

SAMVAD

Intelligence is the ability to adapt to change.

- Stephen W. Hawking



From the desk of NLT *

Dear Readers,

We congratulate and thank you all for your encouraging response to the Inaugural Issue of IMT CDL Newsletter.

In our constant endeavor to set up regular communication with our learners, alumni and all stakeholders, we present to you the second edition of the IMT CDL Newsletter.

This issue comprises of recent campus activities and developments, achievements of our esteemed faculty members and learners. The Info Centre @ IMTCDL section deals with important information for our learners. The Alumni Connect section highlights the significant achievements of our alumni. We are confident that this edition of the Newsletter shall generate even greater interest among all the readers and will elicit more response from our readers which in turn shall inspire us to present useful information in the forthcoming issues.

We are happy to share that we have received valuable contribution from our learners in the form of creative content, brief write-ups on current topics and individual/group achievements. Some of these will be showcased in the current issue of the Newsletter. We welcome your suggestions, comments and feedback at <connect@imtccl.ac.in>

Happy Reading!

*NLT – Newsletter Team

In this issue

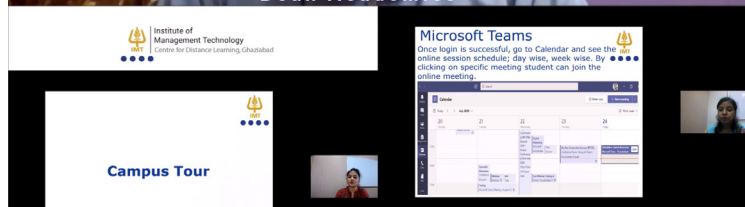
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What is new @ IMT CDL

Orientation Session - Batch 2, July 2020

In response to the great demand for admission from the student community, we launched Batch-2 of the PGDM and PGDM Executive programme for the July 2020 admission cycle. The Orientation Session for this batch was conducted on September 27, 2020 through the online mode. It was an informative session attended by more than 300 students. The students were taken through a virtual tour of the IMT CDL campus, followed by an address by, Prof. Ravindra Kumar, Senior Dean and Head of campus and Prof. Asif Zameer, Dean Academics. The students were briefed about the structure and details of the programme and were introduced to the academic and administrative platforms. The link for the recorded session is accessible in LMS (Edu-Genie).

[Link](#)



Release of the Inaugural issue of the IMT CDL Newsletter; Virtual Event on October 1, 2020

A grand event was organized for the release of the first issue of the IMT CDL Newsletter on October 1, 2020. The inaugural issue of Newsletter was released by Prof. Ravindra Kumar, CEO & Sr. Dean, IMT CDL in the presence of the Dean (Academics) and the entire IMT CDL team. The event was streamed live on our YouTube channel and we are happy to share that a large number of our learners and alumni connected virtually for this event. A recording of the same can be viewed through the link below:

<https://youtu.be/GkQv7rLLFLA>



Pictures of the event are available on the alumni portal and can be viewed through the link below:

<https://alumni.imtcdl.ac.in/galleries/4100>

We have circulated the first issue of the Newsletter through E-mail to all our stakeholders. It is also available on our website. To browse the Newsletter, click on the following link:

<https://www.imtcdl.ac.in/newsletter/>

Info Centre @ IMT CDL

Admissions

In view of the prevailing Covid-19 situation IMT CDL is offering a special batch for the July 2020 admission cycle with lot of flexibility. For more details about the special batch, aspiring learners can connect with IMT CDL Admissions team at 1800 102 1063 (Toll Free) or send a mail to admissions@imtcdl.ac.in. This is in line with the UGC and AICTE guidelines for admissions for this academic year.

Foundation Courses in PGDM, PGDM (Executive) and PGCM programmes

The foundation courses for Batch-2, Semester 1 began immediately after the orientation session held on September 27, 2020. The learners have been provided access to recorded learning sessions, handouts, and power point slides through Edu Genie. They are expected to qualify the foundation courses by end of October 2020, though they will be allowed to appear for the assignments during the entire Semester 1.

Online Learning Session (OLS)

OLS sessions for new students (Batch-2) of the July 2020 admission cycle for the Two Year PGDM & Fifteen Months PGDM Executive Programmes began from October 10, 2020. The sessions for higher semester core courses have also begun from October 3, 2020. One OLS session for higher semester is of 90-minute duration and for each course eight sessions are scheduled (totaling to 12-hour learning transaction). The sessions for elective courses will begin from November 1, 2020. These sessions are being conducted through MSTeam Platform for which the link is shared on the registered e-mail IDs of the respective learners.

Student Support-The Learning Management System (LMS)

Learning Management System (LMS) is a powerful platform to support the learners. It contains varied learning resources for different courses. The Online Learning Session (OLS) schedule for Semester 2 and 3 has been uploaded on LMS. The recordings of the Online

Learning Sessions (OLS) are also uploaded on the LMS and are available to learners 24x7.

Registration date extended for the UN GCNI - IMT CDL Joint Certificate programme in CSR and Business Sustainability

On the request of many interested participants the registration for the UN Global Compact Network India and IMT CDL Ghaziabad Online Certificate in "CSR and Business Sustainability" has been extended to 31st October 2020. The classes for this programme are scheduled to begin from November 8, 2020. The link for detailed session plan is given below.

<https://www.imtonline.com/wp-content/uploads/UNGC-IMT-Course-and-Session-Plan.pdf>

This Online short duration certificate programme is the result of extensive research undertaken by UN Global Compact Network India (UN GCNI) and IMT-CDL to understand the practical requirements of professionals in these critical domains. The challenges are huge and so is the need of dedicated minds. To register and know more about the course offerings, please access the following link:



UN Global Compact Network India and IMT CDL, Ghaziabad
are pleased to offer the first UNGCNI-IMT CDL Joint
Certificate Programme in

CSR and Business Sustainability



Enrolment date extended till 30th Oct 2020 on the request of many interested participants

<https://www.imtonline.com/certificate-in-csr-and-business-sustainability/>

New Academic Initiatives

Commencement of Open Sessions for Semester 1 Core courses

We have initiated the practice of conducting Open Sessions in addition to regular 12-hour session for our learners from the July 2020 admission cycle. The objective of Open Sessions is to provide the learners with an opportunity to interact with faculty, clarify their doubts & receive guidance. These additional sessions are conducted in an interactive manner and help the learner to get comfortable with the course under the faculty guidance, while the Online Support Sessions are based on covering important topics from the curriculum. Open Sessions for the courses that are either completed or nearing completion have been scheduled from October 15, 2020. The schedule for the open sessions of the remaining courses will be announced, closer to the completion of their OLS.

Launch of Monthly Faculty Research Seminar (FRS) Series

IMT CDL started the Faculty Research Seminar (FRS) series with its inaugural session on October 8, 2020. Dr. Asif Zameer, Dean (Academics), in his opening remark

welcomed the participants and explained the objectives and rationale of the Faculty Research Seminar Series. He encouraged all the faculty members to explore possibilities and get actively engaged in research activities for creation of new knowledge. The opening presentation of the FRS series FRS-01/2020 was delivered by Prof. Vivek Singh Tomar, where he presented his latest publication among the academic fraternity of IMT CDL. The topic of the presentation was, "Moderating Role of Brand Trust on Offline vs Online Shoppers and its Impact on Cognitive Dissonance". The presentation was followed by questions, remarks, and reflections from the participants, aimed at adding value to the discussion with generation of the extension possibilities to the presented research. Prof. Ravindra Kumar expressed his pleasure and congratulated all faculty members for this initiative. He re-emphasized the importance of research and publications for overall development of IMT CDL. The session was concluded with the finalization of the next date and speaker for FRS-02/2020 proposed on November 5, 2020. Prof. Asif Zameer voluntarily nominated himself to deliver a talk on his concept paper.

Our Faculty - Our Pride

Publication of Research Paper

We are proud to share that a research paper co-authored by our faculty Dr. V S Tomar has been published in Indian Journal of Marketing. The full citation of the paper is: Tomar, V. S., Tomar, R. S., & Khattri, V. (2020). Moderating Role of Brand Trust on Offline vs Online Shoppers and its impact on Cognitive Dissonance. Indian Journal of Marketing, 50(8-9), 66-79. This journal is listed in Scopus an ABCD List of Journals.

Certification Earned

It is a matter of pride to share that our

faculty Prof. NM Mishra has been awarded

Certificate of recognition



Dr. NM Mishra

Has been awarded this Microsoft in Education certificate in recognition of membership in the:

Certified Microsoft Innovative Educator

✓ Completed: 10/15/2020



Anthony Salcito
Vice President, Worldwide Education

education.micr

Microsoft in Education Certificate in recognition of his membership in the "Certified Microsoft Innovative Educator"

Certificate of Appreciation

A Certificate of Appreciation has been awarded to Dr. V.S. Tomar by Aspire2 International College, New Zealand for conducting an online guest session on "Marketing of Information Technology Products" for the Diploma in Technology Management Level 7 Programme at their College. This guest session was attended by faculty members and students from Auckland, Tauranga and Christchurch in New Zealand.

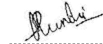
aspire2
international

Certificate of Appreciation

Awarded to

Dr. Vivek Singh Tomar

To commemorate a remarkable contribution to Diploma in Technology Management Level 7 Programme at Aspire2 International, to acknowledge brilliance and diligence in the field of expertise. It is and always will be our honor and a pleasure to have you as a guest speaker.


 Signed, Dr. Sheerati Arya
 Programme Leader NZDBLS
 Issued on 27/10/2020

Alumni Connect

Panel Discussion on Alumni Support

Our faculty, Dr Priti Sharma participated in a panel discussion on the topic, "Beating the Tough Times with Alumni Support" on September 19, 2020. She presented the alumni management at IMT CDL and steps taken during this pandemic to capitalize on alumni power and strengthen the mutually supportive network. This panel discussion was organized by Almashines, our alumni management portal provider and attended by representatives from several management and engineering colleges. Recording of the session can be viewed at:

https://youtu.be/JMX2c6yJU_I

Alumni Achievements

1 - With a sense of great pride we wish to share that our alumni Mr. Aditya Malla, PGEMHR-July'14 Batch has featured in the list of Top 100 People

Managers for 2020 by Forbes India (09 Oct issue). Pls click on the following link to view the list:

<https://www.forbesindia.com/lists/indias-100-great-people-managers-2020/1879/1>

2 - We are delighted to share that our Alumni Mr. Rahul Saria (Jan'2011 Batch-BA), authored a book named "Fincurious" focused on Finance for Startups. Mr. Rahul Saria is a Chartered Accountant by profession, a startup enthusiast, an avid traveller, entrepreneur and a public speaker. He has served as the Head of Finance for various global and Indian startups. He can be reached at rahul@fincurious.com



About the book

If any of the following question(s) haunts you or any of the below is of your interest, then this book is for you:

Want to explore the startup buzz

- » What is this startup all about?
- » How do I become an entrepreneur?
- » Have an idea, but not sure how to startup?
- » Understanding Fund Raising is a nightmare?
- » How do I manage my Company's finance and legal aspects?
- » I am a Techie entrepreneur and I am afraid to discuss finance
- » I am a finance professional but have limited knowledge on Investors and fund-raising process
- » I want to become a finance professional
- » Being a CEO / Founder, where should my focus be?
- » Should I form a private limited company or a partnership firm?
- » A student who wants to make a career in finance

A 12-year journey (Most crucial period for startups in India) of a Finance professional has been captured in this book. It is time to turn your ideas into reality, step by step.

"Forget the fears, be brave and Startup!"

Alumni: Significant Corporate Contributions

Our Alumni, Mr. Prasad Andugulla (PGDM-Jan'2010 Batch) is associated as a Project Manager with Dr. Reddy's Laboratories. He has played a key role in introducing digital initiatives in his organization. The same are mentioned below:

Embracing Digital Technology at Dr. Reddy's Laboratories:

"With technology taking the Centre stage in every aspect of the business, the payables team at Dr. Reddy's Laboratories has implemented the RPA (Robotic Process Automation) successfully resulting in auto processing of invoices with no manual intervention. The quality of invoice processing has improved drastically and RPA working 24/7, the turnaround time of Invoice processing increased by 50% thus leading to supplier delight on the timely payments and saving of time and human efforts. Also, all

their suppliers have a platform called Vikreta Connect which provides enhanced visibility on the payment and invoice status. The application has Chat Bots (Automated) which display the payment status and due date to all their suppliers. The feedback from suppliers has been amazing and many of them have praised Dr. Reddy's Laboratories for being the digital first in the Pharma industry. They believe that digital technology has the power to transform the business and simplify the operations."

Early Payment Module:

"Early payment that adds net income without affecting cash flow. Dr. Reddy's Laboratories works very closely with its suppliers; understands and responds to the needs of suppliers and collaborates with them to take up new projects. With the introduction of early payment directly from Dr. Reddy's Laboratories, the suppliers through the dedicated platform called Vikreta Connect are able to make use of the Early Payment feature thus benefiting from immediate payment to the supplier and interest income to Dr. Reddy's Laboratories. For the last financial year, the organization was able to generate interest income > 5 crores on Early payment. With the Covid-19 pandemic many of the suppliers across India facing liquidity hardship, the suppliers were the first to make use of Early Payment provided by Dr. Reddy's Laboratories. Early payment is the on the similar lines as Bill Discounting. Dr. Reddy's Laboratories has eliminated the bank from the bill discounting process and started providing the services directly to their suppliers. Currently they have 500 suppliers who have enrolled for early payment.

Learner's Column

COURAGE AND LEADERSHIP

Thoughts by
Ms. Nitu Walia - PGDM Executive-July
2020batch

While there was no rule book available for leaders and governments to restart an organization post a 3-month lockdown of economy, the one-character trait of your leadership that can help you design your rule book of success post any pandemic or crisis is COURAGE. Courage cannot be taught. It is gained by multiple experiences of taking risks. Transformation is the need of the hour to run any business in this current VUCA world. To transform any organization, leaders must have the courage to be vulnerable and transparent to their employees and stakeholders. Transparency creates trust and inspires employees to create a better value proposition for the customers resulting in a thriving organization.

As budding and future leaders, it is important that the students learn and embrace the top traits of leadership to influence, challenge and empower their teams to achieve the vision, mission and goal of their organization by aligning it with their personal vision.

As leaders when we talk about courage or risk-taking as a top leadership trait that needs to be developed, one name that comes to my mind is Mr. Vineet Nayar, former CEO of HCL Technologies (2005-13) and founder of Sampark Foundation (Which is transforming learning outcomes to 10 Million children across 76000 schools, touching almost every remote corner of India). During his tenure as CEO, he transformed the culture of HCL and created the modern management idea, "Employee First, Customer Second". This innovation in the field of human capital not only led to a 6-fold growth in revenues and market share during the peak of the 2008 recession but also led HCL to be awarded as the "Top Employer" at various global platforms.

When he took over as CEO in 2007, HCL was losing market share but the 25,000 employees were living in a culture of comfort and past glory. The teams were not able to see the leaking tap that Mr. Nayar wanted to fix. He had a clear idea that the culture needs to be changed where the employees are inspired to innovate rather than just focusing on productivity and efficiency. More than WHAT needs to change, he focused on the WHY and HOW of change. To understand WHY they need to change, he focused on finding the answer to these 3 important questions, which very rightly fits in the current scenario too:

1. What is the business you are in?
Ans: Business of creating unique experiences, differential value and innovation for our customers.

2. Who creates unique experiences and differential values and where is it created?
Ans: When customers and employees meet and, in that interface, which he calls as the value zone, unique experiences are created. And it is created by the Employees.

3. If our Employees are creating the differential value or innovation, then what should be the role of the managers or management in any company?
Ans: Their role is to enable, engage and encourage employees to innovate or create differential values or unique experiences for the customers.

Hence, this led to the idea of "Employees First, Customer Second". But just knowing or having an idea is not what creates change, taking the risk to implement the idea is what creates the change. And this is where COURAGE comes in.

Now to find the HOW to transform, Mr. Nayar took three Courageous steps of execution:

Step 1. CREATE DISRUPTION: As most of the

employees were living in the past glory of HCL, he had to first show the ugly mirror of the facts and data, which were earlier sliced and diced to look good. This created a lot of unhappiness in the organization. Disruption leads to transformation, No one has ever changed lying on the couch of comfort zone. So, in our current situation, the first step has been already achieved and I give full credit to Covid19 for that. Every level of employee in any organization, business owners, governments and professionals like me, or I would say the entire human race is currently disrupted. But living in the past glory of what we achieved or had, will not work. Most are seeing the ugly truth that no one wanted to ever believe or see. And Yes, a lot of people are unhappy but that's disruption, the first step to change and innovation.

Step 2. DEFINING A VISION: Most organizations focus on their vision and purpose and very rarely there is any focus on creating a vision and purpose for the employees. Mr. Nayar believed that if they as leaders could inspire the employees to pursue a vision which is their own vision and if it could be aligned with the Vision of the organization, a legacy will be created. And this is where the organization pyramid was inverted.

Step 3: IMPLEMENT THE IMPOSSIBLE: To enable and engage the employees and create a culture that ignites individual growth, Mr. Nayar did the impossible. Across 32 countries, he did a confidential 360-degree survey of every employee, manager including the CEO, himself, and the results were openly declared on the web for everyone to see. There was a lot of resistance and to overcome the same, Mr. Nayar was the first one to put his results out and by doing so, the teams gained the courage to participate in this exercise. This ignited trust, transparency and ownership amongst the employees and they were able to create the change that Mr. Nayar wanted to bring in.

Hence, there will be times when your teams have not experimented enough to gain the courage to implement that great idea, it's you, as the leader, who can be the torchbearer of courage by role modeling. Eventually, under

the leadership of Mr. Vineet Nayar, HCL grew from 25,000 employees to 100 thousand employees and the growth multiplied 6 times with the same product and the same customer.

So, what led to this transformation?

Leading with courage and your heart, being vulnerable and doing the impossible as a Leader is what led to the transformation.

Where was the transformation?

The transformation was in changing the mindset of its human capital, its EMPLOYEES and encouraging them to live their vision and purpose which was aligned with the organization.

I hope this inspires you to ask yourself the golden questions, instills courage to be vulnerable and take the steps to engage and empower your human capital.

P.S- I had the good fortune of meeting him once at a social event, where I was not expecting to meet business leaders like him, I was blown away by his humbleness. At that moment not knowing much about him, I asked him what do you do (yes, I felt dumb later), and in his humbleness, he said I run a school for 7 million children (then) across remote areas of India, where sometimes I have to be dropped by a helicopter". That 10 min conversation with him has left a very deep impression on me and maybe the reason to share this story as well.

Author's profile

Ms. Nitu Walia Kanwar is an internationally certified Executive Coach and Image Consultant with 20 years of rich experience.

Disclaimer: The views and opinions expressed in this article are those of the writer. They do not purport to reflect the opinions or views of the Institute or its employees.

Education Ministry Initiatives

Artificial Intelligence-

Responsible AI for Social Empowerment (RAISE 2020) Government of India, organized a virtual summit on Artificial Intelligence from 5th-9th October, 2020. The Hon'ble Prime Minister of India, Shri Narendra Modi graciously inaugurated the event. The theme of the online summit was "Responsible AI for Social Empowerment".

"RAISE 2020", aims to unite different nationalities and stakeholders in developing a joint plan of action related to the use of AI for solving common governance challenges in areas of Health, Education, Skills while addressing issues around ethics and privacy that the world faces today.

NEP 2020 Brainstorming Session

AICTE organized the Online Brainstorming Session on "Online & Distance Education" on September 28, 2020. The session was attended by our faculty members in virtual mode.

Fit India Movement

AICTE - The Ministry of Youth Affairs and Sports under the aegis of the Fit India Movement has developed Age Appropriate Fitness Protocols called G.O.A.L.S. (Goals for Active Life-Style) for different age groups from 05-18 years, 18-65 years and 65+ years. These protocols have been launched by the Hon'ble Prime Minister in the "Fit India Dialogue" programme held on September 24, 2020 while celebrating the 1st Anniversary of Fit India Movement. These protocols consist of fitness tests based on various fitness components and suggested activities to improve the same.

Ek Bharat Shrestha Bharat programme

AICTE - Ministry of Education stated that on the Commemoration of 75th Year of Independence under Ek Bharat Shrestha Bharat programme, the learning of 100 Sentences in different languages will be taken to at least 1 Crore people/students. For this, 100 commonly used sentences and

their translations in 22 languages have been uploaded. You may also avail the benefits & learn 100 Sentences in different languages.

This programme aims to enhance interaction & promote mutual understanding between people of different states/UTs through the concept of state/UT pairing. The states carry out activities to promote a sustained and structured cultural connect in the areas of language, culture, tradition & music, tourism & cuisine, sports and sharing of best practices etc. Please find the link for your reference below.

<https://ekbharat.gov.in/pages/SentenceList>

VAIBHAV Summit

AICTE - Vaishwik Bharatiya Vaigyanik (VAIBHAV) Summit was organized by the Department of Science & Technology. The virtual summit was inaugurated by Honorable Prime Minister on October 02, 2020 in the virtual presence of registered academia and researchers from across the world. This was followed by online month-long deliberation sessions starting from 3rd October to 30th October 2020 among researchers through webinars. The concluding session is planned on 7th November on Sir CV Raman Jayanti. The Summit aims to bring out mechanisms of advancements in education, research and entrepreneurship in India as an essential element of its overall sustainable development. A copy of updated Brochure, Flyer is attached. Details are available on the website.

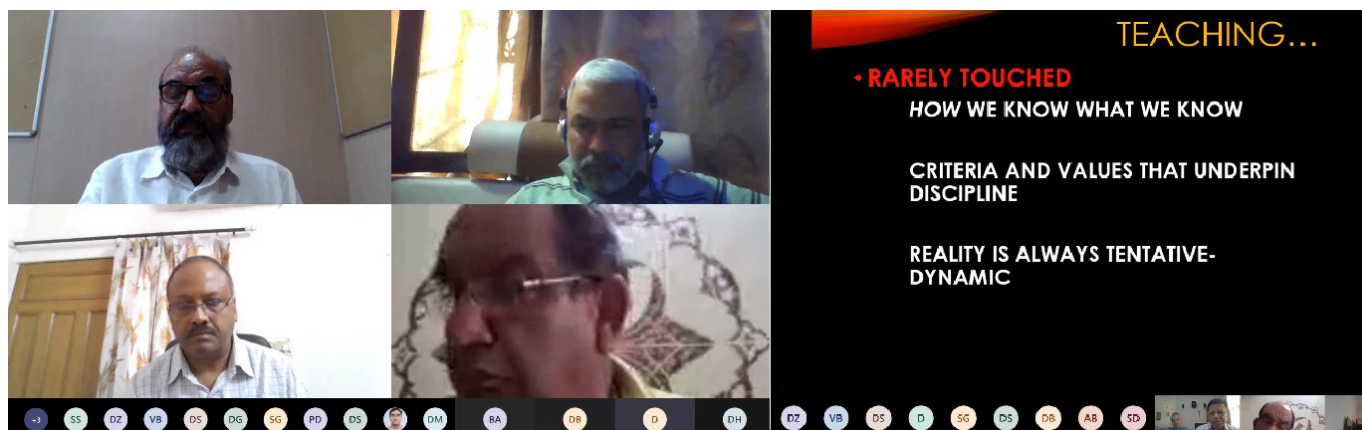
Link: <https://innovate.mygov.in/vaibhav-summit>

PFA:- <https://drive.google.com/file/d/1mnhilp4BrYt61ZkZWBAAnBJOYxeMMLigZ/view?usp=sharing>

Snippets

Workshop on Effective Online Learning Sessions

A virtual workshop on Effective Online Learning Sessions for Visiting Faculty was conducted by Prof. Ravindra Kumar on October 9, 2020. The workshop was received well by the participants with various aspects discussed to make the Online Learning Sessions engaging and effective.



Season Greetings

*May this festive season be the harbinger of Joy, Prosperity & Positivity,
We hope this festival of lights brings your way, bright sparkles of
contentment and happiness that stay with you through the days ahead..*

Warm wishes for a Very Happy and Prosperous Diwali

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