

Celebrating 84th Birthday of Prof. N R Shetty
Giving is the signal they showed to us all,
Sharing is the symbol which is overall.

FOUNDER



Justice K.S. Hegde
(1909-1990)

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



CHAIRMAN'S MESSAGE



It is well said, 'Character is a byproduct, it is produced in the great manufacture of daily duty'. This is what the true education should aim at and work on. For corporate leaders, universal consciousness should be the guiding force. Since the beginning of this century, we have witnessed several instances of financial scandals resulting in loss of public wealth and image. Our management students should be well exposed to practices of corporate governance and ethical way of doing business. I suggest that every student take the resolve that he/she would strive to strengthen corporate muscle of credibility and collective consciousness.

I suggest that eminent management gurus be invited for talks on corporate ethics and compliance. It is not enough if faculty members teach business 'transactions', they need to go beyond and demonstrate examples of business 'transformation'. I am aware that Nitte School of Management is doing its best in this regard. But then, they must take it forward and imprint in young minds. This publication should cover such instances of transformation in good measure.

Prof. Dr. N.R. Shetty
Chairman,
NITTE School of Management, Bangalore

CHANCELLOR'S MESSAGE



Managing difficult times is one of the great chapters of learning in one's life. Difficulties in life are meant to better us and not bitter us. Such difficulties arise in the life of an organisation, institution and even nation. For the last one year and a half the challenges posed by corona pandemic have been difficult to grapple with. Educational institutions are no exception to this virus onslaught. But then, we have to gird up our loins and become tougher and get going. Let each faculty teach even more creatively and resourcefully than ever. We have to rise to the occasion and set powerful examples to our student and parent fraternity.

Management institutes should create a lot of learning resources during this lax period. There are thousands of sources to learn from and equip with. Keep a close rapport with your students and guide them on how they can make best use of resources and grow from within. Remember, problems are not forever. Just as rising waves have to subside, growing concerns about future will definitely meet with solution and resolution.

I call upon the Director, teachers and students at NITE School of Management, Bengaluru to remain prepared and take the courses forward and reach the outcome with right earnestness. Let such thoughts, hopes and messages find place in publication of this kind.

Shri. N V Hegde

Chancellor

NITTE (Deemed to be University)

President, NITTE Education Trust

PRO-CHANCELLOR'S MESSAGE



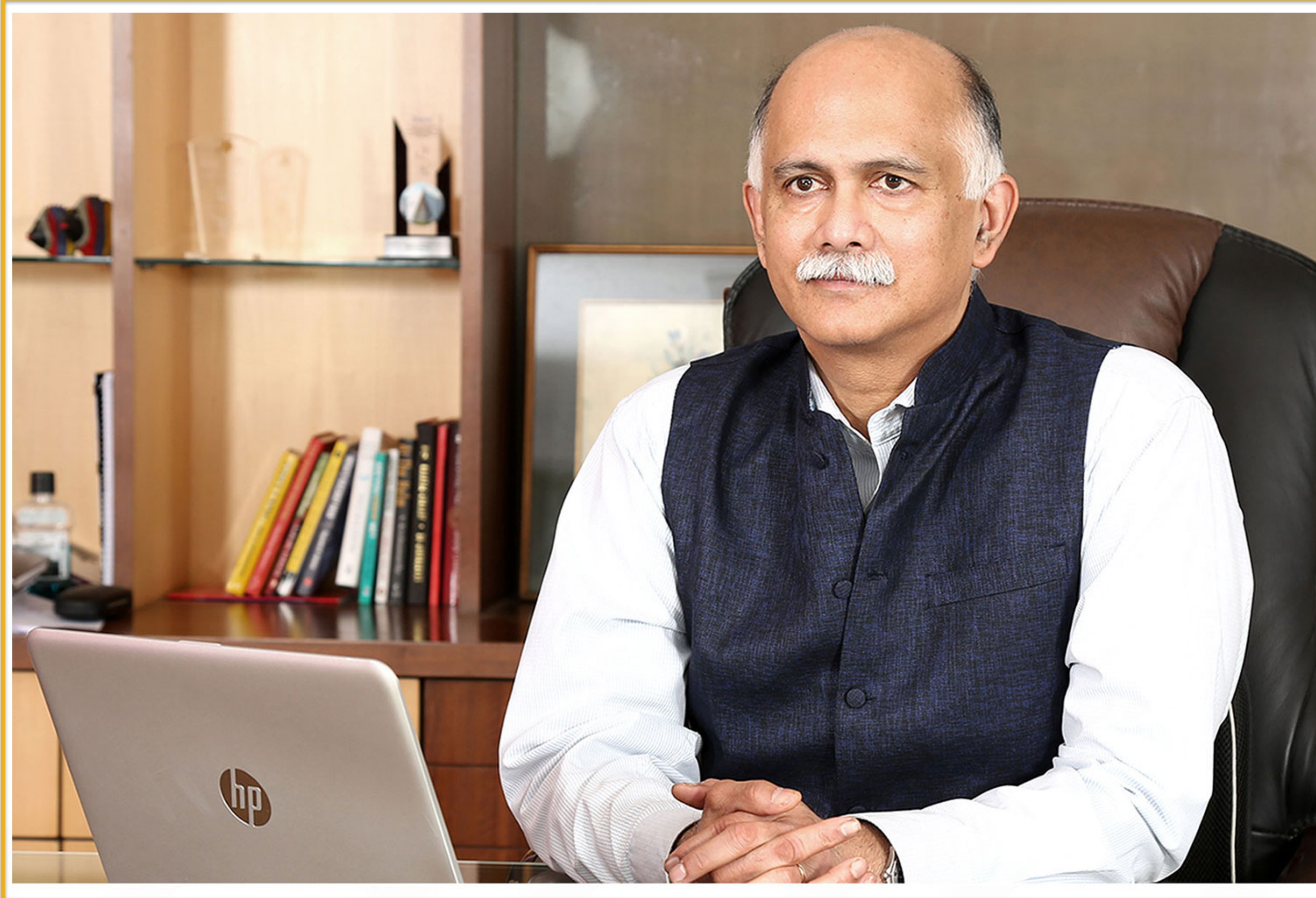
There is no gainsaying a fact that management education for corporate leaders, stakeholders and workers is almost a must considering the complexities involved in business processes, negotiations, strategic planning, and handling of clients. If not in a formal setting, down the line every decision maker, planner ought to be exposed to a few lessons on corporate management necessarily. Happily, management institutes these days offer Executive PGDM courses of 15-month duration to working professionals at a reasonable price. Such courses are held during weekends and they are highly customised to business and corporate requirements.

I am happy to learn that NITTE School of Management, Bengaluru offers such programs and certification courses. I prevail upon the Institute to give a good publicity for such useful initiatives and take them far and wide. Regular coverage of such courses offered in this magazine from time to time will go a long way. I wish such endeavours great acceptance and success.

Shri. Vishal Hegde

Trustee, Nitte Education Trust
Pro-Chancellor (Administration)
Nitte (Deemed to be University)

ADMINISTRATOR'S MESSAGE



Students of management must believe in this saying, 'Language is the dress of thoughts'. It is in human nature to want to look good. It is just OK but then, what about the need to 'feel good'? What does it take to feel good? It is the ability to present yourself, express yourself that matters. In the corporate world, your educational qualifications and grades obtained per se may not help much. In every presentation, group meeting, one to one meeting with management group, you must excel. I would suggest that each one of you learn to demonstrate that ability in good measure. Communication ability is like a muscle: it must be built, maintained and strengthened.

I request that faculty members of the institute go extra mile to train the students during their class room exposure and outside interactions on the writing and speaking skills. To do so, they themselves should be seen as role models. Let this magazine be a forum to write and form such habit over a period of time.

Shri. Rohit Punja
Administrator,
NITTE Education Trust, Bangalore

PRINCIPAL'S MESSAGE



Whenever I visit NSOM, one thing that stops me is the urge to read a compelling message or a quote. In fact, there are many of them as forming part of a design or painting. Yes, what stops us can make us reflect and learn from. Today you are blessed with thousands of quotable quotes in the net and they are all in your hand held computers. Did you stop as I did to see such great earthy sayings from our seers, saints, scientists, philosophers and so on?

Words have vibrations. They can move you from one mental state to another. Have a good collection of them and importantly, make use of them in your talks, speeches and writings. If you look at net you will see hundreds of authors of such quotes. Try to know more about them which itself is another insightful learning. For management students, such quotes come as gifts. You will agree that one single quote can sum up what can be written in five pages. By the same token, one good quote that you have with you can have the worth of five page narrative. This magazine comes handy to you students to write and experiment. Do it as often. We are all with you in nurturing you into managers, writers, thinkers and what not.

Dr. H.C. Nagaraj

Principal,
NMIT, Bangalore

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Dr. H.C. Nagaraj
Principal,
NMIT, Bangalore

DIRECTOR'S NOTE



I am happy that we are stepping into our second bi-monthly issue of NSOM Times. The support and words of encouragement from our sister institutions and others is overwhelming. In fact our students who were initially hesitant are gung-ho now to write and see themselves in print! I believe that management students should have that kind of urge for opportunities in career and life. We are now ready with 50 plus corporate related and business oriented short term certification courses. We have the advantage of having support of MSME, GOI to run these courses. I appeal to students and teachers from sister institutions to come forward and reap the benefits.

The New Education Policy – 2020 emphasises multi-level skills and approaches. For instance an engineering student may as well take a course on accounting, business law, treasury, bank management and so on. We at NSOM aim at preparing our students and others on a path that can take them to robust jobs, consulting positions, entrepreneurial avenues and so on. It is said that road to success is always under construction. It is the 'building' not the 'built one' that should in your focus.

Dr. M Venugopal

Director,
NITTE School of Management, Bangalore

EDITORIAL NOTE



In bringing forth this second edition I had all kind of support and guidance from the Director, Faculty colleagues, students and staff. As a part of management institute it is my onerous duty to create a forum, sustain and keep it vibrant. Aldous Huxley once said, 'Experience is not what happens to us but what we do with what happens to us'. Education must teach us as to what we can 'do' now and here. Such education can be our life time companion. Education of heart must be the heart of education. We are proud that we are part of such a benevolent group that fosters values of this kind. In this publication, we look forward to publishing articles that can help people transform themselves.

I appeal to heads of Nitte Group of Institutions to identify such talented writers and encourage them to send to us. In this edition, we have carried gist of interaction our HR students had with Mr. Suraj Chettri, Head, HR, Airbus, Bengaluru. Our students while posing questions to such a brilliant HR specialist and listening to his responses, all on-line, felt delighted. If one individual in Mr Suraj Chettri could influence our students end-to-end, what might in the long journey our students could turn out to be? Well, dear readers we will continue our journey with that fond hope that you will be with us for time to come.

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



Celebrating 84th Birthday of Prof. N R Shetty



An Interface with Mr. Suraj Chettri, Director-HR, Airbus

ROLE OF HR IN BUILDING RESILIENT WORKFORCE

When India went into one of the toughest nationwide lockdowns last March, it had impacted businesses across sectors and made them to face upheaval. The pandemic has also led to severe health and humanitarian crisis causing high level of anxiety, worry, instability, shocks, distress etc. among employees. India, like most of the countries, was caught unaware when the pandemic erupted.

Takeaways from First wave:

The outbreak of pandemic has opened the door for new way of working. The two important takeaways from the First Wave were:

1. Focus on Mental Health, Wellbeing and Safety of employees
2. Leveraging Technology as 'Nice to have' to technology as 'Transformational driver' for business success.

Can battered business withstand Second Wave shock?

Even as we grapple with the anxieties and uncertainties of the first wave, suddenly, the country is now gripping with the "Second wave" of Covid 19 challenges. The resurgence of Covid cases has posed major challenge to the battered economy that has hardly recovered. There is a delay in business normalization in the country.

It's too early to measure the impact of Second Wave. Learning from the first wave, the businesses would have already started taking adequate measures to protect themselves from any potential crash. Successful control of the pandemic through vaccination program can pull the economy out of the woods.

Building Resilient Workforce:

The impact of virus is expected to remain for a while. Building resilient Workforce is very important during this crisis time. Senior Leaders should facilitate this process and embed in their work culture. This encourages and restores confidence among employees. Needless to say, that HR needs to be in the forefront in building Resilient Workforce. In the last three decades of my experience I have found that the focal point of any organization is the emotional well being of employees. It is more so during the current crisis. Giving personal touch will indeed motivate employees and will create trust. When employees feel that they are valued and that their well-being is addressed, they will go out of way to support the organization.

Role of HR in building Resilient Workforce:

- Be a Role Model and demonstrate a feeling of "Trust"
- Build and maintain connection and be the Voice of the Organization
- Communicate frequently, provide updates and solicit feedback
- Strengthen the Emotional connect
- Provide right tools and offer necessary training to perform effectively
- Build employees dreams
- Provide one-on-one coaching sessions
- Provide opportunity to think out of box to unleash potential

Prescription:

So "don't throw people in the water and see how well they swim." Create an environment where people can be heard and can participate. Just as customer loyalty is critical to the long-term success of your business, so too is the employee loyalty. Companies that are investing in employees' emotional well-being can mean a healthier bottom line".



Mr. Girinarayan G

*Senior Partner – Your HR Buddy
Fellow and Past Chairman – NIPM
Member – GC, BoS & IAC -NSOM*

TOUGH TIMES DON'T LAST, TOUGH PEOPLE DO

There was a time not so long ago, when many of us were perched on a cozy cushioned plush revolving chair making plans to move to the next stage of growth trajectory. The entry to the office as always was neatly decked up with freshly decorated Lily, Tulip, Daffodil flowers; and shady trees visible from our corner office balcony.

Start of a new year – 2020, everything came to a standstill, all over the place not only for us, but also for our neighbors, our city, our country, Globally we all got momentarily paralyzed by the wrath of pandemic – Covid 19. Initially it all seemed to be another phase which everyone thought would pass off quickly, and therefore it seemed like a pleasant fun time to be with your whole family – spouse, children, siblings, parents, as the case may be; and an opportunity to spend quality family time together – for which we have always longed for so long

After some weeks, the reality started kicking in; this phase was not going to go and we won't be able to go back to our routine – work, meetings, enjoying coffee breaks, visiting malls, going for dinner with family and friends, attending social functions – marriages, birthdays, and the list is endless ... Again, start of another year 2021 – We were anxiously looking for things to brighten up; suddenly one fine day, we all got locked inside our own house preparing for similar precautions & protocols as of 2020.

So the story seems gloomy but it needed wit and wisdom to break away from conventional ways of thinking, working and making it amply clear that only unorthodox ways of thinking, working and behaving will lead us to success in our endeavors to get the best results. This is where our Covid warriors gave us an excellent message and proved that we can be mightier than the mightier (pandemic in this case). They weren't deterred by this demon and the message seems to be bold, loud & clear– “You secretly don't like me, fine; but I openly give a damn”. So let's understand how this turbulence has affected us with positive or negative experiences we gain and gather through a phase like this in our life.

First, the brighter side is that if you have seen or experienced a near paralysis of life at large, or an economic depression at early part of your age or career, the chances are it won't repeat during your work life – let's ignore minor, momentary setbacks that may still kick-in.

Second at young age the experience one has gone through – partial paralysis of workplace, hampered mobility of people, employment scarcity, and limited means; makes you wise, smart and strong enough to lead a life which is full of positive thinking, virtue and purpose. Third, we all gained a practical exposure to “Theory of Constraints” (beautifully explained by Elliot Goldratt in his book The Goal) and many other authors. Fourth, we all gained experience of a lifetime and mustered strength to deal with difficult or not so pleasant or favorable circumstances that could recur in our lifetime.



Mr. Atul Sharma
*Former Senior GM-HR, Bosch India
Member – BoS-NSOM*



ACCOUNTING FOR VALUES AND VALUATION

Early in 2020, several of the world's largest asset managers called for companies to be more transparent about how they're managing environmental, social, and governance (ESG) issues and other nonfinancial risks. Climate change was a primary catalyst for the push. Accounting disclosures that are material, consistent, and reliable can help reassure shareholders and other key stakeholders about ESG-related risks, but many of these characteristics have been lacking in typical sustainability-reporting processes, which has been frustrating for investors and corporate leaders alike.

This article elucidates the challenges and benefits of companies sharing information about their non-financial risks, as well as Sustainability Accounting Standards Board (SASB)'s evolving "industry-specific, market-informed" approach to sustainability reporting. Until very recently, companies and investors often thought of ESG reporting as a form of green washing—an issue more relevant for marketing and communications than an actual financial issue. In recent times, one has been seeing more tangible effects from climate change, and companies and investors have come around. The companies are witnessing firsthand how non-financial risks can significantly affect corporate valuations.

Annual forecasts, however perfect they might have looked in January 2020, probably weren't all that useful for the rest of 2020 in most organizations. Many industries like, oil and gas companies, real-estate companies, transportation companies, and others have become adept at modeling climate-related scenarios to, say, investments in shore lining properties or estimate the effect of carbon restrictions. Not surprisingly, many are now realizing the broad relevance of measuring, managing, and disclosing key sustainability issues. Many issues however still remain unresolved. The many challenges that are being faced are as follows: The lack of consistency. Companies often just tweak what they report every year—maybe adjust it for what looks good and what looks bad. Firstly, SASB standards are focused on ESG issues that are likely to have material financial effects. In recent years, it has been witnessed that a concept emerge of dynamic, or nested materiality, which guides the different levels of reporting that companies undertake. At a base level, companies report on "traditional" information that is already reflected in their financial accounts. Companies also report on the subset of sustainability topics that are material to the creation of enterprise value. The SASB framework is industry specific. These areas of focus were developed in a multiyear effort that included input from investors and companies.



Ms. Anala Padmanabha
Consultant, McKINSEY & COMPANY
Member – BoS-NSOM



FROM CAMPUS TO CORPORATE: ARE YOU NOT READY YET?

This question may surprise you a lot especially if you joined the course just recently. Actually it should not surprise you even a wee bit if you are in a state of readiness at all times. Future is not somewhere out there; it is right now and here. Many a students tend to postpone an activity till such time the activity itself faces them upfront and puts them out of gear. Your future started long back, much before you joined the course, and will continue beyond your last working day! Do not ever think that you will do something some other time which you did not want to do today for no obvious reason. Days may roll on but the tendency to postpone will remain stuck with you as your 'disabler'. The thousand miles journey starts with your first step. Did you read your first chapter already? Did you submit your first assignment already? Did you update your news journal already? ... Likewise ask yourself another ten questions on what you ought to do but did not do. How do you feel to have to YES or NO? Great Einstein once said, 'I do not think of future because it comes soon enough'. What you thought yesterday as tomorrow is already today and it will soon become yesterday!



Prof. G Koteswara Rao
Assistant Professor-NSOM

Your campus interview, examinations in the row, things to do seamlessly as a student are all there. But are you there 100% in terms of preparation, passion and excitement? If the answer is NO, better be there beginning from at least this point of time. Doing right things in life is far better than doing things right. Well friends, here are a few things you ought to do from day one if you want to be 'one' in the race, in the reckoning and position you always wanted to be in.

- Put your heart, mind and soul 100% in whatever that takes place around you. Never ever say, 'I am not there', 'it's not for me', 'why me?'...
- Be in touch with current schemes, themes, thoughts, talking points... spend an hour at least in the company of news papers, magazines and more importantly make your brief notes. Keep these resources as they come handy for exams, presentations and talk.
- Keep talking to people who matter. Hone conversational skills on day to day basis.
- As students of management, you ought to read a lot. Read one book a week at any cost.
- Take mock interview, discussion in the hands of your teachers and experts. More you practice; higher will be your level of confidence and accordingly the performance.
- Make it a point to meet your mentors regularly. Now that you have two mentors – one from the Institute and the other from the industry – you have so much of access to know about business world outside and Corporate developments.
- Develop your English language ability consciously. Go back to basics of English grammar, vocabulary, pronunciation and so on. You can learn what want to at any age. Ignorance in the corporate world and work situations is very costly. If you doubt, just try it!

HOW DID DIGITAL MARKETING COME HANDY DURING TIMES OF COVID STRESS?

In the light of changing customer expectations and insistence for particular products to be delivered in a particular way and change in the nature of likes and dislikes, Digital Marketing has evolved in India in a big way. In the beginning, when companies started using Digital marketing, most people were not aware of digital marketing and especially how it would help them. Back in the 1990s digital marketing was introduced to businesses. In a country like India where the literacy rate is less than it should be, people didn't understand the use and need of digital marketing at least initially.

With changing times, themes and preferences, Digital Marketing has begun playing a major role in our daily lives in numerous ways. If we search for any product or any service, we get all the information about it instantaneously with multiples options to choose from. For businesses it is all the more easily to track and reach out to customers with least delay and hassle thanks to widespread use of smart phones. With outbreak on Covid -19 and its disastrous impact on business, Digital marketing options have become the order of the day at least for informed and choosy customers.

During times of lockdown, every department started working from home and people started working online. Due to this big unexpected change, people were not ready to take proper measures to run their businesses online. From then entrepreneurs started strategic investments in digital marketing platforms in the fear of losing their business along with their loyal customers. As every business needs to showcase their products and services, they need advertising along with creative and innovative ideas which attract the maximum crowd.

How do digital marketing platforms help businesses?

Companies are communicating with their customers using email marketing to keep in constant touch. They are promoting exciting offers and deals by email marketing. By using search engine optimization most of the companies are trying to appear on the top searching list when a customer is looking for a product or a service. By taking the help of digital tools and techniques they started getting accurate results and they are making good numbers by utilizing this digital marketing platform to bring out their best. The growth of different companies and their marketing strategies eventually became a fear for their competitors. So, most of the companies are trying to be visible by showing their presence every time a customer needs something by promoting the products and services through digital promotions. Social Media Marketing is a big hope for small businesses. Entrepreneurs of small businesses are using Instagram, Facebook, LinkedIn, and few other social media platforms to engage customers with their products and services.

Digital platforms in our daily life

From a customer point of view staying in lockdown and sourcing resources has been a bit difficult but companies are coming forward using new websites to not only help things get better day by day but also to not lose their loyal customers. People started using digital platforms to manage their finances using Digital Banking. Even banks are available 24/7 for any banking queries or banking services. Due to covid, many are looking for helping hands. Few generous sponsors who are actively looking to help people in need are creating websites where one can easily have access to the information 24/7 about beds available in hospitals and places where oxygen cylinders are available and by providing transport facilities for covid patients and few other things which are helpful for those in need.



Mr. Sai Venkatesh
Student-NSOM



MANAGEMENT EDUCATION AND CAREER PROGRESSION

The study of management is essentially one of studying people, their interactions, working styles and how are they motivated/led towards organization's goals. Within the management course we are exposed to a whole lot of management domains in management theory, organizational culture and organizational structure as well as how to motivate people and how to lead within a business environment.

Our aim is to have strong leadership capabilities within organizations and also a good understanding of why organisations exist and how people work. The key skills that we learn in course of management education are communication, motivation, team building. Interpersonal skills, decision making, leadership, managing change and a host of areas on individuals, groups and organisations.

It is not just the class room learning that matters. Management studies when clubbed with field level insights and corporate exposure can help shape up students into future business leaders, corporate executives, entrepreneurs and responsible citizens.

Face to face discussion with successful executives, start-up enterprises and working executives take us far beyond the theoretical confines and structured syllabus.

Management course introduces us to the critical management skills involved in planning, structuring, controlling and leading an organization. It provides a framework to understand how management team works and how to manage problems. Thus it enables us to be effective contributor to the organization that work for. It aims to train the students to identify and suggest the suitable solutions to various problems and case studies. It also teaches how to analytically and critically manage the important business issues Vis-a-Vis environment, government and stakeholders.

Management education is almost a must for those who wish to work in leadership positions. Many an organisation either sponsor a few employees for a management program or send them on sabbatical leave every year. It goes to show how much value is attached to employee enrichment/empowerment by way of exposure to management courses.



Ms. Anjali Pol
Student-NSOM



HR LANDSCAPE IN NEW NORMAL ERA - TRANSFORMATIONS REQUIRED IN HR

'To fear change is to fear being challenged, to fear being challenged is to fear Growth and new possibilities.'

The world is changing and so is every industry, the transformation is not only at organization but also at role and value level. There is a huge technological interference in every aspect of work culture. The concept of agile organization is making the round. Last 12 months have been a period of volatility, uncertainty, complexity and ambiguity (VUCA) all around. To address and overcome the uncertainty and chaos, academicians have proposed the VUCA PRIME i.e. **vision, understanding, clarity and agility**.

The pandemic and its inherent effect on businesses has emphasized the need for adaptability, agility and resilience in today's workforce. Latest technologies like Robotics, IoT, 5G, AI / ML have automated a lot of work and India has been in the forefront in terms of technological advancements. Apart from technology, the workplace has also transformed and there is generation diversity existing all around. Organizations are leveraging diverse workforce for ideas, innovations and to make customers happy. With covid-19, we should pay more emphasis on managing our emotions and health. To cope up on the emotional turmoil, humankind needs to apprehend the very aspect of "adjustment to change" and in the new normal we are facing this change at a faster pace, not only in the way we work but also in the mind set of people.

The world is going through Digital Transformation 4.0, though the pace is slow but is leaving significant mark in the world. The whole process of transformation can be summarized in 4 D's i.e. digitalize, disrupt, demonetize and democratize. The organizations and businesses have quickly adapted to the new dimensions of transformation but HR as a function is still struggling to transform, as the traditional HR is no longer able to cope up with the changing business needs. The answer to the entire problem is to build an agile organization and the key enablers towards agility are **leadership, coaching, mindset, people, culture and systems**. In the world of digital transformation, the role of HR will be more strategic in terms of Business Agility Leadership, Strategic people translator, Human Capital Creator, People and Team Cultivator, Agile PeopleOps Coach, Cultural Developer, Lean Advocator and D & I Champion. It is vital that HR evolves and transforms across every element of the HR lifecycle to meet a new set of organizational needs. HR has to continuously learn, reflect, unlearn, transit and transform, create, experiment, enhance and retrospect.

"The world hates to change, yet it is the only thing that has brought progress."- By Charles Kettering



Dr. Swati Mishra
Student-NSOM



AUTOMATION IS THE KEY TO FUTURE WAREHOUSING

Warehouse automation is the desirable future option to the present manual alternative in near future. By 2025, over 4 million commercial robots are likely to be installed in over 50,000 warehouses from the present level of 4,000 robotic warehouses. The rapid rate of adoption will be driven by the need for flexible, efficient, and automated e-commerce fulfilment as same day delivery becomes the norm. Global adoption of warehouse robotics will also be spurred by the increasing affordability and Return on Investment (ROI) of a growing variety of infrastructure-light robots as they are an attractive and versatile alternative to traditional fixed mechanical automation or manual operations.

Automated Guided Vehicles (AGV) and Autonomous Mobile Robots (AMR) Goods-to-Person Systems can directly replace heavier mechanized automation that typically requires massive upfront investment and rigid physical infrastructure. Robots enable the optimization of space in expensive warehouse facilities and can reduce the need for new and costly Greenfield fulfilment centres. They also allow easy and relatively rapid reconfiguration of entire workflows and operations if product lines or fundamental operational requirements change. This is a major unpredictable and dynamic e-commerce market.

Increasing interest in warehousing automation

Warehouse automation is expected to become an increasingly desirable option to the manual alternative over the next few years. But that doesn't directly indicate a high likelihood of investment in these technologies. Findings indicate the changes in the operating environment such as labour costs, labour shortages and increased throughput requirements are the primary influential factors. Achievements in automation, such as lower costs and scalability improvements are supporting factors. Increasing level of automation may also act as viable solution for the present ills of corona virus spreading from persons to persons and place to place.



Ms. Ankita Kar
Student-NSOM



A GLIMPSE ON NSOM EVENTS



March 6, 2021

BOS and IAC Meetings

NSOM's two of the key meetings namely a) Board of Studies Meeting and b) Industry Advisory Committee Meeting were held in the board room of the Institute. Key persons from corporate sector, Business world and academicians took active part in discussing the issues and guiding the Institute.

March 5, 2021

Inauguration of NSOM Skill Academy

NSOM Bengaluru carved out a separate unit namely 'NSOM Skill Academy' exclusively for running about 50 identified short term certification programs for target groups of students, teachers, working professionals and others. Mr Rohit Punja, Administrator, NET-Bengaluru inaugurated the wing. In his address, he emphasized the need for keeping the course content, delivery and pedagogy in tune with changing corporate-industry requirements.



March 31, 2021

Release of NSOM Times

The first edition of our bi-monthly house magazine 'NSOM Times' was released by Mr Ravindra Kumar Yerramsetti, Founder and CEO, Ubergrad India Pvt Ltd. Dr. Srinivas, Founder & CEO, Amaze Career Guidance, Hyderabad, Mr Rohit Punja, Administrator, NET, Bengaluru, Dr. H C Nagaraj, Principal, NMIT, Bengaluru, Dr. M Venugopal, Director, NSOM, Bengaluru and a large gathering of guests, students, teachers witnessed this event. The inaugurator and chief guest spoke in appreciation of the Institute's initiative.



A GLIMPSE ON NSOM EVENTS



March 31, 2021

Inauguration of Overseas Career Counseling Cell

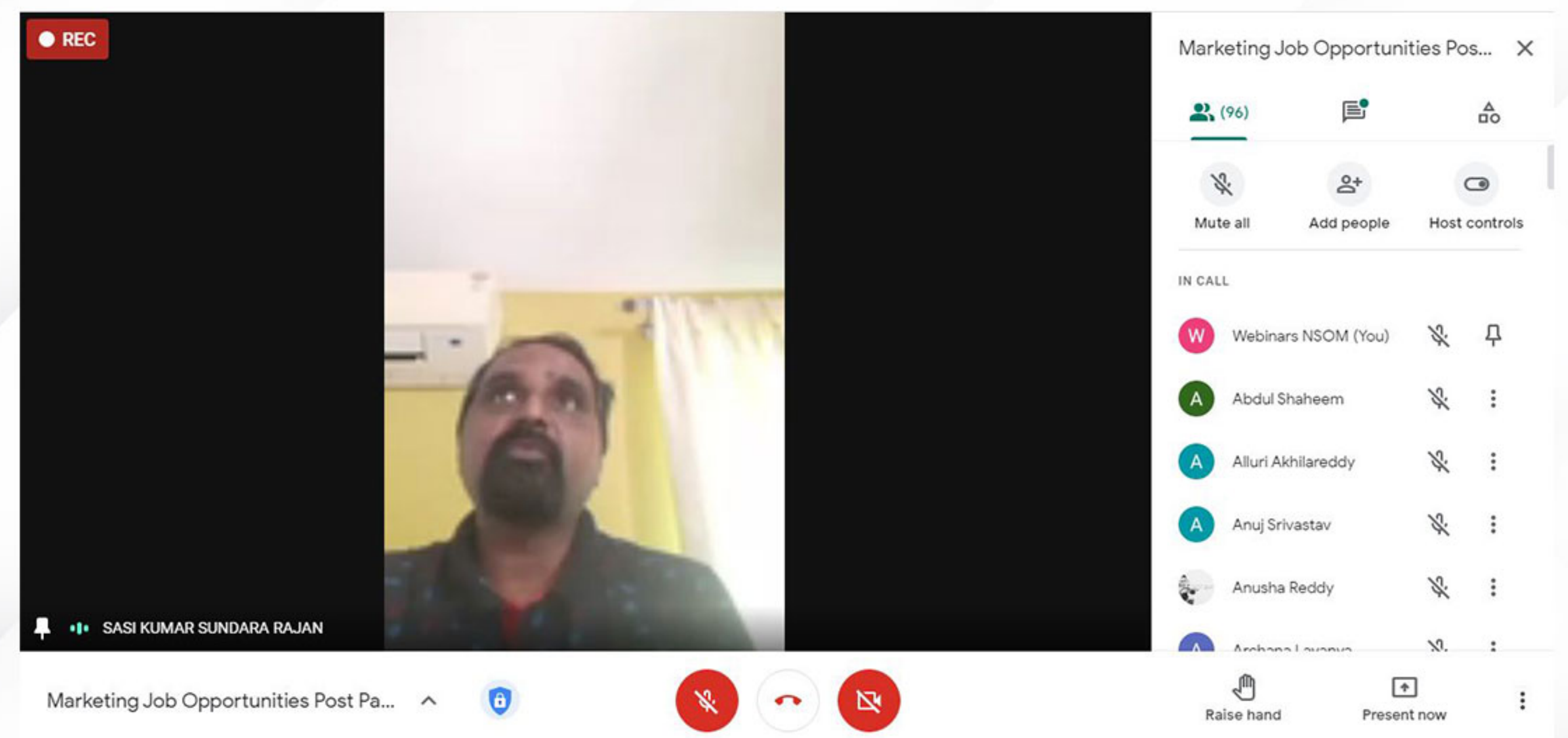
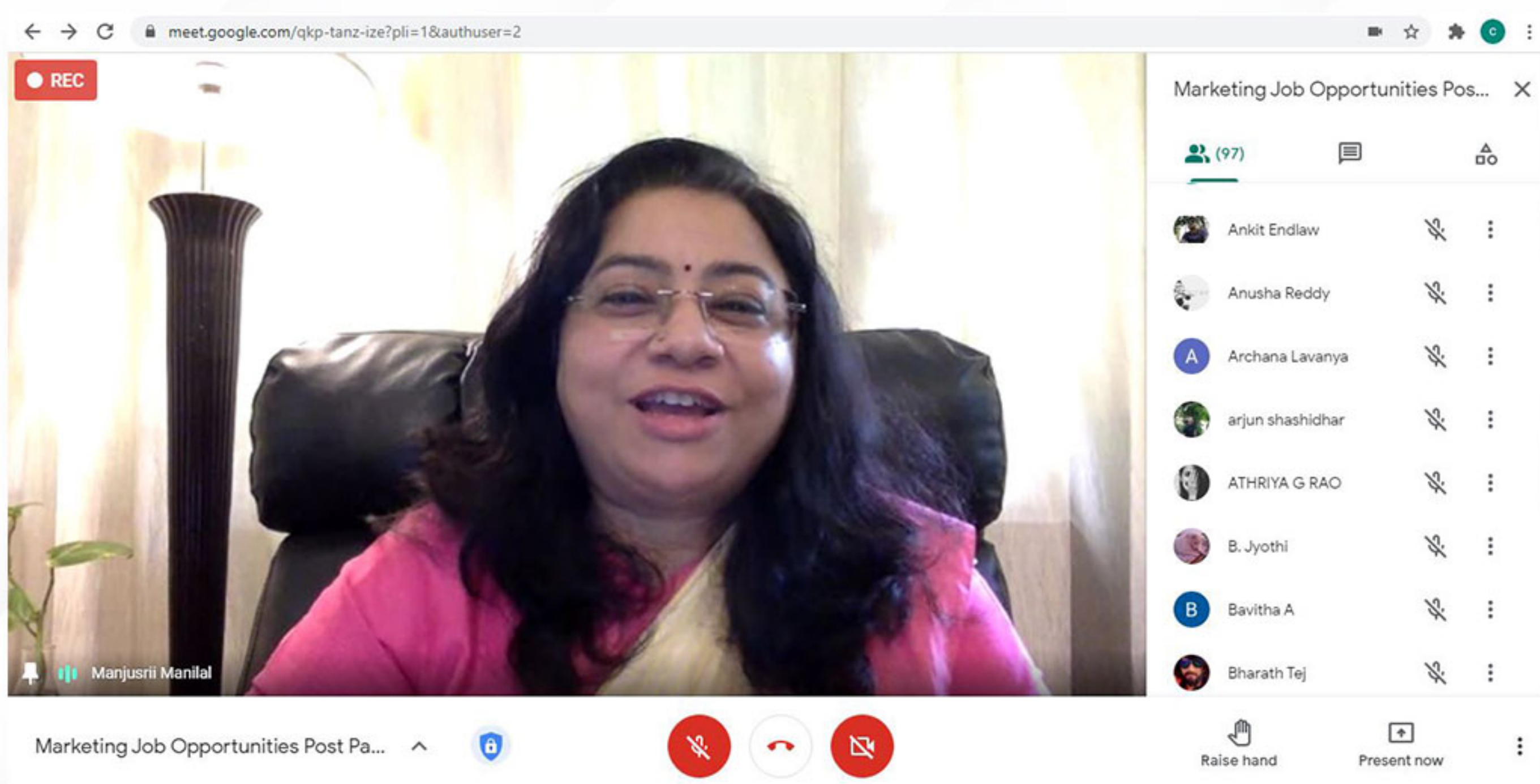
In continuation of student-centric efforts, a dedicated wing called 'Overseas Career Counseling Cell' was inaugurated for the benefit of our students seeking placement abroad jointly in the hands of Mr Ravindra Kumar Yerramsetti, Founder and CEO, Ubergrad India (Pvt Ltd). and Dr. Srinivas, Founder & CEO, Amaze Career Guidance, Hyderabad in the presence of Mr. Rohit Punja, Administrator, Dr. H C Nagaraj, Principal, NMIT and Dr M Venugopal, Director, NSOM. They spoke on the occasion and prevailed on the students to make best use of this rare opportunity.

May 22, 2021

Marketing Webinar

NSOM hosted a webinar on 'Marketing Job Opportunities post pandemic scenario'. Ms Manjushri Manilal, GM Marketing and Sales, HM Group, and Mr Sasi Kumar, Vice President, KEN 42 were the speakers. Dr M Venugopal, Director, NSOM, gave an introduction to the webinar and welcomed the distinguished speakers.

A promotional graphic for a webinar. It features the logos of NITTE School of Management and NSOM Skill Academy. The text reads: "WEBINAR ON MARKETING JOB OPPORTUNITIES POST PANDEMIC SCENARIO". The date is "22 MAY 2021" and the time is "11.30 am to 12.30 pm". Three speakers are listed with their photos: Ms. Manjushri Manilal (GM- Marketing & Sales, HM Group), Mr. Sasi Kumar (Vice President, Ken42), and Dr. M Venugopal (Director, NSOM, Bangalore).



NSOM PROFESSIONAL CERTIFICATION COURSES

Every Industry needs Career-Ready professional Every day, Let's start a Revolution!

Multi-skilling the students is the need of the hour. NSOM in this regard has set up a dedicated NSOM Skill Academy. The thrust area of this entity is to offer dynamic, Industry relevant and job specific short term Certification courses so as to enable the students, entrepreneurs and corporate professionals for cross skilling and professional excellence. The Institute has planned for 100 plus programs in association with SAP, MSME Department and industry associations such as CII, NASSCOM and so on. These programs can be broadly classified under the following groups:

- Digital Marketing
- Health Care Management
- Agri-Business Management
- International Pay Roll Management (of Asia Pacific, Europe, USA and Canada, UAE)
- Finance and Banking
- Artificial Intelligence and Machine Learning
- Supply Chain Management



UNIQUE PGDM SPECIALIZATIONS AT NSOM

PROFESIONAL MANAGEMENT (Banking/Finance, HR, Marketing, SCM, IB, Operations, IB)

- Job prospects under General Management have always been fundamental and perennial.
- These positions are like pillars of any corporate/organization.
- There can never be any dearth for job opportunities anywhere in India or Abroad.

AGRI BUSINESS MANAGEMENT

- India being a major agrarian economy with large rural space, business and job opportunities under this specialization is vast and untapped.
- Lucrative positions in areas such as Farm Appraiser & Consultant, Agricultural Policy Analyst, Farm Manager, Quality Controller, Project consultant for bank related projects, Dealership assignments in MNCs.
- This course also prepares a student for a full-time Management Consultant in allied areas too.

BUSINESS ANALYTICS AND INTELLIGENCE

- Most of the business decisions are data driven for sake of authenticity and reliability.
- This specialization aims at preparing the students to deal with business intelligence and statistical analysis adequately.
- Domain experts and data scientists would be associated as resource persons.

HEALTH CARE MANAGEMENT

- Pharma companies look up to management graduates especially in the domains of Enterprise Management, applying advanced business concepts, business strategies etc.
- Students preferring this specialization would be thoroughly exposed to basics of pharmacy plus operations management plus consultancy plus problem solving techniques.

MANAGEMENT CONSULTING

- Managing organizations and running business, is essentially through 'problem' identification and addressing them with best possible solutions.
- Every responsible employee would have to function as a consultant.
- This specialization offers hands-on exposure on Change Management, Coaching, Problem Solving, Proprietary Framework and so on.

'MEET THE LEADER': STUDENT INTERFACE WITH CORPORATE EXECUTIVES...

In continuation of our 'Meet the Leader' series, this time around a group of our students in HR specialisation stream had an on-line interactive meeting with **Mr. Suraj Chettri, Regional Director- HR, Airbus India & South Asia**. An excerpt is as under.

Anusha: *Sir, can you please share your journey to the present coveted corporate position?*

Mr. Suraj Chettri: I graduated in Sociology from Ranchi. Like many of my classmates, I too wasn't sure about what to pursue for post-graduation. After much contemplation, I joined Xavier Institute of Social Service at Ranchi, where I pursued MBA in HR. My first job was at Bata. I was part of the Industrial Relations team, which paved the way for my career in this domain. In 1996, I moved to a leadership position at Bosch. This role gave me the opportunity to work in Germany for 2 years, where I gathered insights about how HR can go beyond the functional role to a strategic one, which proved fruitful in latter years. While at Bosch, I was privileged to be recognised as 'Best talented young HR Manager' by NHRD. After being at Bosch for more than seven years, I moved to General Motors' (GM) Technical Center in 2003, as General Manager - HR, where I supported the leadership team to set up their operations in India. Thereafter, I moved to Textron as Director – HR in 2006, and was later appointed as their Deputy Managing Director. I was also a member of the board of directors during my tenure here. Joining Airbus as the Regional Director HR for India and South Asia in 2011 was a major milestone of my career.



I was privileged to receive many accolades during my career. In both 2014 and 2015, I received the 'Gold Karmaveera Chakra' and 'Rex Karmaveera Global Fellowship' for my contribution towards Biodiversity programs through iCongo, in association with the United Nations. Over the years I have been privileged that my work has been recognised by many organisations in the field of Human Resources.



Lavanya: *Sir, can you kindly tell us about Airbus as an organisational entity and its broad hierarchy at the world and India level?*

Mr. Suraj Chettri: Airbus SE is a European multinational aerospace corporation, headquartered in Netherlands. The Company constantly innovates to provide efficient and technologically-advanced solutions in aerospace, defence, and connected services. Our board of directors form the top-level governing body who delegate day-to-day management to the CEO. Our CEO heads the executive committee, which includes heads of all other major divisions, from all over the globe. Airbus has a total strength of 135,000 employees. We have manufacturing and services functions located across - USA, Canada, China, Germany, France, Spain, and of course India.

Airbus shares a long-standing relationship of collaboration and symbiotic growth with India. For more than 50 years, technology and know-how from the company have catalysed the growth of

India's civil aviation sector and supported the modernisation of its armed forces. Indian operations are managed by Airbus Group India Pvt. Ltd., which was established in 2007. Mr. Remi Maillard, who is the President and Managing Director of Airbus India and South Asia heads the Indian operations. He leads a team of executives across functions, such as - sales, customer services, helicopters, defence & space, finance, HR, legal & compliance, public affairs & communication, product safety, procurement, information management, and engineering.

In India, we have over 1100 employees. Our commercial aircraft division emerges as the biggest chunk in terms of employee absorption, market share and revenue generation. More than 80% of our employees in India are engaged in engineering or information management roles. Our customer services segment looks after maintenance, flight hour services, and offers technical support to other airlines. Our head of commercial aviation also heads the business operations in India, which shows how significant it is in terms of size and strategic importance. We also have dedicated simulators for training of pilots, captains and commanders.

Anusha: *Sir, broadly what are your activities, products in aviation space?*

Mr. Suraj Chettri: Airbus operates in sectors three predominantly, namely - Commercial, Helicopters, and Defence and Space. With 12000 aircraft delivered to operators all over the world, we are one of the leading manufacturers and suppliers of commercial aircraft. Our commercial product line consists of 'families' of aircraft, such as - A220, single aisle A320, A320neo, long-range A330, A330neo, the next generation A350, and the wide-body A380. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions and services worldwide. We have about 20000 employees working in our helicopter division and have 3000 customers, across 150 countries.

Airbus is also a European leader in defence and security and is world's leader in space businesses. We manufacture satellites, military air systems, strategic and tactical air lifters, aerial refueling tanker aircrafts and so on.

We have extensive experience of working with Indian Space Research Organisation (ISRO). We have designed and produced telecommunication satellites in India with ISRO and its commercial arm, Antrix. In addition, ISRO has successfully launched Airbus' Earth observation satellites – SPOT-6 in 2012, and SPOT-7 in 2014 – aboard its Polar Satellite Launch Vehicle (PSLV). Airbus products were also a part of several important ISRO missions, including the Mars Orbiter Mission (MOM) and the Indian Regional Navigation Satellite System (IRNSS).

Shiva Maduri: *Airbus's presence in Bengaluru Eco-system in terms of Sourcing, Innovation, and maintenance has been significant. Sir, Can you please say a little more on this?*

Mr. Suraj Chettri: Airbus has always continued the tradition of working with others in the area of procurement and outsourcing. At Airbus, our partners and suppliers are part of an extended family, and they play a crucial role in the common business success. Around 80% of Airbus' activity is sourced. The company works with more than 12000 suppliers worldwide that provide products and services for flying and non-flying parts. We have identified 45+ vendors of tier 1, 2 and 3 size who we proudly call our 'risk sharing partners'. One name that comes to my mind is Dymamics from Bengaluru. The slides that open at emergency exits and the raft that spreads at the opening of emergency doors are products of Dynamatics. Likewise, we have a relationship with Mahindra for engineering; WIPRO for IT related jobs and many others at different locations of Karnataka. Our BizLab initiative that brings together start-ups (entrepreneurs) and Airbus "intrapreneurs" (internal entrepreneurs) has been much lauded as it helps transform innovative ideas into valuable businesses. I am happy to share with you that a number of viable business projects came to fore, thanks to this Airbus initiative.



We have also extended support to the governments of India, Nepal, Bhutan, Bangladesh, Srilanka and Maldives to help them establish B2B labs, business incubators, drone technologies, etc.

Bharath Singh: *India is a major hub of MSMEs in the whole world. Sir, how does Airbus look at this as an opportunity to help and contribute to this emerging sector?*

Mr. Suraj Chettri: Airbus has the support of 45+ suppliers in India who share the company's values of transparency and trust. The products supplied by our partners meet the quality requirements of Airbus, which in turn helps us provide qualitative services to our customers.

I have a special interest in nurturing our BizLab project. I am fascinated to see people and enterprises growing. I personally mentored the development of a product known as 'Resting Cushions' which provides comfort to passengers on board the aircraft. Today, the product is so popular that we allow passengers to take it home. I can proudly say that entrepreneurs supported through this initiative could develop as many as 600 products, as on date.

One of the enterprises nurtured by us developed a 'model' which helps monitor the activities upon landing of an aircraft and helps save precious moments from getting frittered on routine things. Every two minutes saved by an aircraft for a month means the cost of one extra flight.



Shiva Madduri: *Sir, what are the recruitment opportunities for post graduates in business management in Airbus?*

Mr. Suraj Chettri: As I shared earlier, about 85% of positions at Airbus are in the engineering and information management domain. More than 50% of engineers are from reputed engineering institutes in India. We hire management graduates who have background knowledge in science and technology for some of our positions. We also acquire talent from management institutes for roles, such as - HR, marketing and support services.

Lavanya: *As Head, Human Resources, what attributes and competencies you would like to see in entrants?*

Mr. Suraj Chettri: I believe in nurturing people and essentially look for three main attributes in every employee, namely - common sense, logical thinking, and the right attitude. According to me, our attitude allows us to learn and be humble. I am tempted to quote Voltaire who once said, 'Common sense is not so common'.

procurement team's expectations are high in terms of quality and adaptability. For hundreds of aircraft parts that we need, we have identified 100 vendors and our commitment to help them rise to our world class expectation is itself a great service to the manufacturing fraternity on lessons of excellence and competitiveness. We help them grow, mature, sustain and be a part of our journey. All said and done, Airbus deals with human beings and their safety is always uppermost in our minds. Today the quality of products supplied by our 'partners' is such that one cannot differentiate them from the class already accepted and admired world over. I have special interest in nurturing the projects coming through Business Accelerators. I happen to be the Chairman of the committee in charge of selecting Business Lab and Incubation related proposals. My involvement in these activities is not because I am the Head, HR but that I am fascinated about seeing people and enterprises growing. I personally mentored the development of a product known as 'Resting Cushions' which is a part of comfort for passengers. The product is so popular that we allow passengers to take it home! It prides me to say that our entrepreneurs supported through Business Accelerators could develop as many as 600 products as on date.

Air bus through the efforts of these budding enterprises could develop a 'model' which helps monitor the activities upon landing of an aircraft and save precious moments from getting frittered on routine things. Even 2 minutes thus saved in an aircraft for a month means the cost of one extra flight!

Shiva Madduri: *Sir, what are the recruitment opportunities for post graduates in business management in Airbus?*

Mr. Suraj Chettri: As I shared earlier, about 85% of positions in Airbus are in engineering and Information management domain. More than 50% of engineers in high end jobs are from IITs. Some of them are even Ph.D holders and top class M.Techs. The kind of work engineers and IM people do are so sophisticated that even lesser known students with engineering qualification cannot manage. My idea is not to disappoint you but to place facts before you. So however, we can support management graduates with exposure to science and technology for non-specific positions. Again, you as management graduates can fit into in HR, Marketing and support services domains.

Lavanya: *Sir, What kind of support your organisation can extend to educational institutions like ours?*

Mr. Suraj Chettri: I hold in high esteem your top management and group of institutions for their concern for cause of education, services and ethics. We can extend our support in areas where it is possible and feasible. While conducting EDPs and FDPs you can seek our support for expert talks and discussion on areas such as Avionics, system simulation, flight physics, Aero structure and so on. Your students can meet our experts and have discussion/dialogue with them. Our employees are highly talented, resourceful and qualified. I can ensure that their support is made available whenever you visit our campus. We can also support you students in terms of giving project ideas, assignments and guiding you through in the hands of our experts. Your faculty and subject experts are welcome to our campus for sharing their thoughts and expertise.



INSTITUTE, STAFF AND STUDENTS ACCOMPLISHMENTS



Meritorious students honoured

Coinciding with the above events, two of the meritorious students namely Group Captain Vishwanath Shenoy and Ms Safa of 2018-2020 PGDM Batch, were awarded with Gold Medal and cash prize instituted in the name of Late Justice K S Hegde and Late Smt Nitte Meenakshi Hegde. Mr Rohit Punja gave away the medals.



ISO 9001-2015 Certification for NSOM

NSOM, in its continued quest for excellence and recognition, received prestigious 'ISO 9001: 2015 Certified' recognition. The certificate was for the scope, 'Providing Educational Services for Nurturing Ethics and Values towards Excellence in Management'.

NSOM, now Recognized as Business School of the year

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NLP Online Program led by Dr. N J Shetty

Oxford College of Science invited Dr. N J Shetty of our institute to lead half a days program on NLP for the benefit of students, Teachers and others. The program was well accepted and rated highly.



84+

NEW AGE CERTIFICATIONS

Every Industry needs Career-Ready Professional Every Day

Let's Start a Revolution!



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