



The CBS Post

CBSites Win Harvard Global Case Competition



Team of 5 students from SSCBS were the winners at Harvard Global Case Competition

Bringing prestige and glory to the name of SSCBS, a team of five sharp-witted members of IFSA Network India - Sparsh Sehgal, Ojas Jhamb, Kunal Vats, Raghav Nath, and Anand Negi - under the tutelage of the college principal Ms Poonam Verma and faculty members Mr Neeraj Sehrawat and Mr Amit Kumar, won the globally renowned Global Case Competition at Harvard (GCCH) 2020. GCCH, co-organised by IFSA Network and Harvard GSAS Business Club, tests the business acumen and core academic knowledge of participating teams by engaging them to compete on a financial case involving an M&A scenario; this year's case question was "Should Amazon acquire Netflix?".

Over 140 teams, representing various prestigious institutions, participated in the preliminary round of GCCH 2020, which extended through February 24 to

March 21. Top 10 teams qualified for the international finals, where they competed for a grand prize of USD 10,000. The team from SSCBS competed against the likes of London Business School, HEC Paris, John Hopkins University, Massachusetts Institute of Technology. Judges of eminent academic and professional backgrounds, like Harvard Business School, KPMG, J.P. Morgan, McKinsey & Company, gave their verdict and declared SSCBS the winner with School of Business and Economics, Brazil and John Hopkins University bagging first and second runner-up positions respectively.

As a response to the coronavirus outbreak and the subsequent travel restrictions imposed worldwide, the final round of the competition was conducted virtually. When asked about the impact of this aberration on their preparation, one

of the members of the team representing SSCBS, said that the "team adapted quickly to changing circumstances". This impressive adaptation to the unprecedented global circumstances highlights that diligence and perseverance are crucial in achieving one's goals. The competition itself entailed extensive research, coordination, dedication to prepare an over 100 slides long presentation on the case during the prelims, and a 12-minute long carefully collated video presentation for the finals. Finally, GCCH 2020 concluded with a nerve-racking Live Q/A, where the participating teams were grilled with questions on their case solution and technical concepts. "The experience was intellectually exhausting, but that is the fun part of being involved in a competition that demands such a high commitment of both time and effort", the team quotes.

Making It To IIM



Being in the top Undergraduate Business schools of the country, all the students on-campus have ambitions to continue the string of their success in top-notch institutions of the country, and when it comes it being in IIM, the ambition become a fervid dream. The CBS Post congratulates our third-year students who have painted their resplendent dreams on their life-sized canvas by securing admission in IIM A, C and K. Divya Vaid, Kshitij Bansal, Pancham Gupta, Sakshi Kumari and Uday Sharma were accepted into IIM Ahmedabad. Shortly after, Calcutta released the list of the Class of 2022 and Lakshya Kumar, Muskan Maheshwari, Prabal Gupta and Tanya Agarwal from CBS were among 280 students chosen for the prestigious programme. Most recently, results were announced by IIM Khozikhode, where Neha Sood, Madhav Malhotra and Satveik Goel were accepted.

As exemplary their success is, the efforts and hard work they have endeavored for CAT preparation, Written Ability Test and a successive round of interview experience are diverged differently yet combine to a common goal.

We congratulate these students and wish them the best for their future endeavours.

The Debate on Online Exams

The entire world is experiencing unprecedented difficulties due to the COVID-19 pandemic. The nationwide lockdown has resulted in universities and colleges throughout the country to close, disrupting the regular academic schedule. Research and classroom activities have been adversely affected, resorting to online methods. In order to safeguard the interests of the academic fraternity and especially the students, the University Grants Commission (UGC) has released suggestions for the end semester exams for this even semester and future academic calendar for the country's Universities.

The guidelines state that if the situation does not improve, then the assessment of students can be done on the basis of 50% marks of internal evaluation and remaining 50% marks on the basis of performance in the previous semester, which, if in any case are not available, then 100% evaluation may be done on the basis of internal assessments only.

A new academic calendar was also suggested by the UGC which may be adopted only after viewing the status of the pandemic in the coming days. The main suggestions were to extend the current even semester to 15th May 2020 while the finalization of internal assessment, as-

signment etc can continue till 15th June 2020. The summer vacations would be from 16th to 30th June 2020 and external examinations can be conducted in July 2020 if the situation gets better by then. The new session would start in August with new admissions starting in September. In a nutshell, the 2020-21 academic session could be extended by approximately one month due to this pandemic.

As far as Delhi University is concerned, authorities are contemplating conducting end-semester exams online, based on the classes held online. This had resulted in a lot of backlash from students. Students in a prestigious public university like DU come from all walks of life and all across the country. Most outstation students have returned to their hometowns, and may not have access to a fast internet connection, personal computers, or even a quiet space in their house, which are essential for online exams. Another reason why conducting exams has received a lot of criticism is the fact with a situation like this across the globe, many students will not be in the correct state of mind to take exams. With institutes such as Mumbai University and IIT Bombay cancel all intermediate exams, there is immense pressure on the authorities of DU to do the same.

CBS Fights Against COVID-19

People around the world are grappling with the way COVID-19 has affected daily life. Millions are suddenly unemployed, schools and most businesses are closed indefinitely, and essential items are in short supply. But as fear and anxiety have spread, so have good deeds. Companies and universities around the globe are finding ways to give back to their communities, lending support to those who need it most during this unprecedented moment in time. Numerous efforts have been and are continually being made by the community of SSCBS too.

To tackle the impact of COVID-19, FabHotels, a startup run by our alum from the batch of 2008, is supporting the seafarers by providing them with sanitized and safe accommodations. Vahdam Teas, a startup run by our 2012 batch's alum has been able to serve our heroes on the frontlines by donating \$300,000 worth of tea to doctors & healthcare staff in NYC who are working tirelessly to help contain the COVID-19 outbreak. Madage, a young startup run by third-year students of our college has been trying to raise funds through various projects to donate to the COVID Relief fund. Another alum, Simran Soni, is working on a website called "COVID FYT", which is a one-stop place for all COVID-19 related information released by official sources.

Our various college societies too have been making continuous efforts to battle this pandemic bravely. 180 Degrees Consulting SSCBS decided to take a proactive approach to seek out work and help organizations that needed assistance during these dire times. They categorized their prospective clients and started to focus on two specific categories, namely "MS-MEs or Up-Starts" and "Corporate entities with CSR programs". They were offered two projects, one from each category of companies. Additionally, they have kept their internal recruitment for these projects voluntary. While other societies like the Alumni Relations and Outreach Cell (AROC) and Kronos are keeping the students engaged, the Enactus chapter of SSCBS is working on a coronavirus relief initiative in various sectors and across beneficiary groups.

During the ongoing crisis, the entire community SSCBS is continuing to provide support and give back to the society. Caring for each other is more important than ever during isolation. You're washing your hands. You're avoiding large gatherings. But, in addition to taking all the steps to follow crucial safety guidelines for yourself and your family, you should strive to help the individuals and communities affected by the COVID-19 pandemic.

NEWS EXPLAINED

Crying Over Spilled Oil

After the outbreak of the COVID-19 pandemic, cities idled out with no one to purchase crude oil and air travel sharply declined. As a result, the supply of crude oil outstripped its demand and oil started piling up, with nowhere to be physically stored. This abrupt decrease in the demand led to a sharp fall in crude oil prices, initially from over \$60/barrel to \$20/barrel, and soon a crash to a record low falling within the negative territory for future oil contracts followed. OPEC (Organization of the Petroleum Exporting Countries) is an organization of 13 of the world’s major oil-exporting nations, mainly dominated by Saudi Arabia. It has a major influence on global oil prices since it is accounted for almost half of its production. After the COVID19 pandemic, the members decided to cut 1.5 million barrels per day from global production, adding to the cuts they had already made previously. The price-war between Russia and Saudi

Arabia is to be held partially responsible for the same. Russia refused to cut the proposed amount, triggering the price war and OPEC retaliated by increasing oil production back up, worsening the already dire situation. The oil price further plunged as Saudi Arabia increased its production to a record high. As the pandemic stretched on, it decreased the demand for oil by 30% and the slump in price threatened millions of jobs, as well as the stability of many nations worldwide. After the intervention of US President, Donald Trump, the United States, Russia and the OPEC nations brokered a deal for the coordinated production cut of 10% from the global oil production. India, along with Japan, China and South Korea, form the largest demand block in the world for oil. Oil being India’s major import (importing 86% of its annual oil requirement), this crash would have a significant amount of impact

on India as well,. Since USD and INR conversion is dependent on oil prices, the larger the outflow of US dollar, the sharper will be the rupee depreciation. This historical plummet in the oil prices may be a relief for the Indian economy as it would help current account balances, which are already running low, overcome the current fiscal deficits. Improving the current account deficit will cause rupee appreciation. A decrease in oil prices wouldn’t affect foreign exchange reserves, and might even help soothe inflation. According to a report by MoneyControl, a fall of \$10 per barrel in crude oil price helps reduce retail inflation by 0.2% and wholesale price inflation by 0.5% in India. An impact on the Indian financial markets will be felt as well, as energy stocks have 12% in Nifty50 and 15.2% in the Sensex. This fiasco has helped Indian oil refiners to buy cheap crude oil and the country to fill up the strategic oil reserves with cheap oil as well. Crude oil prices affect industries that are dependent on fuel and petroleum by-products such as tyre manufacturers,

footwear, lubricants, paints, and airline companies. A fall in oil prices will drive cost lower and stock prices higher. If the plunge in crude actually translates into lower petroleum and diesel prices, the transportation cost will decrease significantly, further driving up profits for the businesses. The stock price of those companies will thus rise. On the other hand, this drop in price may not be as lucrative for Indian refiners owing to the ongoing impact of COVID19. As a result of the nationwide lockdown, there is a very limited demand for oil. This has adversely impacted the revenue of petroleum and oil companies in India. Being unable to find extra storage spaces, they will have to cut their production as well. Moreover, it would be extremely difficult for these companies to compete with overseas oil prices due to the ongoing price war. As for the consumers, retail prices are unlikely to come down, as a large portion of these prices is made up of government taxes. Low crude oil prices would help the Government raise oil-related taxes to offset other losses of the pandemic.

Franklin Temple-Run



FRANKLIN TEMPLETON

On 23rd April, 2020, Franklin Templeton Trustee Services Private Limited wound up 6 open-ended schemes of Franklin Templeton Mutual Fund pursuant to the provisions of regulation 39(2)(a) of the SEBI (Mutual Funds) Regulations, 1996 including Franklin India Low Duration Fund, Ultra Short Bond Fund, Short Term Income Plan, Credit Risk Fund, Dynamic Accrual Fund and the Income Opportunities Fund. The financial probable jeopardy has resulted in about Rs. 30,000 crores of investor money being locked up. Franklin Templeton has had the reputation of being the best in the business when it came to debt mutual funds. Franklin, unlike other debt funds, invests in risky bonds and since the return is a reward for risk-taking it has managed to earn a favourable return for the investors in the past years. So far everything had worked out for Franklin and its risky bonds, until the pandemic hit. With no source of cash inflows with the investors, the next option was to redeem the invested idle cash. This is what happened with Franklin, it saw a sharp increase in the redemption request from its investors. Debt funds aren’t that liquid and one cannot ask back for the money invested in bonds before its redemption period. So, Franklin had to use its cash reserves. However, after a certain point, even the cash reserves ran out. The second option in front of Franklin was to sell the bonds in the market but seeing the current market sentiments who would choose to buy these risky bonds. So there are a no. of sellers in the market and no buyers to buy. Franklin could sell

its AAA-rated bonds but if it does that then all the good bonds would be sold and that would put the other investors at risk. Seeing the fiasco created and protect the interest of investors, Franklin Templeton fund manager would up 6 of its debt funds. The fund house said that it had decided to wind up the schemes to preserve the value, at least, at the current levels, for, the value was getting eroded due to a combination of redemption pressures and mark-to-market losses following the lack of liquidity on account of the COVID-19 impact on markets. As the scheme of liquidation portfolio and repayment comes in question, the investors will be returned in quite a “meandering” or “staggering” manner guided by the maturity profile of individual instruments and overall fund portfolio. The fund house will either wait for the maturity of securities or sell them in the secondary market. Franklin Templeton’s credibility has not been completely shattered considering it still holds around 17,800 crores in their other debt funds. The notion of panic selling among the buyers in the market can cause considerable harm to the long-term return potential of portfolios and investors should avoid that. “Investors could end up selling at throwaway prices what was accumulated through a long accumulation journey,” said the fund house. The staggered exit of open funds by Franklin Templeton states how covid19 apprehensions have started to erode the consistency of reliable markets like Mutual Funds.

Mukesh, Mark and Money



Mukesh Ambani, Jio Platforms Limited Chairman and Mark Zuckerberg, Facebook CEO

On 22nd April, Mark Zuckerberg’s American social media giant Facebook announced signing a Rs 43,574 crore (\$5.7 billion) deal with Mukesh Ambani-led Jio Platforms Limited. With the investment, Facebook will hold a 9.99 percent stake in Jio Platforms making it the largest foreign direct investment for a minority investment in India. This move comes as a relief to the stakeholders of RIL, which had invested nearly Rs 4 lakh crore since 2010 to create the Jio digital ecosystem. According to experts, after the capital gains and income tax, the final realisation from the deal will be roughly Rs 38,000 crore. “It will be almost the same as the investment that RIL made to create the asset, without any premium,” a tax expert said. This deal will help RIL to resolve its net debt, which stood at Rs 1.53 lakh crores on 31st December 2019, and is a step further in its plan to be a net debt free entity by 31st March 2021. Financial experts are also predicting a boost in adoption of cryptocurrency and growth of blockchain technology in India after the company’s last annual general meeting in August, where Mukesh Ambani announced building the world’s largest blockchain network with tens of thousands of nodes. Such a network could be used to provide rewards and discounts under the various entertainment and telecom businesses operated by RIL. Facebook’s permissioned blockchain cryptocurrency called Libra seems to be the perfect match for such a large-scale implementation. Jio’s retail venture, JioMart, that would provide product and services by accepting

orders on WhatsApp is further expected to give tough competition to product delivery companies like Amazon and Flipkart and online grocers like Grofers and Bigbasket. On 26th April, JioMart Platforms started testing its WhatsApp-based online shopping portal. The service so far is available in Navi Mumbai, Thane, and Kalyan and is expected to expand to different states in the country. The Facebook-Jio deal can act as a paramount example for promoting ‘Ease of doing Business’ in India, at a time when MNCs are shifting their base from China. It has the potential to propel the cycle of Digitisation in India making Prime Minister Narendra Modi’s ‘Digital India’ initiative more realisable. The 60 million small and medium scale businesses present across India, that have suffered greatly in the wake of the coronavirus spread, can expect to benefit from such a venture, if implemented fruitfully at a macro level. These sectors account for the majority of jobs in rural and urban areas, hence supplementing millions of lives connected with it. RIL has also announced to sell 1.15% stake in JPL to private equity investor Silver Lake Partners for Rs 5,655.75 crore (\$750 million) and Vista Equity Partners for Rs. 11,325 crore (\$1.5 billion) both of which represent a 12.5% premium to the equity valuation of the Facebook investment. This deal spree from RIL can be attributed to its necessity to cut down debt and arrange funds at the same time due to the sharp decline in profits arising from the petrochemical business because of the crash in oil prices worldwide.

RBI Sovereign Gold Bonds

With the prevailing situation of coronavirus, when even the most successful companies are facing highly volatile stocks, investors are attracted towards gold. But in contrast to shares, bonds or deposits, gold is an unproductive asset that does not contribute towards economic growth. To ensure that money in the economy is not drawn out of circulation, the Reserve Bank of India, went ahead with its 38th round of Sovereign Gold Bond Scheme on 20th April 2020. Under this scheme, RBI issues Sovereign

Gold Bonds (SGBs) on behalf of the Indian Government. These bonds are denominated in multiples of grams of gold and can be traded on the stock exchange by converting them into Demat form. The bond has a maturity period of 8 years, but the investors have an option to exit after the 5th year, thus providing flexibility to the investors. So, instead of holding the physical gold, investors can hold these papers and after 8 years, which is the maturity period of these bonds, and they would get what the gold is worth at that time.

Economists often advise that SGB is better than other options like physical gold or ETFs as it is less risky since it’s issued by the government and who is likely to honour its commitments and they have also exempted the SGB from taxes. Investors get to earn an additional interest of 2.5% per annum on a semi-annual basis apart from the return earned due to the change in the value of gold. But the Indian investors, whose investments are based not only on returns but also emotions, prefer to buy physical gold, some

thing that is tangible and can be shown around. Therefore there were speculations on how well these bonds would perform. On 20th April when RBI issued its first tranche out of the total 6, Rs. 822 crores were sold, the third-highest ever during a gold bond sale and highest since September 2016. The scheme was received well by the public. Part of the reason could be the inability to buy physical gold during lockdown and investors opted for the Government’s sovereign bond scheme to continue with their investing activity.

MANAGEMENT

An Interview with Saurabh Uboweja

Founder & Managing Partner, BOD Consulting and Co-Founder, Credihealth

The National Chanakya Award winning entrepreneur discusses the growing need for digital health-care in the midst of a pandemic, the road ahead for companies and his start-up experience

1. Credihealth provides a new age technological prowess to the practice of seeking medical help. As the company website says, the startup is all about bringing transparency in the Indian healthcare sector. As its co-founder, what inspired you to start it?

Credihealth was created to transform how tertiary care is delivered in India. Tertiary care is a specialized consultative health care, usually for inpatients and on referral from a primary or secondary health professional.

When patients need any form of advanced medical investigation and treatment, such as life-saving surgeries, they have absolutely no source of credible information or guidance on which doctor or hospital to approach, how to compare their options, how to plan for the treatment and how much they need to budget for it. Even if they end up at a good hospital, it is a challenge to navigate the in-hospital processes for most patients and their caregivers. As a result, they end up spending 30-60% more on treatment than what they should for a treatment that may unfortunately not work for them. If this expense runs in lakhs, it can be devastating for patients and their families as it eats into their life time savings. When we started the company in 2013, just a little over 15% Indians had a health insurance. You can imagine the plight of 85% Indians who either don't have access to trustworthy advanced care or they stand to lose whatever little they have in terms of their savings and assets for medical treatments.

Credihealth is all about enabling reliable, affordable and convenient health-care to patients in India, ensuring an exceptionally high quality patient experience throughout the treatment journey. I can say that we have lived this mission every day and have become the largest such platform in India today.

2. Coronavirus brought a paradox of providing healthcare, something which traditionally involves extensive physical contact, with the need for social distancing. Creative solutions like organising medical appointments through the internet will now lead the path, where Credihealth fits perfectly. What do you think it means for the company and the digital healthcare industry in the bigger picture?

Telemedicine had been around the corner for over 5 years now but never found many takers as both patients and doctors felt the need for physical contact. Patients wouldn't mind visiting doctors far away from their homes and waiting for hours in the clinic or hospital before their turn came. Doctors on the other hand, weren't as comfortable or enthusiastic with technology and found it cumbersome and unreliable to provide medical advice over a call or video. Additionally, there weren't clear guidelines from the government for providing remote healthcare over internet or phone. COVID-19 has disrupted this overnight. Today, telemedicine has become the first and the preferred mode of seeking advice from doctors. Being a digital company, Credihealth is geared to lead this trend and is scheduling hundreds of teleconsulting appointments every day. This will become the norm going forward as patients look to avoid the risk from infections due to people contact and seek the comfort of their homes to access timely care.

3. Credihealth has also launched a comprehensive health programme, introduced specifically for the virus offering trained 'COVID Care Managers' to clients. Can you elaborate on it?

As the COVID-19 pandemic grips the nation, there is a serious need felt for bringing timely, nation-wide access to COVID-linked health-care services. People are inquisitive and apprehensive about the recent developments around COVID-19 and what they require is a platform

where both these issues can simultaneously be handled with ease and comfort. While they require updated content as to what, when and how the COVID-19 virus functions within a human body, at the same time, they must also be educated about what ones needs to do in case of symptoms. To solve this problem, Credihealth brought together under one care platform, a range of services which include COVID-19 screening tests by our partners, same-day pharmacy solutions, air and road ambulance service across the nation. The platform also hosts a bevy of content pieces that encompass basic 'do's and don'ts' for the patient under quarantine and his caregiver and how Credihealth can bring the aforementioned services to them. We put together a dedicated team of highly qualified and trained COVID Care Managers who assist susceptible patients or those who require any of the aforementioned services.

4. You have authored an article talking about a 2-year blueprint for organisations post COVID-19 which circles around a Respond, Reimagine, Reinforce and Rebound approach. An interesting read, it talks about aggressive marketing strategies to establish a renewed position in the market for companies. How do you think consumer behaviour will change after this pandemic which will require this repositioning?

The current consumer behaviour in India is that of a survivalist, a self-preservation behaviour that ensures nothing but survival. There are some interesting and somewhat useful ramifications of this behaviour. One is change in attitude from splurging in non-essential goods and services to preserving the essential to make it last as long as possible. One of the positive consequences of COVID-19 is an inward shift in orientation, which means consumers are able to reflect more. They are able to develop a caring attitude towards family, community and the overall environment. This is a dramatic switch considering the reckless consumption culture prevalent pre-covid.

Post COVID-19, we are looking at a new consumer who is healthier, caring, frugal, more conscious, less mobile and yet more productive. An enterprise that focuses on this new consumer behaviour is likely to benefit out of this seemingly adverse situation.

5. After a sizeable experience and heading growth at BOD, you started a consumer-facing, tech-startup. A lot of students in our college look for a similar career trajectory, moving from consultancy to entrepreneurship. Is there anything you'd like for them to know, about things they should keep in mind to make the best out of this experience?

My first entrepreneurial venture after a brief career in banking was consulting. Credihealth happened midway in that journey as the consulting venture continued to become stronger and more influential.

Serving as a strategy consultant for over 12 years has been an extremely fulfilling journey for me. I can confidently share with you that there is no other profession that prepares you well for entrepreneurship than management consulting. You end up working with a multitude of clients across industries. You develop a deep understanding of how an organization works and how entrepreneurs think as you solve important problems for them.

Having said that, consulting is not a pre-requisite for becoming an entrepreneur. Most successful entrepreneurs aren't ex-consultants. They are people who are visionary and have this uncanny rare ability to rally really good quality people alongside them as they live their vision, one day at a time.

6. As a Director of Marketing at Credihealth your current job profile has quite a difference from your banker role at Citibank. What have been your cross-functional lessons?



Saurabh Uboweja, Founder & Managing Partner, BOD Consulting and Co-Founder, Credihealth

Marketing simply defined is an ability to persuade people to take an action that can potentially benefit them. In that sense, I do not see my role as a banker an anomaly. I did the same at Citi when I was advising clients on where to invest their money. What is important is ensuring that you never market anything that will harm your customer. It is important to be authentic and not be over enthusiastic in the pursuit of sales. Customers are intelligent and they find you out.

7. As a college publication, one of our objectives is to keep not only our students but also our alumni base updated about the institution, as we feel a robust alumni network benefits everyone. As a visiting faculty at your alma matter, IIMC, you would know it better than anyone. Would you like to share how maintaining contact helps both the alumni and the institution?

Coming from a prestigious institution, your role is not just to look out for opportunities to benefit your career path, but also to look out for ways in which you can give back to your institution so that it can benefit thousands of other students. It's a virtuous cycle. Maintaining contact with alumni helps in keeping emotions warm and creates that possibility.

8. As students, we have multiple entrepreneurs in our college and many more planning to materialize their ideas in the near future. One question they all have is, 'When is the right time to own a startup'? Talking from experience, is there a correct answer here?

Entrepreneurship is one profession that doesn't have a starting age. You can start when you are 14, or in college or at 65. Reid Hoffman founded LinkedIn at the ripe old age of 35. Robert Noyce founded Intel at 41. Col. Sanders first franchised KFC at 62! My co-founder and our CEO at Credihealth was 53 when we started in 2013. There is one lesson that works really well in entrepreneurship as it does in any important project that you take up in your life. Think big, start small, scale fast. When you are starting out, think as large as you potentially can. Do not worry about how you will get there. Don't limit your vision by any constraint – money, education, network, team, etc. Once you are confident of your vision, start small. Starting small doesn't take much resources. Additionally, it gives you a chance to make mistakes and learn as you improve on your idea with each passing day and transaction. Don't rush to scale, though. Take plenty of time to fine tune and sharpen your business model. You must build sufficient proof of evidence before you decide to

scale, which is the third stage of entrepreneurship. At that stage, you will be a lot more confident about your ability to attract investors and other resources necessary to get closer to your vision.

9. What are your thoughts on the long-debated question: 'Should I work on my startup right after college or wait to gain some industry experience/higher qualification'?

I have worked with and coached over 2000 entrepreneurs in addition to being one myself. I have come to the conclusion that entrepreneurs aren't particularly rational thinkers. They don't usually plan highly sophisticated pathways. There is no doubt that higher education and industry experience makes you more confident to pursue your dream. It also adds more credibility to your profile as a founder if you are looking to attract good quality people and investors to your business. Yet, most entrepreneurs are instinctive in nature and would jump into deep waters without a second thought if the urge to start out is strong enough. Entrepreneurs are on the lookout for that small nudge that will trigger a chain reaction in them. At that stage, it is like falling in love. It's completely irrational to most people around you and yet means the world to you. Just like love, it can happen at any age and at any stage of your life irrespective of whether you are pursuing a degree or you have become the CEO of a large multinational.

10. As a grounded reminder to ourselves that life at college is short and worth cherishing, we want to know one thing: Looking back, is there anything you'd like to tell your college self?

Do not ignore the subjects you don't like or find difficult thinking that you can get away with doing well in subjects that interest you more. I paid less attention to finance and operations at IIM Calcutta as I found it boring and challenging both. I thought I will never need to learn it and there is always someone who will be there to help. We often get biased by the skills and talents we naturally possess and start to imagine that it will get us through in life. While what you are good at will create new possibilities for you, what you are not good at will become the single most important constraint for you to do really well in those possibilities. You will have to learn them anyway. Do it early. The same is true for making all-weather friends, falling in love, doing theatre, dancing in the rain or enjoying a relaxed day doing nothing at all. Learn to do that in college itself. Don't postpone thinking you will get time to do it later.

EDITORIAL

Pandemic Panel

Social Distancing: Have We Been Doing That For Years?

Sakshi
BMS 2D

The other day I was reading an article on the populism language used by our honorable PM during these times and how the word “Social Distancing” is not as relatable to hoi polloi, that’s when my inner “philosopher” thought I might have been in the process of doing it for as long as I can think of. That can be either my confinement to myself or the visits to my family that have reduced to just calls or distancing myself from the discussion on issues. It has been so gradual that we might not even realize how distanced we are from society, which we all are realizing now when we literally have to distance ourselves from others. The problem is so profound that it exists right in front of our eyes, but we turn a blind eye towards it as a society. The word “social” literally means living in a community which means we are a part of something and yet we all feel alone sometimes. Is it because we have grown more self-centered? Or Is it because I choose to keep my share of problems just to myself? Is it because of the communication gap that our parents refer to or our lost belief in the utopian world? Maybe because the utopian world I want does not exist anymore. Since childhood, we are all told to take care of ourselves but that does not mean we stop looking after people who we do not know. But as we grow, that essence of growing up together seems to be a lost cause. The sense of individualism somehow appears to be undermining the humanitarian beliefs. Why does talking about our problems seems like a big deal? Maybe the culture we are living in is not open to listening and discussing the issues. And we all are a part of that culture and have gradually become inaccessible

to talk about societal issues and connect with them. The concept of social distancing seems so familiar yet so novel. When did humanity become so rare and special? This culture is affecting our own thinking process. Our way of normalization of every issue comes down to years of unconscious practicing of this culture and constant ignorance of our own actions by which we distance ourselves. We fret over a host of inconsequential things and let go of what we need to think and talk to people. As a society we feel about an issue, we talk about it, and then just like that we are back to our rushing lives. But that wide smile on our faces and lightness in our hearts that we feel when we see people helping and showing concern about society still exists. Maybe it is time that we realize how social distancing is truly never possible. And we might need to revive the concept of social amiability in our culture. At this point in time when lives have faltered, we realize how distanced we were from our parents, our siblings, our friends, from loved ones and from our own self. Now that we need to distance ourselves from others, we find it hard though we were unconsciously doing it for so long. Maybe social distancing has now reduced the distance we all were walking.

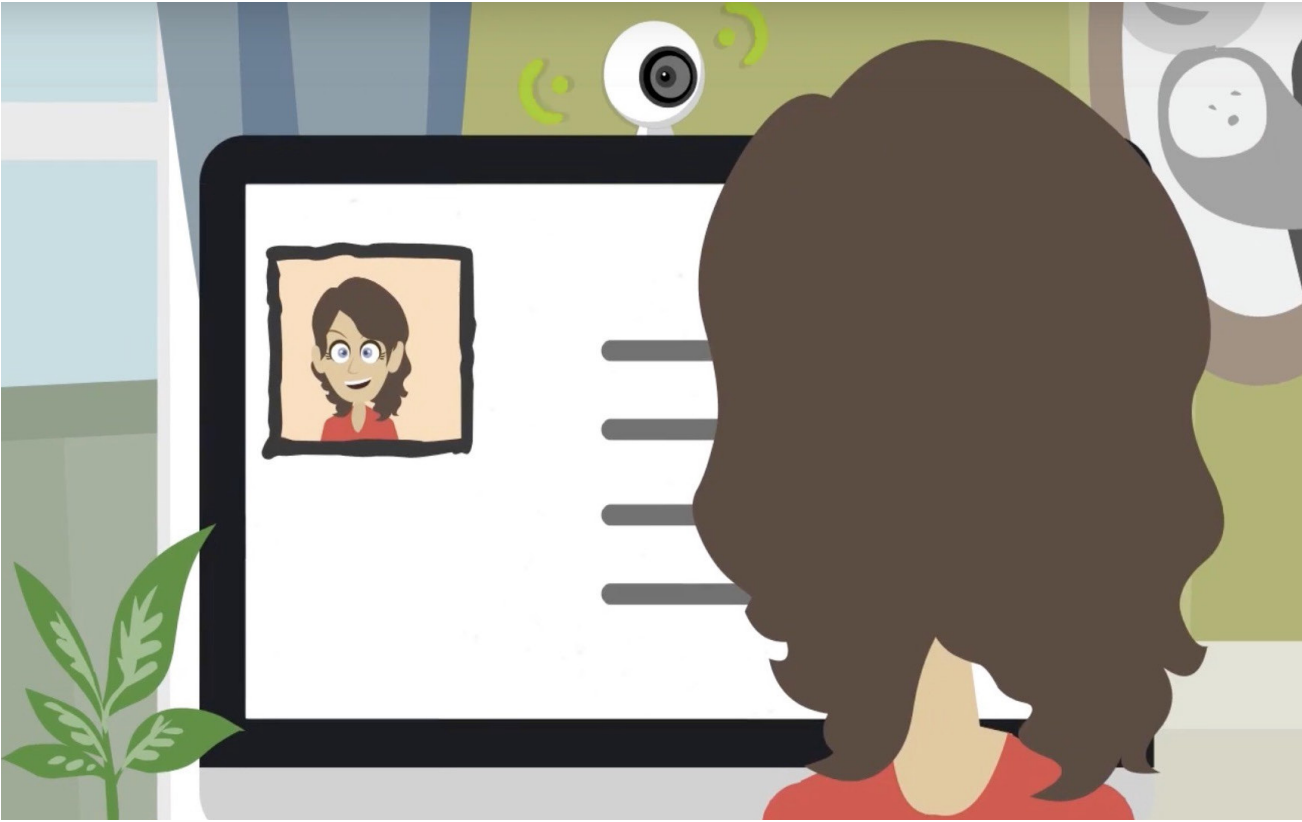


Transitioning to Online Examinations

Khushank Raj Mahawan
PGDCSL'19

As the lockdown continues to extend and with no certainty of the future, universities and educational institutions are trying to figure out how they can regulate online exams. With current technical infrastructure and lack of explored opportunities, it doesn’t look feasible to conduct them online. Even students are not completely on-board with the idea of online examinations. Issues like poor internet connectivity, problems with drawing diagrams, low typing speed and scope for cheating are some of the major hurdles in the road.

Luckily, latest technologies are capable to deal with these problems and are only waiting to be adopted. Technologies like Artificial Intelligence and Machine Learning can make it happen. I will try to explain a systematic roadmap universities can follow to ensure a smooth transition to online examinations. The idea is to first allow the use of drawing pads to enable handwritten answers. The diagrams and shapes can be easily drawn. Right clicks and tab or window switching can also easily be disabled, like for com-



Indian Poultry Sector and Antibiotics

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As the Coronavirus crisis has unfolded over the past few months, we have witnessed a lot of the blame being appropriated to wet markets in China along with the notion being spread that frozen meat stored in Big Supermarkets is completely safe from all kinds of contamination. With this piece, I try to debunk some of these notions.

The Indian media has been quick to blame the state of Chinese wet markets without realizing that disease outbreaks are not limited to the distribution of meat but also extends to the rearing poultry. This is an issue that India has been facing for a long time with the unhygienic rearing of poultry leading to health concerns. It is, however, egg production, that has come under much criticism. Despite India being one of the three largest egg producers in the world, with 47 billion eggs produced per year, they do not meet international standards, and Indian eggs are rejected for export due to the presence of chemicals in and outside the shells.

The ramifications of the poor management of the sector are evident by the outbreak of avian borne diseases such as the Nipah virus in 2001, the H5N1 outbreaks in 2003 and 2006, the Swine Flu outbreak in 2016, and Salmonellosis in 2013 among many other cases of avian influenza being spread.

Considering the lamentable hygiene practices in the poultry industry, India has the potential to be the birthplace of superbugs as it fosters the largest antibody resistant population in the world. There seem to be two primary reasons for this, indiscriminate consumption of unprescribed antibiotics and the use of antibiotics to fuel the growth of the poultry industry in order to meet the ever growing demand for protein. This has led to the rise of diseases that are resistant to traditional antibiotics and threatens to render the miracle of modern medical science ineffective. According to Professor Ramanan Laxminarayan, Director of the Centre for Disease Dynamics, Economics and Policy, based in Delhi; a large number of Indian poultry farmers are reliant on heavy doses of antibiotics to secure the health of the animals while compromising upon maintaining hygiene and providing healthy feed to the animals. A prime reason for this is the cheap cost and prescription-free availability of antibiotics in India. What is extremely frightening about all of this, is that a lot of unaware farmers are duped into using antibiotics as ‘growth supplements’ for prophylactic purposes.

The central government has shown some initiative in combating Anti-Microbial Resistance (AMR) as in July 2019, it banned



who have little other medication left to them. This is an extremely positive step as the banning of such antibiotics along with state wise antibiotic stewardship policies and guidelines. However, detailed monitoring of the supply chain of these antibiotics is still required. Furthermore, due to the role of cross-contamination in disease outbreaks it is evident that we will not be able to achieve much without an effective nationwide sanitation program that promotes good hygiene practices. A combined effort from the government, public and medical community is essential to move India into the future.

As far as the distribution part of the poultry supply chain is concerned, the problem is accentuated in India particularly when we consider the condition of butcherries and meat shops across the country. There have been limited efforts by the FSSAI to ensure that all butcherries/meat shops and meat wet markets in India are regulated and graded on the basis of hygiene ratings in order to satisfy hygiene standards.

The FSSAI, triggered by the Coronavirus outbreak, has decided to take a step in this direction and will be initiating hygiene-rating certifications for meat and fish shops in collaboration with state governments. As of now, the FSSAI is considering third party audits of municipal slaughterhouses for private fish and meats shops and slaughterhouses (among other high-risk food categories). However, this seems like a tough proposition at best considering the difficulty in maintaining oversight over a huge market with unhygienic practices from the rearing, transportation of live animals to their ultimate sale in local markets.

The FSSAI has initiated hygiene-rating certification for meat and fish shops in collaboration with the State governments with the hope that hygiene rating scheme will be adopted by all meat and fish product shops in the next one year. However, that is not a measure that can work unless the customers are sensitized enough to put pressure on informal meat shops and butchers; the initiation of which has to come from the government as unless the customer feels that the hygiene certification is a thing to look for, its introduction may not have the ideal impact.

petitive examinations students already are familiar with. Now, for validating ethical practices, we can use Artificial Intelligence. Using video recognition and image recognition techniques we can identify practices like using a phone or looking away from the screen for a long period of time. An entire database of these possible good practice postures a person can use in order to write an exam can be made. In case there is a mismatch, an alert is triggered and after say, 3 alerts there can be an intervention and/or deduction of marks, so as to leave a margin of error for students getting the hang of writing papers online.

For internet connectivity problems, we can validate on-client side and when the alerts are triggered and deduction comes,

validation from the server side can start working. It basically records the entire period of students giving exams in low quality and can be available for live watching as well. After the exam, a student with alerts or deductions can report the issue online. If s/he is flagged for bad practice for a particular question, another chance can be provided to the candidate in the presence of an online invigilator and if s/he fails to answer it again at that instance, the invigilator has a right to complete the deduction. Adopting new technology and thinking out of the box solutions will help us not only survive this period, but will lay down the foundation for future course of actions. This pandemic is unprecedented for a lot of reasons, there’s no reason why our solutions caused by it can’t be.

This article is inspired by Khushank’s online podcast on SEO & Organic Marketing Tutorial.

CULTURE

THE REVISIT PROJECT (Funk/Soul)

Funk and Soul have come in a new avatar in The Revisit Project’s discography. The Delhi based band initially started off as a band revisiting Indian Bollywood classics, but soon transitioned into a vibrant and fresh sounding group that it is today. Rich instrumentals along with jazzy vocals are the perfect recipe to lift anyone’s mood in the metro ride on a gloomy day.



LIFafa (Electronic Fusion)

Suryakant Sawhney presents us with a fusion of contemporary electronic music and desi vocals. Bridging the gap between two vastly different genres, Lifafa presents a diverse discography of electronic music under mellow sounding lyrics in Hindi and Urdu. His music brings out the best of both worlds, carved on a spiritual, nostalgic and novel canvas.



Underground Artists to explore during the Quarantine

Vibhu Singh
BMS 2C

ASWEKEEPPSEARCHING (Post-Rock)

A group formed in Ahmedabad, this band brings the post and alt-rock scene to India. Having put out multiple projects, Aswekeepsearching has brought rock back in an inventive and engaging way. With their simple yet catchy 4 chord riff tunes, ambient sound design, fusion instrumentals and vocals, and psychedelic atmosphere, Aswekeepsearching is a must in your rock and instrumental playlist.

PRABH DEEP (R&B, LoFi)

Unlike your average Punjabi MC, Prabh Deep delivers a much-needed change of palette Indian Hip-Hop needed. Self-produced R&B, LoFi, and Hip-Hop beats with weighted lyrics on relevant issues of the common man, Prabh Deep has set himself apart. His music has proven how rap can be influential, catchy, and relevant, without all the bling.

SEEDHE MAUT (Hip-Hop/Trap)

This hip-hop duo brings a new and much-needed punch in the Delhi and Indian rap scene. The bi-lingual duo has delivered multiple projects, collaborating with other youth-centric artists like Prabh Deep, Sez on the Beat, and many more. The energetic alt-trap beats coupled with introspective lyricism and exuberant wordplay make Seedhe Maut the fresh rap duo of the Indian Hip-Hop scene. A must bop in your car.

The Pursuit of “Great Art”

Shaurya Singru
BMS 3FA

As humans, it is most natural for us to quantify and chase the “best” in everything. And this approach makes sense for anything objective ranging from test marks to the wealth of entire nations. Our modern lifestyles and conveniences are testament to the relevance of this approach owing to years of scientific achievements made by us. Yet, there are certain areas where it is more than wrong to follow this approach. And one of such areas is Art critique and understanding. Art is fundamentally subjective and immeasurable as it is essentially an expression or a reaction of a person to his/her perspective of the world. In the grand, objective scheme of the Universe, the beauty we see in nature, people, ideas, or in anything for that matter is a meaningless entity because it’s just a psychological reaction in our heads. And because of that reason, we are generally allowed to have our individual reactions without them having to be right, wrong, good, or bad. Thus, saying “X is the best movie” or “Y is a really boring song” is far from the best way of critique. A better approach would be to opine on why you liked the film so much or zoned out of that song. And this has been the primary motive of reviews and ratings: to make more people aware of art, create conversations, and promote new perspectives. Yet the average person has the habit of taking these reviews, ratings, and Top 10 lists too seriously and judging the merit of a movie, song, etc., by the same. When the lockdown started, I was driven



A still from *Eternal Sunshine of the Spotless Mind*

to watch all the “great” movies I could download and stream off the internet. The more I watched and researched about movies, the more I realised the futility and the restriction of watching films that are deemed “great” by the internet. I went through the aforementioned stream of thoughts and realised that a much better way of measuring merit of movies is by judging their “purposefulness”. Each movie is made with a vision of its director; generally a series of audience reactions that he/she wishes to gauge from the viewers. If the audience learns something new, cries, laughs, or any feels other emotion that the director intended, then that director has fulfilled in his/her purpose and that movie would generally be considered good. What we should be doing as audiences is asking ourselves where the movie is coming from, what it’s trying to be and do, and whether it has been successful in doing so. It is sometimes also important to take the scope of ambition into consideration; Kubrick’s ‘2001: A Space Odyssey’ (which attempts to picture the entire evolution of mankind) as opposed to Scorsese’s ‘Taxi Driver’ (which tells the

story of an ordinary cab driver trying to carve out his life in 1970s New York). It was around the time I realised these things that I saw *Eternal Sunshine of the Spotless Mind*. Upon watching, you’ll see that it wasn’t shot by the best cameras available at its time of filming, since the visuals of the film are oftentimes grainy, blurry, and improperly exposed. The actors in the film are no Marlon Brando, and the score isn’t considered the most amazing piece of music ever composed. And while the script is unique and well-written, one wouldn’t call the story the most mind-bending story they’ve ever heard. But what’s interesting is that all these choices were deliberately made by the director. These aspects might not be the greatest versions of themselves, but they come together and attempt to tell you a story that, in my opinion, couldn’t have been told in a more effective way. Even with its little share of flaws and holes, it more than compensates for them in the purposefulness of telling this story. And for that reason, *Eternal Sunshine of the Spotless Mind*, in an amateur critic’s words, is one the greatest films ever made.

The Communal Virus

Riddhi Aggarwal
BMS 2B

A recent incident concerning Tablighi Jamaat at Nizamuddin Markaz saw the media, politicians and the WhatsApp brigade leaving no stone unturned to give it a religious colour. Several rumours were spread about how the Muslim community was intentionally trying to spread the deadly virus and their lack of cooperation in being treated. Although fact-checking agencies like Alt News denied claims against the Jamaat members, by the time they released reports, establishment media had already been running debates labelling the entire community as traitors. Videos from other countries and different years were circulated painting the quarantined patients as lawless savages, roaming around naked and spitting on doctors. The entire incident makes it interesting to understand why people so readily believe fake news, especially when it is concerned with Indian Muslims. It has become one of the most vulnerable communities in India, with poor economic conditions, lack of education, and poor and inadequate political leadership. This strips anyone off any agency to speak against a systematically perpetuated cycle of abuse and slander. This is aggravated when their rights and freedoms are judged from a prejudiced lens, and any attempts to secure dignity are welcomed with a conspiracy fed to millions. Coronavirus will, hopefully, disappear soon. But the communal virus will continue to haunt us for a long time. Democracy can come up with institutions to tackle corruption, it cannot tackle communal hatred. Let’s not engage India in a war with itself.

From the Principal's Desk

Dear Students,

The talk in the world today is that of COVID -19. We all are facing its realities and the challenges it has posed for us. Although as a silver lining, there is a takeaway from every situation and the biggest ones are from the most testing of times. This crisis has taught us to adapt faster and better, as there was no announcement of its arrival and the solutions continue to change.

You are entering a new phase of your life. The environment around you is that of uncertainty and fear. There is talk of economic recession and fewer jobs. However, let me assure you that this is not the time to be gripped by this fear and uncertainty.

You, the class of 2020 are an important batch for us. When you joined it was the celebration of our new campus. To have you in this new campus was a dream come true for us. With you we wanted to dream bigger and do things differently. "Increased student participation" was our motto and goal for these years. Thank you for participating and making this a success. At SSCBS we have always believed in giving more and going beyond. Besides all that you learnt via your curriculum to qualify for your degrees, it is life skills that help you in the ways of the world. The way you carry yourself, articulate and convey your ideas and how you interact with your peers to achieve team tasks is what you have learnt through the plethora of student societies that are so vibrant in SSCBS. This is the culture and legacy of SSCBS that we want you to carry with you. Everyone is doing a job but what stands out is the stretch that takes you beyond normal into excellence.

As luck would have it your graduation is as eventful as your entry. Back then it was the new SSCBS for you and now it's a new world order. But as I mentioned earlier, there is nothing to fear. This story would be all about you.

Albert Einstein once said, "In the middle of every difficulty, lies opportunity". The times we're facing right now are a testament to his statement. With this, we wish the best of luck to all of the students and want you to know that the community of SSCBS will always be there for you.

In the Spirit of Graduation

Change is the only Constant

It is the all-pervasive truth most of us either run from or fall back on, the part scary, part unrelenting and part exciting truth that nothing is permanent. We all enter college with different hopes, ambitions, and goals. It is safe to say there is no country which has a population more diverse as India, and no university as that of Delhi University. The people around you may instigate spurts of several emotions within you (eye rolls for everyone), as I am sure they have throughout your three years at CBS, but the depth and width of different aspects of human nature you see here will surely leave you amused.

Most of us have very fond memories from school, having spent numerous years of our childhood with the same people, it gave us a sense of comfort. Post this we were ready to start a new adventure with Bollywood glorifying our idea of college and how life was going to be an uninterrupted part. (Joke's on you). Most of you had hopes of having a "happening" college life, for the lack of a more suitable adjective, but ended up hitching hours long metro rides to Rohini. To learn how to shatter dreams, please contact CBS.

But we learnt to make do with what we were handed and found our comfort in this change (And Uncle's pull apart garlic bread). While here you've learnt a lot of valuable lessons, made many friends, lost some but most importantly discovered ourselves joined societies.

Because how can one talk about CBS and seniors and leave out the 'society culture' without doing a huge injustice to all those who tirelessly treaded the political and social mine-field at CBS to ensure their societies emerge victorious. At CBS the interviewee taking your interview for a job is more forgiving than the 15 people panel taking your second personal interview for a society.

But isn't this what differentiates the students at CBS from the others? Passion and the drive to make everything perfect and complete even the most mundane tasks in a way that gives the highest-level business strategists a run for their money. This is actually our key take away from our seniors: there is never one right way to do something but even small decisions can have monumental impacts if made as passionately as those on that 15 people panel sitting opposite us took theirs. But one fundamental question still remains unanswered, what now? How do you deal with this change?

Life is uncertain and you won't make it to the other side scot free but I think its time to show 'change' that you are definitely more scary, more unrelenting and more exciting.
- **Cheshta Vohra**

CBS and Society Culture

CBS and societies are synonymous with each other and most of us before joining this place had heard about them. Completing 3 years here and having experienced a shoddy society culture in my previous college, I can say it with full confidence that it is one of the main differentiating factors. Perhaps this is where the CBS edge lies. Most DU colleges have a similar level of faculty & infrastructure but what the institution does with it decides how much a college benefits from them. The amount of learning that come through these experiences is just something I've been in awe of. In such an environment it's only natural that more people will be encouraged to take initiative and bring more avenues for them to grow which has been particularly true as we've seen multiple chapters/cells opening in the past couple of years. You can surely dispute the need for so many of them at a single place, but I feel that thier presence is something which makes CBS what it is.

CBS is perhaps the only place with such a wide spectrum of learning opportunities to choose from. Be it dramatics or poetry or sports or law, there is something for every sort of people here. I was lucky enough to be part of some of the best societies in CBS. Nothing can be compared with the experience of taking part in a global event representing India which was the Enactus World Cup that too in the first semester of college. Working on ground made me cognizant of so many issues that plague our society. For someone who wasn't confident in public, performing street plays in front of hundreds of people was nothing but life changing. At Verve I learnt the most important piece of knowledge which almost everyone would have heard - 'Confidence is the key', and it is truly the key to do anything in life. This was again reinforced when I joined Debsoc in my second year which I feel was a great decision. I had never debated before in my life but this activity was the most fulfilling and enriching for my personal growth. All in all my college experience would have been bereft of so many key takeaways if this culture was not part of CBS legacy. I hope this culture thrives for many many years to come and becomes more inclusive for all.

- **Rohan Kumar**

GRADUATION 2020!

To be honest, throughout my journey at CBS, I have been both surprised and lost. Though it was an interesting and unexpected journey but for the first two years I was lost from the true essence of CBS i.e. Academics. When I first came to the college, I was told that it's an institution that is very particular about academics. So I was a bit worried and scared because extra curricular activities had always intrigued me and giving up on that was like a nightmare. But after some time, I realised that what I was told was not at all similar to what this place entails. And I saw a beautiful combination of both, academics and extra curricular activities. I was clear that I have to go for it and if I get a chance, then theatre will be the one I'll go ahead with. So I auditioned for FWP and Verve. My auditions went well for both the societies and I chose Verve. Now since childhood, I have been a very shy person, so adapting myself to an art form which requires you to leave behind all your insecurities and come out of the closet was yet another challenge. But this time I happily took this challenge and to my surprise, I loved it. I was lucky to have wonderful second and third years. We got selected at almost every competition and our play and performance was appreciated throughout the season. I also liked it because it kept me away from the generic atmosphere at CBS.

But any journey that starts has to come to an end, so our fest season ended and it was time for us to get back to studies and unlike others in the team, I was lost. I didn't know what was happening around. Everybody was studying, making notes, solving question papers and I was trying to find some motivation to open my books. The pressure around me somehow helped me study and I gave the exams with an aim to just pass it. I was surprised to score 6 point something GPA in both the semesters. Then came the second year and again I had an escape ready for me and we started the play making process. It was pretty exhausting.

Our production wasn't successful even after all the efforts and the hardwork put in. I was broke and so was the team. But this failure taught us a lot of life lessons. We learnt that it's good to fall and we learnt how to rise up again. Keeping these lessons and some good memories we ended our season and again sat for exams, me again being lost and wishing for exams to end as soon as possible. Again I scored some 6.3 GPA in both the semesters. Now started the most interesting part of the journey, my third year. I learnt a lot about myself and about other people around me. Due to my family's expectations, I had to sit for placements. Also, I was the vice president of Verve and I nominated myself for the post of cultural head for the upcoming student council elections. I won the elections with a large majority. For someone who has always been reserved and shy, speaking in front of so many people and winning the elections was a big deal. Now I had 3 responsibilities on my shoulders.

1. To get a placement
2. To make a good play
3. Crescendo

Initially I thought it was going to be really really tough for me but to my surprise it was not! It was a very smooth journey. I managed to fulfill all the three responsibilities successfully. I got 2 job offers, Verve did great in the circuit and Crescendo touched new heights with Rahul Dua and DJNYK as our performers. I had never thought that this journey would be such a roller coaster ride, teaching me how to fall and rise up again. I remember after my 12th, I got admission at SRCC for economics honors. But I am glad I chose CBS over SRCC and my journey could easily defy that SRCC is better than CBS. Ohh, but the toughest part still remains. I still have to pass the final semester exams.

- Vibhor

Submission at 12 tomorrow
Study for test!!

Hostel Memories

- Sarth Mahajan

I had glorious plans for spending my last few months in the hostel, but due to unforeseen circumstances of a man eating a bat, I am desperately missing the canteen food right now. Whenever I hear my mom scream, "Khaana lag gaya hain!", I can hear Vicky bhaiya's voice, "Ye Chowmein kiski hain?" And when my dad tells me, to focus on my studies, I remember Amit sir telling a group of 3-4 hostellers every Sunday morning, from Breakfast ending to Lunch starting, about his hostel memories, and discussing various issues that are going on in the hostel and college.

I spent my first year in the Hostel in Room 548 with Arpan and I literally spent all my nights studying Kotler, watching Formula One races, movies of Al Pacino and eating Burgers, while snatching Fries from him. It was a memorable year for me, with tons of joyous memories and fights.

My next and final year in the hostel started with me getting news from Guard Sahab that, my about-to-be roommate in Room 346 (Nirvana), Tabish Ahmed, was "standing on the 3rd floor balcony while talking on the phone and fell." I assumed he had fell from the 3rd floor, and went to the hospital to see Sparsh Pankaj (my other roommate) feeding Dal Chawal to a mummified version of Tabish. This is how I started my journey in my last year of hostel.

I thought that I would be having difficulties with new roommates, but we quickly bonded over those 3 a.m. burgers from Burger Club we ate daily. Disturbing Guard Sahab from his sleep every night was a cruel task, and I was the Mess Secretary, so I personally started relying on eating 3 Gulab Jamuns from the Mess, and Dharmendra bhaiya used to give it with the usual smile on his face, asking me if I wanted more. #Privileges

People assumed Hostel to be strict, and yes it was. But all of us used to call Chaman sir (Hostel Manager) 5 minutes before the curfew time for an extension, since he was understanding, as we were busy in society meetings, or CAT coachings. And after the curfew, the college ground used to become an International Battleground with people from Afghanistan, Kenya, Nepal, India, playing football matches every night.

I remember when I got placed, 346 became Privee for a night. Songs, dancing, jumping, head banging and what not. And during exam time, going to SP, 2 minutes before the curfew was over to eat "Maggi", became our usual order. At nights, 346 became the adda for Chai-coffee for everyone. Drinking multiple cups of coffee and tea the whole night, we passed the nights before exam.

Hostel rooms were also full of crazy things than most people imagined. We used to quickly hide our electric kettles and cleaned our rooms before surprise checks (informed in advance, thanks to WhatsApp), hide the broken spot on the bathroom door with a poster of CR7, not sitting under the 10 kg cabinet because it can fall down any minute, keeping our rooms unlocked because what! there to steal anyway when we are carrying only ₹16 in our pockets. Then there were the hostel parties that happened frequently like, Holi, Birthday, First year freshers, Lohri, Dandiya nights, with the same DJ on all occasions, playing the same 5 Punjabi, and 2 Gujarati songs he had on his console. I distinctly remember, that we were dancing with dandiyas in our hands to the tunes of Sidhu Moosewala.

Now, as I embark my professional journey, even in that small Gurgaon flat, I'll be replaying the priceless memories I spent in 346.

Finish Research Paper
ARRANGE
FORMALS!!!

Sivagami's Notes

What will be the part of CBS that'll always be closest to my heart? Any educational institution we enrol ourselves in is responsible to provide us with opportunities for academic growth and guide us with the decision on our career paths. What doesn't come as part of the prospectus is the wonderful set of friends one can make here. After all, it's the most unplanned things that leave a mark.

In the race at CBS, of securing good GPAs, maintaining attendance, juggling societies, finding internships, preparing for CAT/GMAT, getting placed. Time flies. But the one thing that stays and grows is your bond with those quirky, diverse and weird kids that you ran into during your second semester, all while trying to figure out your place here at CBS.

I still can't put together how the 'squad' fell into place, each person so different from the other, especially when we were all not even in the same section. But it just did. It's true that at CBS everyone is focused on doing well for themselves in life, but something you realise along the way is, you need people more than procedure. The things you strived so hard for and failed is not what you're going to remember when you look back, it's the people who stuck by your side that'll come to your mind.

From goofily deciding on an outfit for our first Crescendo to making the best out of our last Crescendo with those very hoomans, the memories made along the way are what you cherish the most.

The one thing which shall always remain closest to my heart and I'm most thankful to CBS for is, 'mere pyaare log'.

CAREER

Inside the Interview Room: Dos and Don'ts

Before you walk into the interview room, you need to assess a few things, cliché as they may be; your strengths and weaknesses, likes and dislikes, and your goals. In a college such as ours, where we have similar technical, co-curricular and academic profiles, these are the defining factors which make you stand out. Merely knowing your strengths and weaknesses is not enough, you also need to match them to the job description, because unless you can demonstrably use skills that set you apart to perform your job, they are of no use to the employers. What they are looking for and what you possess should be comparable and as a candidate, it is your job to show them how. As vague as they sound, the qualities that make you unique can not appear from thin air. Assessing them needs an honest self-reflection. If some of a job's most important tasks are what you consider your weaknesses, the job is not a match for you. You can lie your way through a job interview, but unlike how it is made out to be, 'acing an interview' is not a trophy to be won and forgotten, what you end up with is a job you're ill-suited for. This is a great disservice to your actual strengths which could be put to use in another profile. Career coach and columnist in New York Times, Susan Peppercorn suggests that a good way to calm your nerves is to have a dress rehearsal a few days before the interview. Practice answering interview questions and create strategies to succeed with each question. Being prepared reduces stress and increases confidence. At the end of the day, interviewers are not looking for the right answer, they're looking for smart and well-defined presentation, afterall, they're looking for people to represent their company. Ofcourse, this doesn't mean you can outsmart them. There's a reason they are conducting interviews and they see right through you. Remember to bring extra copies of your résumé

for the panel of interviewers, you don't need the unnecessary panic. It is said that punctuality is not just about being on time, but about respecting your commitments. Know where you are going in advance, and get there thirty to forty-five minutes early. No one likes to be kept waiting, especially not the people who are offering you a job. Preparing well-researched questions before the day of the interview shows your interest in the position, and additionally will help you clear any queries you might have. Formulate questions you'd like to ask at the end of the interview. If you are interviewing with an analyst, ask about the goals of the company, the division, or the department. If you are interviewing with someone in human resources, ask about what is covered during the training program. You can also ask what skills are necessary for climbing the ladder in the company, about past alumni and so forth.

“What really worked for me was establishing comfort with the interviewer in the first 5 minutes of my interview so that everything that follows is collaborative. Involve him or her in what you speak, or the cases you solve, or the questions you have for the organisation.”

-Shivansh Jindal
Received an offer from Bain Capability Network

In her book '4 Simple Steps to Effective Communication', Tamara Jacobs says that in most situations, the first impression is made within the first 6 seconds. In an interview, this is extended to the first few minutes, as they look at a variety of different factors. Since there's no rewind button to undo a false start, don't blow this opportunity to cement the image you want to leave in the minds of each and every member of an interview team.

“Even if you know the answer well, take a few seconds and structure your thoughts before answering. For guesstimate questions, keep it simple and concise, your logic matters more than numbers and figures. For technical questions, don't be afraid of using proper terminologies but use everyday examples to explain the concept.”

-Shashwat Grover
Received an offer from Verity Knowledge Solutions

Proper posture and body language help employers interpret your attitude and interest in the position and in the company. Although this goes without saying, the better your answers are, the more successful you'll be. Your answer should have an introduction, a middle, and a conclusion that includes a tangible and preferably positive result. If the questions are quantitative in nature, be sure to explain your workings and always think out loud. This shows your train of thought to the interviewer. BCG, in its preparation kit to candidates, available on its website, stresses on asking questions if there's something that you have a doubt about. It's always better to be clear about what the interviewer wants rather than assuming it. Remember, your attitude and behaviour are as important, if not more, as your résumé, experience, academics and technical abilities.



NEW EDITION 45 SOLVED CASES

CASE INTERVIEWS CRACKED

A comprehensive guide to landing your dream consulting job

SANKALP KELSHIKAR | SARANSH GARG

Case Interviews Cracked

typical CBS interview process will comprise a guesstimate round followed by one or multiple case and HR rounds. You wouldn't want to be put in a situation where you are well prepared for case interviews but do not get the chance to get to them because of weak guesstimates. There's no particular handbook for them, just because there can be as many guesstimates as you'd like to have through your imagination. Still, a few websites explain logic and step-by-step solutions through sample guesstimate questions, one of the better examples of which can be the Medium article written by IIM-L alumni Soumya Gupta. An interviewer usually limits the guesstimate topics to a candidates' interests, as it is expected that he should have appropriate knowledge about his own hobbies. One of the many, many places you can find new guesstimates on, is Quora. The best part about it is, you get multiple answers and approaches to

Preparing for D-day

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While the placement processes for all companies have certain common elements, consulting companies like Bain Capability Network (BCN) also introduce an element of a Guesstimate Round, and a Case Round. Starting with something common to both the rounds: Structure. A structured thinking process is a requisite skill for these interviews and the job in general. Along with having a structured process, communication skills, both verbal and written are paramount. While a conventional interview can be aced with a thorough study and understanding of the concepts, a case interview calls for an additional element of "Live Case Practice", where the preparation takes place in a structured interviewer-interviewee interaction to simulate the conditions of the actual interview. Thus, it is my suggestion to undertake this preparation in a group of 3 or 4 people, who are as serious about the process as you are; the quality of people you practice your cases with can make a difference in how well you handle the stressful situation of an interview. As opposed to a conventional interview, the solutions to a case interview are more often than not, not unique. There is immense scope for the directions you can take with your solution, thus a group allows you to generate multiple ideas and approaches while vetting your own approach to ensure that towards the end, you are well equipped to view a problem from multiple perspectives. Given the extended break, it is a great opportunity to pick up numerous guesstimates, start developing your approaches to cases with the help of the material, your teammates, and your seniors. Further, a well-established opinion about the case interviews is that while the final answer does have some bearing, the approach you take along with your thought process becomes a major decision-making criterion in your favour. Thus, it is important that during your preparations you keep an open mind about the solutions. A common mistake that candidates make is to fit all problems in the 4 or 5 case study frameworks that they study in the material. What they often miss, is the fact that the material is available to everyone, and so presenting your solutions in a generic way earns you no points. Further, the cases in the interviews, and what you'll work on in the future would rarely fit neatly in a case. This is the point where the flexibility to work with the data you have at your disposal and the flexibility to bend the structures to suit the needs of your clients comes into play. Keeping the above in mind, and armed with confidence and perseverance, no interview is too hard to crack. Best of luck for your placement processes!

choose and learn from. Certain interview processes, like that of KPMG, Deloitte and D.E. Shaw have a group discussion process before interviews begin. Many companies, in the interview process, like to assess candidates' general awareness and opinions on issues around them. Absorbing everything happening in the world can be overwhelming, therefore, it is important to get information in precise notes to gauge a sense of the world. Newspaper apps are a quick fix for this, although, a physical newspaper helps make the best use of metro rides. Remember, general awareness is a continuous process of 1-2 months and does not have a quick fix. Interview preparation is a time to polish what one has learned in the last two years and present the best version of oneself. Job interviews can be a stressful affair but adequate preparation and presentation can help ease the anxiety.