from the planning to the execution part, a lot of thought and a lot of effort goes into it, which probably others cannot see. We have to deal with many logistical and administrative issues in pulling off an event that often results in an event not meeting as many expectations as possible. At the end of the day, I want to say that we, as a team, have been trying this year particularly to fill two years worth of activities into one year. And honestly, I can’t thank my team enough.” Thanking her team profusely, Addya continues, “My teamhads supported me through every event, even when we were busy with placements and such.”





**-Aneesh
Prodlab**

Meet Pocket-I : Planet I in Your Pocket



Meet Pocket-I: Planet-I in your Pocket

Pocket-I, the app brought to you by Prodlab, the Product Management Club of IIM Indore, aims to bring a paradigm shift in the life of a student at Planet-I, striving to make the on-the-go lifestyle easier.

Did you know the app almost got named Pluto, until someone suggested Pocket-I! In conversation with J Aneesh, the current secretary of Prodlab, he walked us through the journey of developing the app, the challenges faced and the road ahead for Pocket-I.

The Beginning of the Journey

On one fine cold evening of December 2020, Aneesh and his friends, who were then the junior team members of Prodlab, were placing orders for food via WhatsApp to the Night Mess vendor on campus. Sitting in SR-15, which is all the way down, they noticed the challenges associated with ordering food via WhatsApp - the vendor guy was unresponsive, the food menu displayed was not updated and there seemed to be a lot of communication gap - resulting in a lot of delays and escalating their hunger pangs. That's when Aneesh and his team witnessed their 'Aha' moment - why not build an app for ordering and delivering food on campus?

The team brainstormed over this initial idea for a couple of weeks and then decided to connect one-on-one with the students to hear their suggestions. They reached out to over 150 students who expressed facing inconvenience while ordering food from vendors on campus; there was confusion regarding the vendors' opening-closing timings; a need for booking salon appointments was identified and the students wanted an 'online marketplace' to facilitate easy selling and buying of goods; and a personalized timetable. Aneesh and the team also reached out to the Student Administration who expressed concerns for facilitating easy booking of gym slots and squash court and making information about campus shuttle timings easily available.

Part of the Journey is Overcoming Challenges

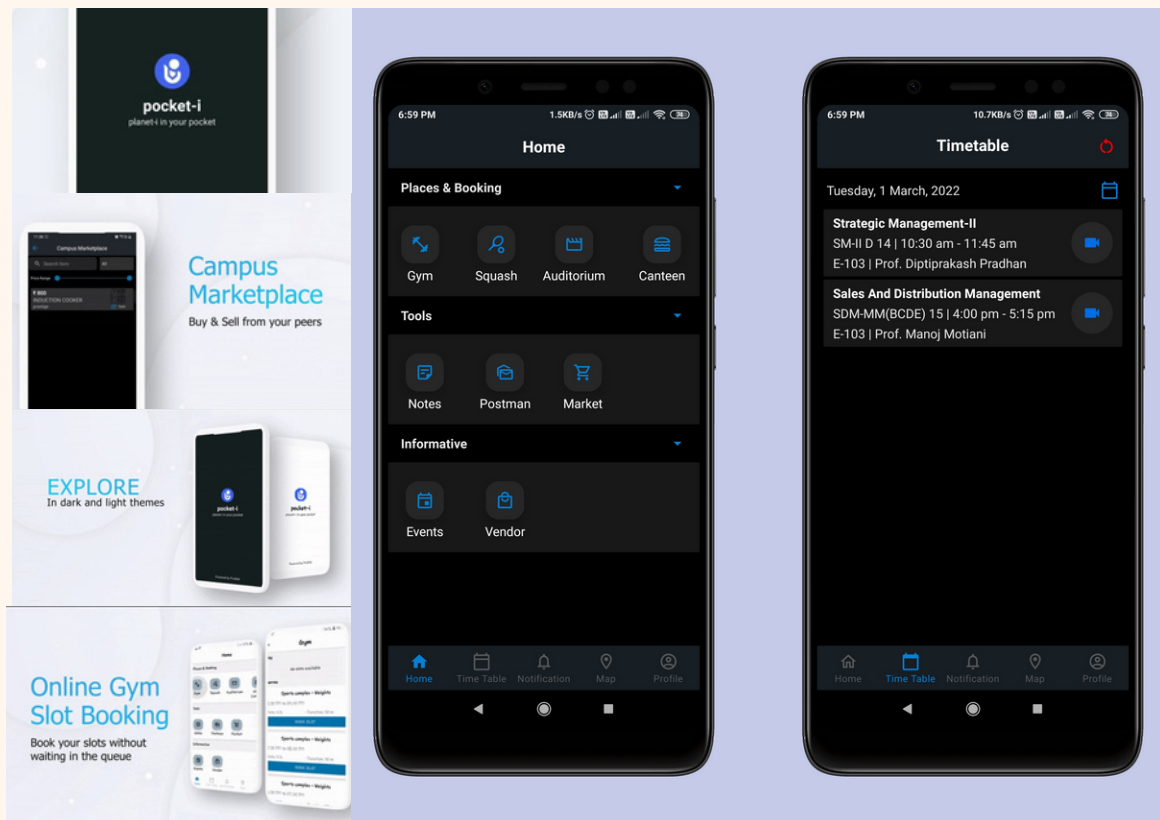
Aneesh and his team had no prior experience in how app development happens in the industry. The first hurdle was finding and selecting a suitable team for app development. They talked to different vendors - professionals, amateurs etc who quoted extravagant figures. They did a lot of research on their part about wireframes and prototypes and finally approached IEEE Community for app development and found an entrepreneurial group who was ready to do the requisite work.

The next hurdle was getting the college administration on board, explaining to them how app development happens in the industry and convincing them to release the budget amount. Aneesh and his team got a static version of the app ready by the developers and presented the same to the administration, addressing all their reservations and smoothing out the process of getting the funds released.

The next hurdle came when the beta version of the app was getting ready. To ensure the stability of the app as it experiences traffic, the team had to buy servers. A first time experience for Aneesh and his team, they had to really negotiate and engage with the developers to get the best of the required essential assets within the budgeted amount. According to him, the entire process surfaced the knowledge gap and proved pivotal to understanding the nuances of carrying out a product development under a constrained environment.

The final hurdle was experienced while testing the app. The Prodlab team approached various clubs and committees to assist in testing the various features of the app. Aneesh felt that due to many reasons and prior commitments, they received lackluster support and thus were constrained to complete the app testing using a smaller pool of users.

The Pocket-I app was finally launched on October 3rd, 2021, IIM Indore's 25th Foundation Day. It received an overwhelming response from the community. Aneesh and his team is optimistic about the app's integral role in coming years to life at Planet-I.



Highlights of the app:

The personalised timetable is the prime feature of the app. Sign up, fill in your details and you would get your personalized time table along with zoom links for classes in case you (plan to) attend classes from your phone. Apart from this, online slot booking for the gym, marketplace to buy and sell goods, and placing order to the Night Mess vendor are also integrated with the app currently.

Very soon, we will also be launching the ios version of this app, and bring along new exciting features! Stay tuned.

Message to the student community:

Aneesh and his team came up with an initial idea of developing an app for ordering food from the vendors on campus - from that the idea and the app have come a long way integrating several features for the convenience of students. Prodlab has already shared a live sheet to report any bugs found while usage, and also to put forward any suggestions which would help Pocket-I deliver a seamless experience. The success of Pocket-I and wide scale adoption is contingent upon the student community and the Prodlab team is highly optimistic about it!

RSVP:

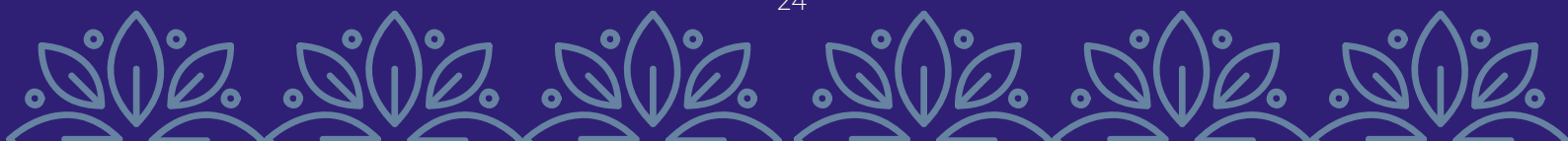
According to Aneesh, the process of improving the app experience is an ongoing thing, and each year the junior team would get hands-on experience to work on live product development, thus learning essential traits of Product Management. Pocket-I is an integral part of Prodlab, but the club is much more than that. The club's work culture supports a flat hierarchy and fosters responsibility and ownership amongst all members, driving quality and excellence.



The i-View

IIM INDORE PODCAST

**MediaCom's The i-View
podcast**



The Media & PR Committee of IIM Indore launched the first episode of the i-View podcast on the 6th of October 2021. We interviewed Miss Amisha Lal, a senior member of Mediacom. She said that i-View is a communication channel between Planet-i and the outside world. It is a celebration of the Institute's glorious 25-years. i-View aims to invigorate thought leadership in its audiences. The basis of choosing a podcast was its recent popularity in building instant communities.

Coming up with the name i-View was a very creative process for Mediacom. They wanted something catchy and attention-drawing. The name struck a chord with the team, representing "a lens into the world of Planet-i". i-View intends to provide a different perspective on business topics. Listeners can expand their business knowledge and skills through the lens it gives.

The podcasts will feature faculty members and alumni of Planet-i, who would deliver nuggets of knowledge from various business domains. The alumni would speak about entrepreneurship and the importance of thought leadership. In order to cover a more diverse set of topics in the future, episodes include members of clubs and committees.

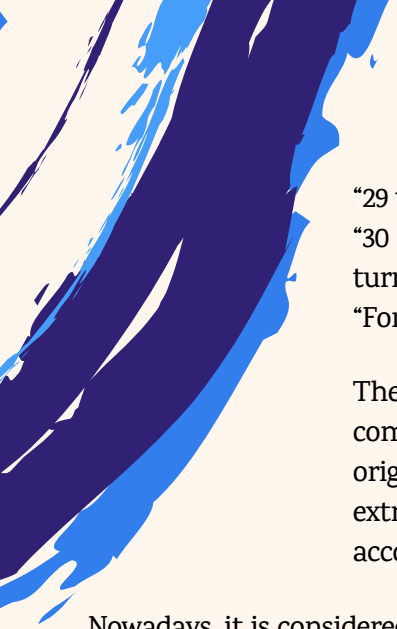
Exciting discussions on cryptocurrency, viral advertising, and social media marketing await the audiences. To spice things up, Mediacom is also working on dramatic narrations. The core audience includes B-school students and people inquisitive about the business world. The format will remain conversational, helping the audience absorb the knowledge presented. The mediator will play an important role and change with different topics and styles.



FROM THE



EDITORS



“29 things to do before you turn 30!”
“30 things to accomplish before you turn 30!”
“Forbes 30 under 30.”

These headlines have become so common that they have lost their original purpose, celebrating extraordinary achievements accomplished in a short time.

IT'S OKAY TO BE *Ordinary* -Aditi Singh

Nowadays, it is considered a 'norm' to attain a certain level of success at 'appropriate' ages like finishing education by 24 years of age and so on. The frightening part is how these 'deadlines' are pushed to be supposedly sacrosanct on a young person by their friends, colleagues, and family.

However, this fight to clinch a particular set of accomplishments only leaves people feeling more disheartened. Then they are told to 'not give up' or 'giving up is for losers' or 'don't stop till you make it to the top, which only adds to the burnout.

The troubling fact is that most people don't even question these society-imposed success calculation metrics. They go along with it. People seem to forget that it is okay not to reach these seemingly impossible heights. The purpose of celebrating these achievements was to motivate everyone because these accomplishments were exceptional. The aim was not to make people feel inferior for not reaching them.

It certainly doesn't help when someone from one's friend circle has one of these attainments. One feels restless when they see their friends sprinting ahead of them and going faster on the 'road to success', but they also need to realize that each individual has their speed, and attempting to keep up with your friends is just going to leave you breathless.

So, it would be better to realize one's own pace and keep going forward with that. It is perfectly fine to 'take it slow' and to take more time. More important than achieving targets is not losing yourself in the process.

One should not measure their success by incessantly comparing themselves with others. It leads to a constant feeling of inadequacy and dissatisfaction with your achievements. The achievements need not even be glamorous, they should give you a sense of accomplishment, happiness, and motivation to continue moving forward, or it might not. It is completely okay. Life isn't a bed of roses, but one need not go out of their way to make it a bed of thorns.

There would come various moments of uncertainty in life when one feels overwhelmed, pressured, or lost. It might be possible that any of these moments can be opportunities or not. But don't force yourself to rush through it because you might lose sight of what is essential along the way. A word of advice to tackle such situations would be not to fret over it.

Take a deep breath.
Take one step at a time.
Take it easy.

Life might be a race but you are not a broken 'anda'.

BENEFITS OF BOREDOM

-Uttara Athale



When was the last time you did nothing? When was the last time you shut off all your devices and just sat down to take a breather?

The notion of being "busy" has become quite popular. We can now keep track of 'everyone', from what they are eating to how many hours they are putting into their work. We couldn't even get past one month of lockdown without our online friends making sophisticated coffees with elegant portraits of Virat Kohli.

This urge to always be doing something makes the smartphone so popular. Never before in the history of human civilisation have we been able to do everything from the comfort of our beds. All the dopamine rush you need is just one click away.

But are we stopping our brains from achieving their full potential by not letting them get bored?

Boredom is the state of being where, even though you have multiple options, none of them appeals to you. Despite what you might think, the series of underwhelming possibilities in front of you doesn't make you lethargic. Instead, the wandering of your mind makes you more creative.

One important story that had quite a lot of traction due to the pandemic was Isaac Newton. During the years 1666–67, Newton locked himself in his house to avoid the Great Plague of London. As a result, he invented calculus.

So, in conclusion, all I have to do to succeed is lock myself up for a couple of years and not use the internet. Cool!

Actually, no. Just spend a day or two not doing anything. And you will hate this experience more than you would have hated the Game of Thrones finale. But it will also give you access to the untapped creativity of your brain. This won't make you a genius just yet, but it will surely help you start a new project.

Society has always forced us to focus on one thing at a time. It has punished us for looking out of the window during class. Just concentrating on a single thread of thought might make you score higher on a test, but it won't help you see the bigger picture. And in the ever-evolving world of artificial intelligence, single-mindedness will no longer be an asset; it will become a limitation. Our subconscious mind can connect major lessons from multiple disciplines to create innovative ideas. Breaking free from rigid thoughts needs nothing more than the ability to sit back and daydream.

Maybe, just this once, don't pull out your phone while standing in a line or waiting for the next class to start. Just stand and be.

A POEM TITLED

Hope

-B Sai Sushma

Hope.

Of course you want to know what it looks like, because,
Personally no one knows.
Everyone only sees what they want to see the most.



Hope.

On top of the refrigerator, is where the little girl cannot reach but she tries for there might be a candy bar, up there, Perhaps, there isn't any at all, perhaps there is one, Else why would she scrape her knee in trying to reach the top?

Hope.

On top of the mountains, between sighing pines and blushing meadows, stands a young man, his feet trodden on less-trodden paths. Pebbles and rocks are plenty, and under the dying sun he, holds a prayer in his arms, and decides to continue on, but whether he reach the peak or not, it ain't in his sight, and yet, Eagerly he walks on, a hand on his beating heart, sure that though the path may be long, up there, it shall halt.

Hope.

Opening a letter, somewhere in a cottage beyond, a lover sighs as her heart skips a beat, her lover in the vales beyond, fighting his own private war, Petulant and worried she gazes more at the skies than the flowers withering on her table, and yet in her heart, she holds the roses he had for her close, Echoing in her heart still are the promises her lover made, but the one that aches in her most is the one that he would return.

Hope.

On the table, bleeding, stringing up the skin, the about-to-be-mother pushes, her painful moans filling the sombre room. Perspiring doctors and nurses checking the vitals, whispering words for the woman at the verge about the new life in her womb, and whether she makes it or not, they know not, their hands shake ever so slightly, yet they trudge on, Ecstasy breaks open as the child's heartwarming cry shatters the pacing husband's heart into two: one for his wife and one for his child.

Hope.

On her brow is a thin golden crown, dancing to the rays of dawn, Pressed on her hands is the symbol of fire, to not give in when you ought. Earn her faith in you and you shall rise to heights unknown, for in the end, hope needs a hope of its own, to move up it's intended path.



THE SCIENCE OF GETTING BORED

-Deepika Soni

Ever felt bored of being bored because being bored is boring? When time is fleeting by, you are aware of it, yet you aren't! There is a slew of things to be done, and you constantly nudge yourself to do 'something'...anything, but...you just don't want to! Feeling flustered and frustrated, as if stuck in a paradox of 'to-do-or-not-to-do', you look for an escape. Did you not pick up your phone and endlessly scroll through Instagram for what seemed like ages? And then you got bored -just like that- and inevitably, unknowingly, you decided to repeat the whole vicious cycle!

Yes, we are discussing Boredom - (in)famously coined as 'the desire for desires' by Dostoyevsky and Tolstoy and often called "a plague upon human life" by more contemporary thinkers. I'm sure you must have felt bored at some point in your life - I mean, that's not even a question, right? If you find yourself feeling bored often, Congratulations! You are not alone. If you decided to read this article just out of boredom, you should be thankful for feeling bored! Boredom is good for you. Confused? Let's try to demystify this "mind-numbing tedium" in a greater depth.

Why do we get bored?

We can be bored by several factors, the most common being stuck in a repetitive or monotonous experience. Other common causes include loneliness, inactivity, avoiding an experience and lacking stimulation. Physiologically, our brains are not designed to respond well to too predictable experiences and those that do not trigger or initiate any sort of stimulation. This absence of stimulation can trigger a negative reaction.

Our attention span is also closely linked with boredom. If we're not giving our attention to what we're doing, then we're much more likely to get bored by it. People with attention-deficit issues are prone to have a higher tendency towards boredom.

What happens in the brain when we are bored?

On average, adults in the United States experience 131 days of boredom per year[1]. Scientists have found that high-risk boredom-prone people naturally exhibit lower levels of dopamine. This means that they require a heightened sense of novelty to stimulate their brains. In a study[3], 54 young adult participants were assigned a tedious task - turning eight virtual pegs on a screen as the computer highlighted them. This activity lasted approximately 10 minutes, during which time the researchers used EEG caps to measure participants' brain activity as they carried out the task.

The scientists looked at the activity levels in the brain's right and left frontal areas. The left frontal part becomes more active when an individual looks for stimulation or distraction from a situation by thinking about something different. Conversely, the right frontal part of the brain becomes more involved when an individual experiences negative emotions or states of anxiety.



The researchers found that participants who had reported being more prone to boredom daily displayed more activity in the right frontal brain area during the repetitive task, as they became increasingly bored.

How can Boredom spark creativity?

When properly channeled, boredom can be a powerful tool to motivate ourselves to achieve our goals. The key is self-control. Boredom can indeed inspire creativity. Respond proactively and consider it as a signal for us to explore something else, and what we are currently doing isn't working!

We feel bored of a task when we perceive ourselves being temporarily confined to a situation that lacks value. It may be too easy, too complex and hence unenjoyable or uninteresting. It is up to us how we consider them at a personal level. So, just like Steve Jobs, think different! - adopt a shift in perspective reflect on the potential usefulness and relevance of the activity to re-gauge the value assigned to the same. Additionally, mindfulness practices and meditation can also help ward off boredom.

Imagine if Taylor Swift had fallen prey to the vicious traps of boredom during the lockdown, the world wouldn't have had a chance to witness the magical studio albums evermore and folklore! There is no definite cure to boredom - our attitude towards boredom holds all the potential. Turning to technology to play Candy Crush or scroll through the 'gram is certainly not the likeliest cure for it.

So the next time you feel dark waves of boredom sweeping across your figure - take a deep breath, become aware, acknowledge that you are about to get bored, and see if tweaking what you are doing currently slightly helps improve your engagement. One can only become better by practice.

Boredom is not in itself creative – it's what it leads to that is important!

COMMUNITY



CREATIVITY

मैं नहीं जानता

-Aditya Seetha

ख्यालों में, मनुष्य, इंसान में, फर्क, अंतर, भेद है, लोग गलती करके कहते हैं, असुविधा के लिए खेद है, लेकिन मैं अगर यही कहूँ तो कोई मुझे न मानता, क्यों दुनिया है इतनी रूठी मुझसे, मैं नहीं जानता।

अल्फाज़ मेरे मुझसे बिछड़ गए हैं, जाने गए कहाँ, दूजों की ही मज़ी जैसे चलती है, बनती है यहाँ, पर वो क्या जाने मुझमें नहीं है वो महानता, कैसे दूँ सवालियों के जवाब उन्हें, मैं नहीं जानता।

पाठशाला से निकलते, पढ़ते पहुँचे हैं कार्यालय, लेकिन पता नहीं कब सपनों पे आया महाप्रलय, अपना ही अपने को अब नहीं पहचानता, कैसे जताऊँ वो हमदर्दी दुःख में, मैं नहीं जानता।

पहले विद्या हेतु धन, फिर धन हेतु विद्या, है यही दस्तूर, जाने क्यों पालती है दुनिया अजनबी सा ये फ़ितूर, बचपन का बरामदा ही है अब यादें संभालता, क्यों भागा वो लुका-छिपी से ऐसे, मैं नहीं जानता।

अमीर, अमीर हो रहा है, गरीब, गरीब हो रहा है, रोशनी जाती रही तो अँधेरा करीब हो रहा है, उगते सूरज को भी ताकत से हर असुर है ढालता, क्यों फँसा हूँ इस अँधेरे कुँए में, मैं नहीं जानता।

ज़रूरत है एक हाथ की, ऐसे किसी के साथ की, करुणा में जिसने थामी हो उँगली एक अनाथ की, ऐसा जो है बेबसों की नज़रों को पुकारता, कहाँ है वो जीवनदाता, मैं नहीं जानता।

चढ़ रहा हूँ संभल-संभल के यूँ हज़ारों सीढियाँ, सोच कैसे धाक जमा रही परायी पीढियाँ, इष्ट है या माया जिस भगवान को मैं पुकारता, कब होगी मेरी अरदास पूरी वो, मैं नहीं जानता।

आ जाए फ़रिश्ता एक, लेके कुछ इरादे नेक, मिट जाएँ गमों के साये, एक घड़ी में देख अनेक, वक्त से जो लड़-झगड़ के उलझनें सुधारता, चुकाऊँ कैसे ऋण ये जिसका, मैं नहीं जानता।

आया हूँ एक मोड़ पे, जहाँ कोई नहीं होड़ में, कोसों दूर उस दुनिया से, रमी जो तोड़-फोड़ में दिख रहा वो आसमां है जो ज़मीं सँवारता, यकीन करूँ भी या न इसका, मैं नहीं जानता।

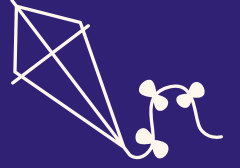
भरोसा करके मिल रहा है चमकीला सा एक सुकून, जग रहा है, जीने में, इस सीने में, अलग जुनून, सफलता का साया आज घर को है पधारता, क्या परोसूँ अब भोजन में उसे, मैं नहीं जानता।

खिल रही हैं पर्वतों की ये हसीन वादियाँ, कर रहे हैं वर-वधू भी प्रेम रस में शादियाँ, चंद्रमा की रोशनी को अब कोई नहीं नकारता, कैसे मनाऊँ जश्र उस जोश का, मैं नहीं जानता।

उड़ रहे हैं यूँ अरस, मौत भी गड़ तरस, जाने कितने लगेगे उसे मुझे सिधारने को बरस, निराशा की आत्मा कफ़न से कोई नहीं निकालता, कैसे-कब हुई गुलज़ार ये ज़िंदगी, मैं नहीं जानता।

पतंग

-Rajpal Bijarnia



देखकर इस शहर को, पतंग उड़ाने मैं चला, पतंग और धागा लाया, आसमां ने अपना गुल खिलाया, जब पतंग उड़ाने मैं चला, कभी आंधी आई, तो कभी हवा ने मुँह मोड़ लिया, सोचकर अगली साल का, मैंने सब समेट कर रख दिया; पतंग उड़ाने फिर उठा मैं, बाजी लगाने छत पे आया; था नया सा यह शहर, आसमां भी खूब खिला, रंग बिरंगी पतंगबाजी, मन मेरा मचल बैठा, इस बार हवाओ से लड़ लिया, खुशनसीबी समझकर, ढील देता मैं चला गया ; नासमझ था मैं, असंख्य पतंगों से घिर गया; संभला जब तक मैं, पतंग मेरा था कट गया; भागा मैं पीछे, यह सोचकर, पकड़ लूंगा मैं तुझे; भीड़ ने मुझे रोका नहीं, पर पतंग मेरा रुका नहीं, आवाज मैंने दी, पर उसे हवाओ की सुनाई दी; खुला था यह आसमां, पतंग था जो मेरा, वो चला गया ॥

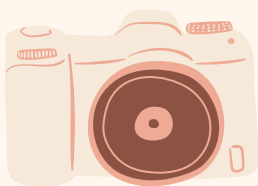
Bring you Back -Shruti Pandey

A souvenir, a flower hidden behind the books,
A letter your mother wrote, when you first left
her for your good
Faded scribbles at the back of your old books, a
colossal of emotions now overtook
Inundation of memories by old unread texts,
calls that ring inside your head
Something to bring you back, from the deep
slumber you left your senses in
And bind you to the land where you
unconsciously just exist
Try to find that one pull, that gives you a cue
What further to do, which direction to go
And when you find it, don't let it go
embrace it well, because we all need something
that guides our flights
ripping apart the silhouettes and nudge us in
the direction of the light!

Her photographs of the rustic countryside
Made me wonder
What drives her?
What lights the little heart of hers?

Not that I am an individual who values
aesthetics over values

But I fell prey to the prey of infatuation,
Even before I saw her pretty face;
The infatuation blossomed into a
Rush of Dopamine!
The conundrum ensued



Was it her values that riled my
Insides out?
Or was it her beautiful presence that
Made me fantasize?
Fantasize about future aspirations.
Day dream about warm summer afternoons
Thoughts as ephemeral as the striking of the
lighting
But still I enjoy being engulfed in them
As they bring a certain order in the
Otherwise chaotic mind.

-Kaustav DE



Campus days -Anisha Seth

We rode a divine cat,
to arrive at the supreme gate.
Just to wake up at midnight,
to realise we are stuck in a five days
quarantine.

Online classes turned hybrid,
now we sleep on offline classroom grid.
mess food was messing with us,
like salts exchanged with sugars.

Fests came and went by,
like something called lullaby.
we worked as a fest knight,
to enjoy one comedy night.

End term held us uptight,
To have New Year blast just right.
Corona makes came back,
and throws us into our home back.

7 बजे की धूप -Aditya Seetha

एक दिन मैं गया,
छत पे टहलने को।

देखा तो हवा सी,
मद्धम-मद्धम चल रही थी।

आकाश में सूरज कुछ,
पीला-नारंगी सा लग रहा था।

मैं टहलते-टहलते ही बस,
अपनी पुरानी यादों में खो गया।

सोचा था मैंने यूँ कि,
मैं भी एक ऐसी दुनिया में रहूँगा।

सपने बुनते-बुनते, उन्हें गिनते-गिनते,
न जाने समय पूरे एक घंटे का बीत गया।

मैं वापस लौटा कमरे में,
तो यही बात समझ में आई।

वो 7 बजे की धूप,
सच में बड़ी अच्छी लगती है।



अलमीरा याद का -Shubham Kumar Agarwal

इश्क़- हर जगह - बेवजह
हर झगड़े की कोई वजह तो नहीं होती,
और सही कहते हैं लोग की,
इश्क़ करने की कोई जगह नहीं होती!!

याद है क्या तुझे, वो सड़क
जहां मैंने पहली बार तुझे गले लगाया था?
और बारिश की बूंदों के बीच,
कितना प्यार है तुमसे ये मैंने ही तुझे बताया था,
और
और उसी टपटपाति बारिश में,
Aashiqui2 वाला वो फेमस पोज़ दोहराया था!!

जैकेट तो नहीं था मेरे पास इस बार,
पर कोई देख ना ले,
ये सोच तूने अपना ही आँचल लहराया था।
भूला नहीं हूँ मैं कुछ भी अब तक,
और भूलूंगा भी कैसे,
किताबों के बीच तेरी दी हुई फूल जो रखी है अब
तक!!

सजा रखी है मैंने एक अलमारी तेरी याद में,
पहुच जाती है हर प्याली वहीं,
तेरे चाय पीने के बाद में,
हाँ माना, सबका इश्क़ यू ही आबाद न होता,
पर दोस्त
बना बनाया अलमिरां यू ही बर्बाद न होता।

Is it all a facade?

-Anuj Sahu

Ecstatically pleased with myself
I stepped into Planet-I,
Full of dreams and a brimming bucket list,
here to make a difference

Got a room, unpacked and went to savor the
scenery
Better still was the peer group
Packing diversity of opinions and cultures
I had finally reached a place
With like-minded people that would change the
world
'You have to justify your package',
The world out there expects answers from you
Our professors had said

And then, everything changed
As if the institute flipped a switch
we were transformed
into digital frames,
virtual renditions of our previous selves
that loved to go out and explore
Now, caged into our laptops;
Browsing, binging and Zoom calls were the new
normal.

Interactions became sporadic
The next-door mate seemed distant
The holistic harmony was consumed by various
mushrooming groups
All were engaged with mobiles, the next zoom
call and the next content to consume

Was it all a facade?
An unrelished dream
The dream of engaging in fruitful conversations
One of long walks along the meandering paths
of Planet-I
and playing basketball with friends seemed a
distant reality

Now, it was all a singular person venturing
out in the unknown
Trying to do things in his own way
Still pondering how better things would have
been

If there was a pitcher to the baseball
If there were face to face discussions
If there was a rant buddy to share
frustrations with
Is it all a facade?

But fret not, for there will be
a second part to this allegory
For, as I always say,
There is hope that things will turn out
better.

MY PEN

-Asha



My Pen is courageous than me
What I fail to express, it does
Bringing out things of which even I'm unaware
Materializing every single word with honesty and
care.

Digging out lines, taboos, put forth dauntlessly
Speaks aloud "Volde Mort" of real world .

Hates clichés, sophistication but bargains for
simplicity
Never restricts itself to any boundary
This is what I call "Power of Pen"
It reiterates "this is you, not me,
I'm a medium, you are the driving force"
But I ended "My Pen is courageous than me".

Indeed, My Pen is courageous
It's limitless, flawless and rapt fastidious.

इरादा

-Aditya Seetha

क्या कसम क्या वादा, अभी नहीं है इरादा।

सपने जो संजोए थे, नव वर्ष के,
पल जो भी मिलने थे यूँ हर्ष के,
वो नहीं मिले, फिर भी जान लिया,
कोई और पल थे लिखे, उन्हें अपना मान लिया।

क्या कसम क्या वादा, अभी नहीं है कोई इरादा।

सोचा था उन्होंने, अब मौका है सफ़र का,
मिलनसार से शर्मा का, शर्मीले से ज़फ़र का,
लेकिन महामारी ने मार दिया ऐसा ये ताला,
न कंगन मिले, न बिरजू मिला, और न मिला लाला।

क्या कसम क्या वादा, अभी नहीं है इरादा।

धीरे-धीरे खुलने लगा था बाज़ार,
और शर्त थी, लगाने को, कपड़े का औज़ार,
बहुत कुछ पहले जैसा ही था,
लेकिन इतना एहतियात, क्या ऐसा ही था?

क्या कसम क्या वादा, अभी नहीं है कोई इरादा।

दरवाज़े कुछ खुलते, कुछ बंद हो रहे हैं,
व्यापार कुछ अच्छे, कुछ मंद हो रहे हैं,
इसलिए अभी खतरा कोई मोल लेना नहीं,
मन के सारे राज़ देर से खोल देना नहीं।

क्या कसम क्या वादा, अभी नहीं है इरादा।

वह उत्साह, वह जोश, कहीं कोई भूला नहीं है,
बात बस यूँ है अब, ज़िंदगी बचपन का झूला नहीं है,
सावधानी से ही जीवन की ये सवारी है,
सोच-विचार को मजबूर करने की आज उसकी बारी है।

क्या कसम क्या वादा, अभी नहीं है कोई इरादा।

इस सावधानी में, वो सपने कहीं गुम हो गए,
हथौड़ा था हाथ में, वो चोड़े की दुम हो गए,
मारा जब तो ऐसे दौड़े, कहीं न रुके,
हम भी इस महामारी के आगे बिल्कुल न झुके।

क्या कसम क्या वादा, अभी नहीं है इरादा।

आज वो सपने फिर मिले हैं, फिर नया साल है,
पूरे नहीं हुए, इसका कब से मलाल है,
लेकिन सपनों की बात अभी सही नहीं होगी,
सब्र कर लो, देरी अभी भी, कहीं नहीं होगी।

क्या कसम क्या वादा, अभी नहीं है कोई इरादा।

आखिर कहानी ही ऐसी है, नए साल की,
रफ़्तार अभी धीमी-धीमी सी है, हाल-चाल की,
बहुत जल्द, जीवन की वही गति होगी,
एक सफ़ेद और काली, एक रंगीन प्रति होगी।

क्या कसम क्या वादा, अभी नहीं है इरादा।

ऐसे में अभी, भागने की हिम्मत नहीं है,
इस मुश्किल घड़ी में, कोई एक अकेला, महारत नहीं है,
लेकिन जब भी भागेंगे, ऐसा कमाल होगा,
आज मौसम ठंडा है, कल फिर धमाल होगा।

क्या कसम क्या वादा, अभी नहीं है कोई इरादा।

कवि अगर मैं होता

-Sanshil Saurabh

नन्हें बारिश के बूँदों को, सावन का गीत सुनाता
अंधेरे की सीढी चढकर, मैं चांद का दाग मिटाता
बहती नदियों में पंख लगाकर, बादल का पांव भिंगोता
रंग चुराकर फुलों से, तितली का बदन पिरोता
और न जाने क्या क्या करता, कवि अगर मैं होता

ख्वाहिशों के इन बक्सों में, नजर का टीका लगाता
फिर चंचल मन की कशती को, मैं बिन पतवार चलाता
चार अंगुल के पत्रों में, जीवन का सार संजोता
स्याही के कुछ शब्दों में, मैं अनन्तकाल तक सोता
और न जाने क्या क्या करता, कवि अगर मैं होता





IRON MAN

- Shristi Prasad

He came into my life,
When I was bored as hell,
And the moment I let him enter,
His charisma worked like a spell.
The reason I call myself a Marvel fan,
The reason I believe in superheroes,
The reason I believe that 'Humanity is above all,
It's only because of that brilliant weirdo.

You showed me that greys are best,
And what makes them stand out among the rest.
It's not how privileged you were born,
Neither how virtuous you were,
It's the dilemmas you faced,
And later the decisions you made,
That you were always significantly better,
And undoubtedly the finest in the clutter.

It looked like the world's unrivaled hack,
When you successfully brought everything back.
But you were gone and I was in tears,
Realizing it will never be the same again,
I was afraid to be facing my worst fears.
The world bowed down with their choked airways,
I love you 3000, is the only thing I can say.



Onboard at Planet-i -Devyani Tambolkar

An eventful journey it has been for sure,
Long hours of prep and interviews to endure.
A dream so distant, will it ever magnify?
I have been waiting so long to be onboard at Planet – I!

It's grandeur so intimidating, expanse so vast
Rest of the world, away does it cast.
Famous are it's campus, clubs, events and the alumni
How fascinating will it be to be onboard at Planet – I!

The wait is over, the day has come, and the results are out,
How much will the waitlist move, is the universal doubt.
List after list, the rank increases as days pass by
Will I ever get a chance to be onboard at Planet – I?

Just when you accept defeat and curse your low score,
A mail in the inbox says you have been admitted to IIM
Indore!

I scream and dance, with relief do I sigh,
I am on my way to be onboard at Planet – I!

Case studies, committees, and networking possibilities,
Stepping into a new world with numerous opportunities.
The road is ready, car is set to change gears to reach the sky,
Forever grateful will I be, to be onboard at Planet – I!

It's easy to expect, it's hard to accept;
It's easy to cry, it's hard to try;
It's easy to quit, it's hard to repeat;
It's easy to start-a-new, it's hard to continue;
It's easy to complain, it's hard to explain;
It's easy to break, it's hard to create;
It's easy to say, it's hard to follow that way.

Be careful with your choices.
It's common to pick the easy one, that's why
it's difficult to shine like a sun.

-Nikita Prabhakar Nikhare

YOU PUZZLED

-P. Krithik



I hunted for them pieces, with life a theme
The right fit, a complete picture, the dream

Patient I was; sweat and blood and tears
Examined each bit,
"Ain't nothing but perfect" I smeared

Arthur looked on as I hustled
Bitter-sweet, Good-evil, a dichotomy he expressed
Amused? No. Surprised? No.
Dumbfounded? Yes.

"Looks great K". I smiled through the pain
Before I thanked, he spoke again
"But, but....."
"Yeah?", awaiting a judgement I uttered.
"Isn't that my puzzle?"... he stuttered
"Yes. And?"
"What about yours?"

The infatuation crept in surreptitiously,
Slithering through the psyche,
Tingling the shallow walls of imagery,
Creating unreal vivid fantasies!

The Infatuation left a hue of pink,
On the, otherwise, dark alleys of mind,
Lighting them up resplendently.

Then logic gently knocked,
Flushing the infatuation out
While whispering in a barely audible note,
Your purpose has been served,
Let time decide the destiny of those pale pink hues
If the get rosier?
Or
Darker?

-Kausthav DE

Someone said to me
You only live once
But I read a quote
You only die once, you live every day
Do we?
When mornings are the toughest things to face,
And everything has a gloomy phase
When night turns out to be the brightest of all-day
That's how irony remains.
Chasing people, chasing a dream
And finding silence, when soul scream
Running or ruining,
When we bury, every living cell
When we die to be dead.
My heart is a battlefield,
battling between deadlines,
friends and enemies
all are one of a kind.
I feel depressed and then see a light
Would I be able to give a good fight?
Living isn't an easy thing
I think, dying is much easier
Then, living.
But every morning when I wake up
and gather the courage to be happy
to get out of bed.
to feel less empty.
I think I am brave enough,
I think I am moving out of the death
I think I'm striving hard to live.
In the end.
You just die once.
You live once,
but Every day you try your best to live anyways.
And That's what makes a difference.!

-Mansi Joshi

Building Habits: A Technological Perspective

-Tanishq Goel

A habit is anything that you practice so much that it gets embedded in your subconscious mind and you don't have to think twice before doing it the next time. It's just the automated actions and behaviors embedded in your daily routine that you don't have to think about before practicing. Now we all have come across various methods and practices to build good habits, but here's my view on it from a technological perspective, after all, why should machines always learn from us!

Now, let's look at the process of habit building through a product management lens. Let's GAMIFY (building a game around the process to make it more engaging) the whole process of building habits. Why do we humans disengage from the path of building habits, because we don't see the immediate results and don't have the patience for the long-term benefits? Now gamification does help us in exactly this. Why don't we reward ourselves for the small feat achieved in the process? For example visual cues or accompanying small rewards for every progress in the process. When you go to the gym or avoid junk food, just deposit the money somewhere (where you can see it) for achieving this feat. There's a whole company that has built an empire on this by allowing customers to engage in contracts for building habits. You can promise your partner anything for not following your routine and achieving your goal. This helps make the whole process a little more fun and rewarding and can help you sustain in the process of building habits. This method helps you in making your progress tangible. You can even set up streaks like Snapchat with your workout buddies, download apps that help you share it on social media like Nike Run Club and whatnot! But there's a catch in this you don't want to reward yourself with something that goes against the end goal. After all, it won't be the right thing to have ice cream after you have done two hours of CrossFit.

Another angle to see this is that when you gamify the whole process of habit building you are collecting and storing data for yourself. This can help you review your performances and the whole process, which helps you analyze whether you are on the right path or you are just fooling yourself around this whole thing. We humans always defend ourselves and thus often get blind-sighted of our shortcomings. Thus we may have gone to the gym for only two days in a week and may have eaten clean for just three days but we would be always assuring ourselves that we are on the right path. Collecting this data and analyzing it helps you with just that (realigning yourself in the process as machines do in what we call machine learning). Again but here's a bit of caution to it, as Charles Goodhart says "When a measure becomes a target, it ceases to be a good measure". Measurement is only useful for us when it guides us and does not consume us.

Another idea to assist us in the process of habit building is to make the job easy and attractive. In Machine Learning and data analysis, we clean the data first before analyzing it. I think machines are smarter than us because we humans like to test our willpower more than to make our job easier. We find more pride in not eating ice cream when it's kept in our fridge than not keeping it in the fridge altogether. Why don't we set the right environment for our goals and remove the visual cues which can deviate us from our path? Why do we want to test our determination and willpower and not use our intelligence in our favor to set the right environment?

Habit building is an easy process wherein the whole process is just about practice and time. The more the action and behavior become familiar to your brain, the less energy you have to spend before doing the same next time. Every small step in the process of habit building compounds like an investment to make your life better. Don't interrupt the habit and rather assist the small actions daily that go into it.

AI: Does it really help society as much as it helps businesses?

-Saurabh Rane

Employees usually feel the jitters when they discern that their employer is in talks for employing Artificial Intelligence (AI) in their fields of job.

AI is known to have lasting benefits on the performance of the companies, giving them a competitive edge in the volatile markets while having detrimental effects on the employees, making them redundant.

We know AI has been helping companies automate complex processes such as driving cars and landing aeroplanes for some time now. Recently, some startups have also been able to develop Robot-Chefs: machines that can create flawless food, with a range of approximately 2500 dishes of sweet and savoury! Also, we need to understand that this is just the start of robotics helping out restaurants and cafés. Soon, it would not be surprising to sit across the bar counter and get your drink made by a robot bartender, doing all the tossing and mixing perfectly and effortlessly. These aspects are bound to affect the employees working in the hospitality sector. However, we also need to understand that: with every such phenomenal shift in technology, when some jobs are made redundant, many more jobs are also created in the domain.

Accordingly, the adoption of AI need not always lead to one-sided benefits. Every time the organisation adopts new technology, it should upskill its employees to be productive rather than fire them. This way, the employees get to retain their jobs, improve their core competencies, adapt to cross-functional work, and perform better in the long run. Many consulting firms such as McKinsey & Company and BCG highlight the need to adopt "Technological Social Responsibility (TSR)" that leaders should embrace to balance business performance and social responsibility.

In the above example of robot chefs, there are many sous chefs and cooks helping the robots understand and perfect the art of cooking. Hence, these upskilled chefs understand the robots' limitations and enhance the effectiveness of the AI employed in these machines. When a company consciously implements TSR, the employees can help the newly-adopted AI become intelligent, positively impacting the company and the society.



So, development and adaptation of technology are not really 'good' or 'bad'; every decision comes with its fair share of pros and cons; however, the decision of how AI should be implemented completely rests in the hands of the organisations. If organisations focus more on the universalistic TSR options available, the adoption of AI can be effortless and beneficial for businesses and societies alike.

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